

VILLAGE OF WRIGHTSTOWN



Village
of
Wrightstown



*Comprehensive
Plan*

**Village of Wrightstown
Comprehensive Plan
Brown County, Wisconsin**

**Prepared by:
Brown County Planning Commission, 2003**

Village of Wrightstown Comprehensive Plan

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CHAPTER 1 Issues and Opportunities

Introduction

The Village of Wrightstown is located in the southwestern portion of Brown County and the east central part of Outagamie County in the State of Wisconsin. The Village contains approximately 2,340 acres of land stretching from the USH 41/CTH U interchange and across the Fox River along STH 96. The Village of Wrightstown shares its northern, southern, and eastern borders with the Town of Wrightstown in Brown County, while the northwestern part of the Village is located in Outagamie County adjacent to the Town of Kaukauna.

Purpose and Intent

A comprehensive plan is an official public document adopted by ordinance by the local government that sets forth its major policies concerning the future physical development of the community. The primary purposes of this plan are to generate goals for attaining a desirable development pattern, devise strategies and recommendations the Village can follow to achieve its desired development pattern, and meet the requirements of the State of Wisconsin Comprehensive Planning (Smart Growth) Law. It is intended that the recommendations reflect the 14 local comprehensive planning goals prescribed in state statute and listed below:

1. Promotion of the redevelopment of lands with existing infrastructures and public services and the maintenance and rehabilitation of existing residential, commercial, and industrial areas.
2. Encouragement of neighborhood designs that support a range of transportation choices.
3. Protection of natural areas, including wetlands, wildlife habitats, lakes, woodlands, open spaces, and groundwater resources.
4. Protection of economically productive areas, including farmland and forests.
5. Encouragement of land uses, densities, and regulations that promote efficient development patterns and relatively low municipal, state governmental, and utility costs.
6. Preservation of cultural, historic, and archeological sites.
7. Encouragement of coordination and cooperation among nearby units of government.
8. Building of community identity by revitalizing main streets and enforcing design standards.
9. Providing an adequate supply of affordable housing for individuals of all income levels throughout each community.
10. Providing adequate infrastructure and public services and an adequate supply of developable land to meet existing and future market demand for residential, commercial, and industrial uses.

11. Promoting the expansion or stabilization of the current economic base and the creation of a range of employment opportunities at the state, regional, and local levels.
12. Balancing individual property rights with community interests and goals.
13. Planning and development of land uses that create or preserve varied and unique urban and rural communities.
14. Providing an integrated, efficient, and economical transportation system that affords mobility, convenience, and safety and that meets the needs of all citizens, including transit-dependent and disabled citizens.

The Village of Wrightstown Comprehensive Plan should be used by Village officials when revising and administering its zoning and other ordinances. The plan should be the basis for siting future developments and extending public services. The plan is designed to be a guiding vision so that there is a consistent policy to follow and a clear goal for the future for the residents of the Village of Wrightstown.

Comprehensive Planning Process

This document is comprised of nine elements reflecting the requirements in the comprehensive planning law: Issues and Opportunities; Housing; Transportation; Utilities and Community Facilities; Agricultural, Natural, and Cultural Resources; Economic Development; Intergovernmental Cooperation; Land Use; and Implementation. Although all of these chapters have their own goals, objectives, and recommendations, the elements are all interrelated and, therefore, the goals, objectives, and recommendations are, as well. This plan was developed with the interrelationships of the elements in mind.

The future land use plan contained within the Land Use chapter of the comprehensive plan provides a vision of how the Village of Wrightstown could look 20 years from now. The land use plan contains recommendations regarding the location, density, and design of future development and is the cornerstone of the overall plan. The future land use plan is the composite of the goals, objectives, and recommendations contained in all of the chapters.

The final part of the plan involves implementing the recommendations. A comprehensive plan is only effective when it is actually used. This includes both using the plan on a routine basis when making policy and administrative decisions and when creating and revising municipal ordinances (such as the zoning ordinance) to control and guide development consistent with the plan.

It is important to note that this document is not the end of the planning process. For the Village of Wrightstown to succeed in achieving its vision for the future, planning must be a continual, ongoing exercise. Just as this plan replaces the 1994 Village of Wrightstown Comprehensive Plan, planning within the Village must continue to evolve to reflect new trends and concepts.

Vision Statement

A vision statement is a summary of the goals identified in the comprehensive plan. The Village of Wrightstown Citizens Advisory Committee identified the following vision statement for the comprehensive plan:

The purpose of the Village of Wrightstown Comprehensive Plan is to guide the Village's land use patterns in a way that will create a unique identity for the Village in the greater Brown County and Outagamie County region by promoting a balance of housing choices, transportation alternatives, natural resource, recreational and environmental opportunities, and economic development policies consistent with the State of Wisconsin's comprehensive planning goals.

Community Goals and Objectives

A major element of the comprehensive planning process is the identification of a community mission statement, as well as the development of goals and objectives. This identification is often difficult because values held by citizens are highly elusive and complex. People vary widely in their choice of values and the degree to which they will accept or tolerate differing attitudes.

In order to identify the Village's priorities for community development, as well as key issues and concerns to be addressed, the Brown County Planning Commission held a public visioning session, which utilized the nominal group method, on July 23, 2002, at the Wrightstown Elementary School. Approximately 50 residents attended. The following are the top issues that the attendees listed at the visioning session:



Rank

1. Encourage businesses that provide community services (medical, restaurants, pharmacy, hardware, retail, etc.).
2. Promote cost-effective services of quality sewer and water utilities.
3. Need community center/new village hall.
4. Clarify and define zoning to achieve consistency (avoid patchwork zoning).
5. Improve traffic intersections.

6. Downtown revitalization.
7. Need a fulltime police service.
8. Keep village property taxes stable.
9. Improve existing streetscape: curb, street, lighting, landscaping, flowers.
10. Maintain a quality school system.

Appendix C contains the complete listing of nominal group workshop results.

The nominal group workshop, along with input from the citizens advisory committee and sound planning principles, formed the basis for the development of the goals and objectives.

Goals and Objectives

Goals and objectives each have a distinct and different purpose within the planning process. Goals describe desired situations toward which planning efforts should be directed. They are broad and long-range. They represent an end to be sought; although, they may never actually be fully attained. Objectives describe more specific purposes, which should be sought in order to advance toward the achievement of the overall goals. The third part of the planning process, policies and programs, is discussed in each chapter specific to that comprehensive plan element.

The comprehensive plan and future development of the Village is based on the following goals and objectives.

Housing Goal

Develop neighborhoods that provide for a balance and variety of quality housing opportunities for all segments of the Village's population in such a way that adverse environmental impacts are minimized, public services are efficiently provided, and alternative means of transportation are encouraged.

Objectives

- Promote reinvestment into the existing housing stock in order to maintain property values and strong neighborhoods.
- Promote an adequate balance of housing types for individuals of all income levels.
- Provide for the development of community-based residential facilities to help care for a diverse population.
- Identify Smart Growth areas contiguous to existing development for residential uses to take advantage of existing utilities and public services.
- Promote traditional neighborhood developments (TND) as a viable mixed-use development option.
- Promote conservation by design developments in the Village where appropriate.
- Develop and implement and promote and encourage residential design standards for new development and redevelopment.

- Promote the rehabilitation and preservation of architecturally unique and/or historic residential buildings whenever possible.
- Identify and utilize governmental programs, such as Community Development Block Grants-Housing (CDBG-Housing) and the Wisconsin Housing and Economic Development Authority (WHEDA), to improve aging residential stock.

Economic Development Goal

Broaden the tax base and strengthen the Village's economy and employment base through the expansion of commercial and industrial activity in the Village.

Objectives

- Encourage businesses that provide community services and products.
- Develop and implement industrial and commercial design standards.
- Identify appropriate areas for additional industrial and commercial activities to expand the Village's tax base.
- Promote the revitalization of the downtown on both sides of the Fox River to help foster community identity and to serve as a focal point for economic development.
- Continue the mix of residential and commercial uses within the downtown.
- Promote the Fox River for riverfront businesses that will utilize the river as a scenic amenity.
- Encourage the utilization of government programs to aid in the retention of existing and the attraction of new industrial or commercial activities.
- Promote a mix of commercial development to include both large and small business ventures.
- Encourage the redevelopment of underutilized, vacant, or brownfield commercial and industrial areas.
- Encourage commercial development in smaller neighborhood centers and the downtown rather than in strips along main thoroughfares.
- Foster economic development partnerships with agencies, such as Advance, Brown County and Outagamie County Planning, and the Wisconsin Department of Commerce.

Intergovernmental Cooperation Goal

Work with the surrounding communities, school district, Brown County, Outagamie County, and State of Wisconsin to cooperatively plan and develop the Village and region.

Objectives

- Work with the surrounding communities to resolve boundary issues, coordinate municipal services, and address other issues of mutual concern.

- Work with the Wrightstown School District and the other communities to evaluate the future needs of the school district.
- Work with the surrounding communities, Brown and Outagamie Counties, and WisDOT to plan the USH 41, STH 96, and county trunk corridors.
- Identify existing conflicts with the surrounding communities and work with the communities and Brown County and Outagamie County Planning to resolve these conflicts.
- Work with the Wisconsin DNR, Brown County, and Outagamie County to identify park and recreation needs within the Village.
- Utilize the Village's extraterritorial review authority to ensure that development outside of the Village limits is compatible with development within the Village.

Transportation Goal

Develop a safe and efficient multi-modal transportation system that serves all Wrightstown residents.

Objectives

- Promote the redevelopment of the downtown to contain a mix of residential, commercial, institutional, and recreational uses to make walking and bicycling viable transportation options and minimize traffic on the existing street system.
- Utilize grid street patterns, which minimize the use of cul-de-sacs, to distribute traffic evenly, maximize mobility and accessibility for all residents, and make transit service viable.
- Maximize safety at the Village's intersections.
- Develop a continuous pedestrian system by installing sidewalks in new developments and in existing areas for safety and to create pedestrian linkages.
- Develop an off-street pedestrian trail system within the Village.
- Enable and encourage developers to build narrow streets to slow traffic through neighborhoods, minimize construction and maintenance costs, and maximize safety for all residents.
- Work with the surrounding communities, Brown County, Outagamie County, and WisDOT to plan the STH 96 and USH 41 corridors.
- Investigate the utilization of mass transit to the Green Bay and Appleton-Oshkosh Metropolitan Areas.
- Provide pedestrian and bicycle connections to destinations, such as parks, schools, employment centers, shopping areas, and between/within subdivisions.
- Enhance the appearance of the Village's entrances and thoroughfares.
- Work with Brown County, Outagamie County, WisDOT, the Wrightstown School District, and other agencies to develop the Village's multi-modal transportation system.

- Ensure that the Wrightstown Industrial Park continues to have freight rail service.
- Encourage Village residents and visitors to utilize the high-speed passenger rail service proposed for the Green Bay Metropolitan Area in 2007 to minimize vehicle traffic on the area's highways.
- Identify a system of truck routes throughout the Village and mark them with unique signs to enable them to be easily identified.
- Utilize Austin Straubel International Airport and Outagamie County Airport to attract new businesses and retain existing ones.
- Continue to utilize the Port of Green Bay to attract and retain industries.
- Apply for grants to help fund the development of the Village's multi-modal transportation system.

Agricultural, Natural, and Cultural Resources Goal

Capitalize on the amenities offered by the Village's agricultural, natural, and cultural resources (to the extent practical) and integrate these features into future development in order to enhance the character of Wrightstown and the quality of life for its residents.

Objectives

- Expand the overall amount of greenspace within the Village with an emphasis on Village beautification.
- Utilize the existence of significant natural resources as a key factor when identifying locations for future parks.
- Preserve wetlands, floodplains, and other environmental areas to link various parts of the Village and to serve as wildlife corridors, pedestrian trails, and stormwater management areas.
- Maintain and enhance accessibility of public lands along the Fox River.
- Require the creation of neighborhood greenspace and parks within residential developments.
- Coordinate future parks, recreation facilities, and greenspace with adjoining communities and the Brown County and Outagamie County Park and Open Space Plans.
- Promote a more harmonious relationship between the natural landscape and future development through incentives for the use of conservation subdivisions and other flexible techniques.
- Maintain and enhance the appearance and community identity of the Village through the creation of design standards, landscaping, improved signage, and other aspects of the Village.
- Identify and protect significant historic and scenic sites, including archeological sites, and promote their value to the Village.

- Promote the preservation and rehabilitation of older buildings within the Village, especially through adaptive reuse of such buildings when possible.
- Maintain existing agricultural areas outside the Village for as long as possible by promoting infill development and orderly expansion of growth areas.

Community Facilities Goal

Promote a quality living environment through the timely provision of adequate and efficient recreation, utility, emergency, and other public facilities and services affecting the health, safety, and well-being of residents and businesses.

Objectives

- In cooperation with the Wrightstown School District, evaluate and retain suitable sites for future schools in order to maintain a quality school district.
- Develop and maintain a long-term viable supply and distribution system of high quality, affordable public water.
- Identify a potential location for a new combination village hall and community center.
- Investigate the establishment of a fulltime police service.
- Provide quality police, fire, and rescue services for all residents and businesses, including identifying new locations for future facilities as the Village grows.
- Expand the amount of greenspace within the Village, especially by providing small neighborhood parks within residential areas.
- Investigate the need for a park and recreation department to better serve the needs of a growing population.
- Plan, locate, and develop new recreational facilities and expand the activities within existing parks to respond to the needs and desires of all segments of the population.
- Enhance the Fox River as a community resource by providing additional access and recreational opportunities at appropriate areas along it.
- Maintain the Village’s existing public facilities and replace aging/obsolete infrastructure and equipment in a coordinated fashion.
- Promote the cost-effective use of existing community facilities, such as streets, sewers, and water, through infill development and planned outward expansion.
- Develop a comprehensive stormwater management plan that addresses both water quantity impacts, such as flooding, and water quality impacts, such as protection of wetlands and stream habitats.
- To the extent feasible, consolidate public buildings and community resources within the downtown.

Land Use Goal

Manage the future growth and land uses within the Village in order to ensure orderly balanced development that maintains or improves the quality of life, maximizes the efficient provision of municipal services, and promotes neighborhood centers that integrate greenspace and mixed uses, all while minimizing land use conflicts.

Objectives

- Delineate future growth areas for 5-year increments based on existing utility service areas, projected growth rates, and ability to efficiently provide services.
- Encourage a consistent application of the land use recommendations to avoid a patchwork of zoning amendments.
- Strive for a compact, efficient land use pattern by promoting infill development of existing vacant and underutilized lots before approving new developments.
- Identify and reserve appropriate areas for future business park expansion and seek ways to better integrate such uses with nearby residential and retail uses.
- Ensure compatibility of adjoining land uses for both existing and future development.
- Create and enforce design standards for developments, including streetscaping and parking lot landscaping.
- Strive for mixed-use neighborhood centers containing a variety of commercial and residential uses with an emphasis on pedestrian scale rather than strictly auto-oriented development patterns.
- Discourage strip commercial development in favor of clustering commercial activities at designated nodes or selected locations that can service nearby neighborhoods.
- Promote the redevelopment of the downtown on both sides of the river containing a mixture of pedestrian-oriented residential, commercial, and institutional uses.
- Greenspace or open lands should be integrated into neighborhoods.
- Coordinate the layout of new developments with the need for traffic circulation and pedestrian facilities.
- Provide for a mix of residential uses and housing types within neighborhoods through the establishment of flexible zoning standards and the promotion of planned developments.
- Require the installation of neighborhood facilities within new subdivisions, including street trees, sidewalks/trails, and sites for playgrounds.

Recommendations and Programs

Programs are the means by which a community can achieve and/or implement the recommendations contained in a comprehensive plan. Typically, programs include

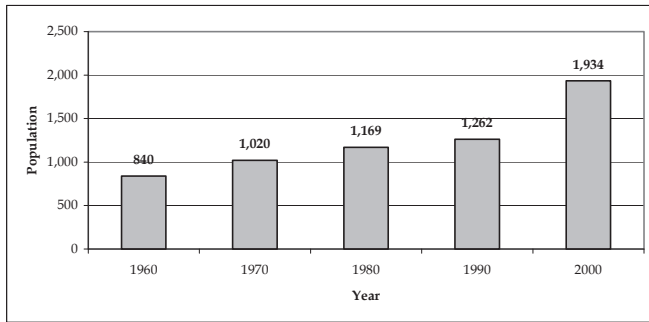
information regarding financial aid through grants or loans, ordinance changes, or other creative means for a community to work toward the overall goals and objectives.

The recommendations (where relevant) are included throughout each individual chapter and summarized in bulleted form. The programs to implement the recommendations are located in the Implementation chapter at the end of the comprehensive plan.

Demographic Trends

From 1960 to 2000, the Village of Wrightstown's population went from 840 to 1,934, which is a 130 percent increase as compared to Brown County at 81.3 percent. Wrightstown is ranked sixth in Brown County for increase in terms of percentage of population growth over the past 40 years. For the years 1990 to 2000, the growth rate increased by 53.2 percent. This trend may decline in years to come but should still be high in the rankings of population growth. Figures 1-1 and 1-2 provide a graphic representation of these figures.

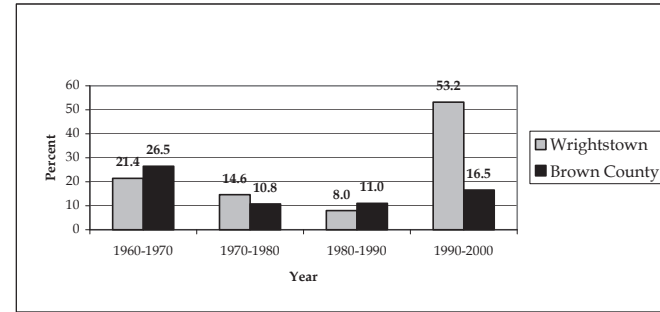
Figure 1-1: Village of Wrightstown Historic Growth Trend



Source: U.S. Census of Population, 2000.

Figure 1-2 displays the Village of Wrightstown's percent population change as compared to Brown County. As is evident from the graph, the population rates were fairly comparable from 1960 to 1990, but there was a spike in population growth in the Village during the years 1990 to 2000. This may be a result of the location of the Village being almost midway between the Green Bay and Appleton Metropolitan Areas, which allows households to easily commute to either metro area by way of USH 41.

Figure 1-2: Percent Population Change, 1960-2000

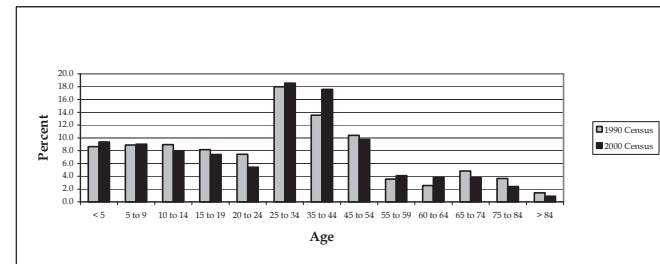


Source: U.S. Census of Populations, 2000.

Age Distribution

Census figures indicate the 2000 median age of the Village of Wrightstown was 31.3, as compared to the 1990 median age of 29.1. This follows the overall national trend as the "baby boomer" generation continues to age. As these people continue to age, measures will need to be taken to ensure that there will be housing and care options available in the Village as they transition to retirement and elderly age. Although the community is aging, there appears to be an influx of people in the age ranges of 25 to 34 and 35 to 44. This is most likely a result of younger families moving to Wrightstown and utilizing the Village's location for a convenient commute to either Green Bay or the Fox Cities. The proportion of younger families in Wrightstown is further visible when comparing it to the median age for Brown County at 34.2 years and for the State of Wisconsin at 36.0 years.

Figure 1-3: Village of Wrightstown Age as a Percentage of Population, 1990 and 2000



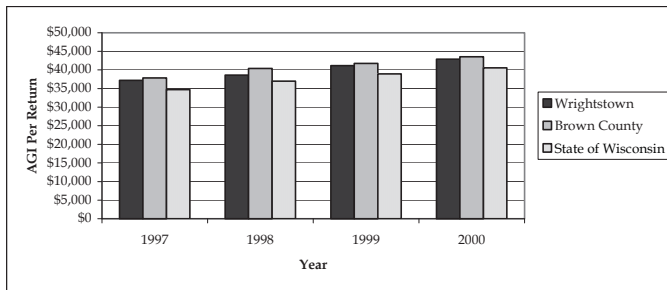
Source: U.S. Census of Population; Wisconsin Dept. of Administration

Figure 1-3 indicates how the Village of Wrightstown has aged over the past decade with the age ranges as a percentage of the overall population of the Village of Wrightstown.

Income Levels

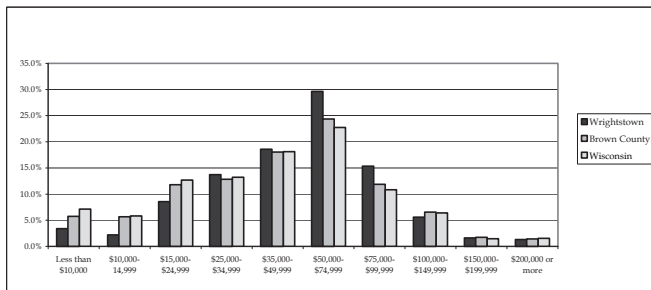
According to the Wisconsin Department of Revenue-Division of Research and Analysis, the Village of Wrightstown's adjusted gross income (AGI) per tax return has increased continuously since 1997. The most recent year for which information is available lists the year 2000 AGI for the Village of Wrightstown at \$42,902. The Village of Wrightstown is higher than the State of Wisconsin but slightly lower than Brown County, but in recent years, Wrightstown has been closing the gap between the Village and Brown County. Figure 1-4 indicates the returns for 1997-2000.

Figure 1-4: Adjusted Gross Income Per Tax Return, 1997-2000



Source: Wisconsin Department of Revenue-Division of Research and Analysis, Wisconsin Municipal Per Return Income for 1997, 1998, 1999, and 2000.

Figure 1-5: Household Income in 1999



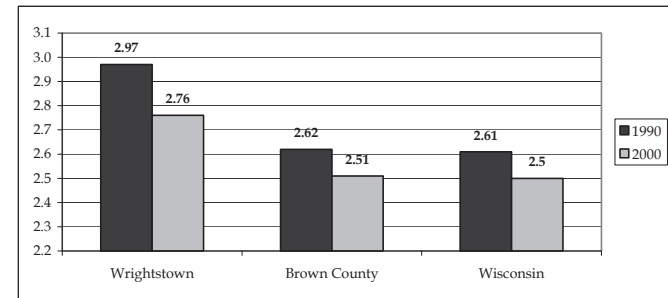
Source: U.S. Bureau of the Census, Table DP-3, Profile of Selected Economic Characteristics: 2000

According to the 2000 census, the median household income level for the Village of Wrightstown for 1999 was \$52,885, compared to Brown County's median household income of \$46,447 and the State of Wisconsin's of \$43,791. Figure 1-5 indicates that the largest percentage of the Village is within the \$50,000-\$74,999 income bracket, which also corresponds to Brown County and the State of Wisconsin.

Housing Characteristics

Similar to the nationwide trend, the average household size for the Village of Wrightstown has declined from 2.97 people per household in 1990 to 2.76 people in 2000. This calculates to a 7.1 percent decrease in people per household between 1990 and 2000. However 2.76 people per household is still higher than that of Brown County or the State of Wisconsin. This may indicate that in terms of percentages there are more families with children living at home in the Village than in the County or State. Figure 1-6 identifies the 1990-2000 trend in people per household for the Village, county, and state.

Figure 1-6: People Per Household, 1990 and 2000

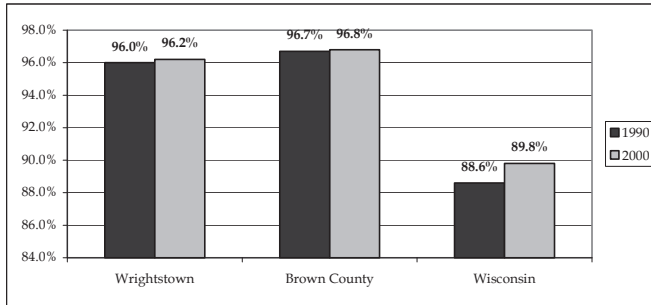


Source: U.S. Bureau of the Census, 1990 and 2000.

According to the 1990 census, there were 443 housing units with 425 of those units in use, while in 2000, there were 729 housing units with 701 in use. This is a 64.5 percent increase in total number of housing units over a 10-year period, while the people per household continued to decrease.

About 74 percent of residents in the Village of Wrightstown owned their homes in 2000, compared to 78 percent in 1990. This is reflected in the almost doubling of the number of renter-occupied housing units from 94 in 1990 to 182 in 2000. The high demand for both owner-occupied and rental units is reflected in Figure 1-7, which displays a much higher occupancy rate for Wrightstown and Brown County as compared to the State of Wisconsin.

Figure 1-7: Occupied Housing Rates, 1990 and 2000

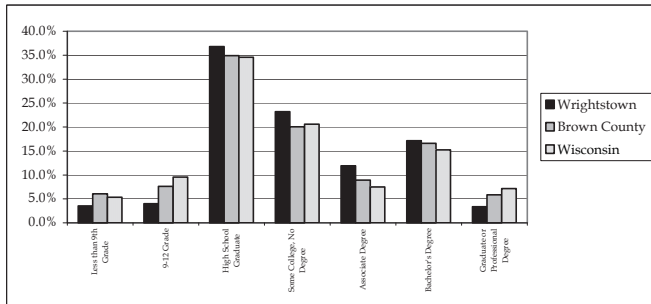


Source: U.S. Bureau of the Census, 1990 and 2000.

Education Levels

As is evident from Figure 1-8, the largest percentage of Village of Wrightstown residents has earned a high school diploma. This is very similar to both Brown County and the State of Wisconsin. In terms of advanced education beyond high school, the Village has a higher percentage of residents in all categories except for those with a graduate or professional degree.

Figure 1-8: Educational Attainment, 2000



Source: U.S. Bureau of the Census, Census 2000 Table DP-2 Profile of Selected Social Characteristics: 2000

Employment Characteristics

According to the 2000 census, of the 1,319 people considered to be of working age (16 years and older), 1,068 people, or 81 percent, are currently in the labor force. Of those who are currently not working, only 28 people, or 2.1 percent, are considered to be unemployed. This compares with the 251 people who are also not working but consider themselves to be out of the labor force (student, stay-at-home parent, etc.).

By far the largest industry sector in the Village is manufacturing with 305 people, or 29.4 percent, of the labor force working in this field. The next largest sector is the educational, health, and social services field with 123 people, or 11.8 percent, of the labor force. Figure 1-9 displays the industries and their total numbers and percentages.

Figure 1-9: Industry Sector Employment, 2000

Industry	People	Percent
Manufacturing	305	29.4
Educational, Health, and Social Services	123	11.8
Finance, Insurance, Real Estate, and Rental and Leasing	90	8.7
Retail Trade	86	8.3
Construction	83	8.0
Professional, Scientific, Management, Administrative, and Waste Management Services	69	6.6
Transportation and Warehousing and Utilities	68	6.6
Wholesale Trade	55	5.3
Other Services (except Public Administration)	53	5.1
Arts, Entertainment, Recreation, Accommodation, and Food Services	47	4.5
Public Administration	23	2.2
Agriculture, Forestry, Fishing and Hunting, and Mining	21	2.0
Information	15	1.4

Source: Table DP-3: Profile of Selected Economic Characteristics: 2000 - Village of Wrightstown

Employment Forecasts

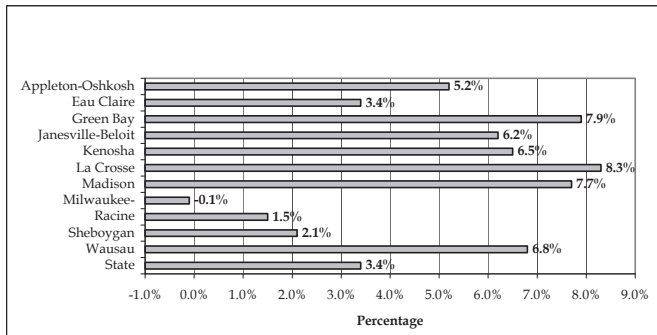
The Village of Wrightstown is not located within either the Green Bay or Appleton-Oshkosh Metropolitan Areas. However, it is located almost midway between the two. Although the economy is slowing from a period of unprecedented job growth during the 1990s, the Green Bay and Appleton-Oshkosh Metropolitan Statistical Area employment continues to grow, albeit at a slower rate.

According to the State of Wisconsin Department of Revenue-Division of Research and Policy, the most recent *Metropolitan Area Outlook* states that employment in the Green Bay Metropolitan Statistical Area (MSA) is forecasted to grow by 7.9 percent overall from 2001-2006, down from 20.8 percent growth between 1994 and 2000. Although a much slower growth than the previous six years, this is still the second fastest forecasted growth rate in the state, behind only the La Crosse MSA at 8.3 percent.

The Appleton-Oshkosh forecast calls for a slowdown from 15.1 percent employment growth over the 1994-2000 time-period to a 5.2 percent growth rate between 2001 and 2006. Although not as fast as the Green Bay Metro Area, it is still ahead of the state average of 3.4 percent.

Over this same period, the state is expected to grow at a 3.4 percent employment rate, which is less than half that of the Green Bay area and also below the Appleton-Oshkosh rate. Employment growth industries within the Green Bay and Appleton-Oshkosh MSAs over the 2001-2006 time-period are forecasted to include finance, insurance, real estate, and service sector employment. Although employment growth within the Green Bay and Appleton-Oshkosh MSAs will not be as great as during the 1990s, forecasted employment growth will continue to be comparatively stronger than most other areas in the state. Figure 1-10 displays the total non-farm employment by MSA.

Figure 1-10: Total Non-Farm Employment Forecasts by MSA



Source: Wisconsin Dept. of Revenue-Division of Research and Policy, *Metropolitan Area Outlook, 2001-2006*

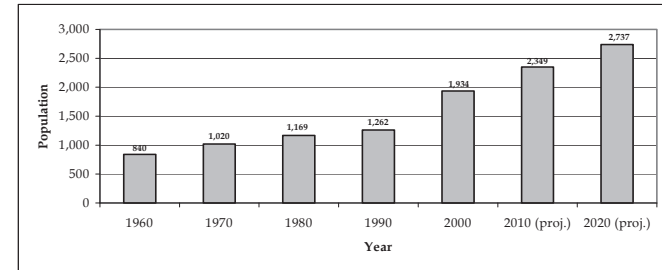
Population and Housing Forecasts

In January of 2002, the Wisconsin Department of Administration (WDOA) provided Brown County with updated population projections through the year 2020 for the update to the Brown County Sewage Plan. According to these projections, the Village of Wrightstown is forecasted to grow to 2,349 people by 2010 and 2,737 people by 2020. This results in a population growth rate of 21.5 percent from 2000 to 2010 and 16.5 percent from 2010 to 2020 for the Village of Wrightstown. The historic and projected population for the Village of Wrightstown is displayed in Figure 1-11.

In order to account for a 250 housing unit development that is currently being developed in the northwestern part of the Village, adjustments to the population projections were made, based on the 2000 census and 2001 and 2002 population estimates. Four variations of projections were utilized, including the WDOA projections, a linear regression (101-

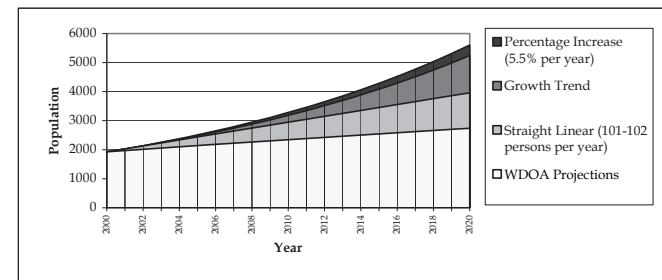
per year), a growth trend based on an average percentage of growth over the past three years, and a percentage increase per year of 5.5 percent. The results of the analysis are displayed in Figure 1-12.

Figure 1-11: Village of Wrightstown Historic and Projected Populations



Source: U.S. Census Bureau 2001; Wisconsin Dept. of Administration, 2002

Figure 1-12: 2000-2020 Village of Wrightstown Alternative Population Projection Scenarios



Source: Wisconsin Department of Administration, 2002; Brown County Planning Commission, 2002.

Figure 1-13: Projected Population Trends and Required Housing Units

Projection Method	2000 (People)	2010 (People)	2020 (People)	Required Housing Units (2.76 pph)
WDOA	1,934	2,349	2,737	992
Linear	1,934	2,946	3,961	1,435
Growth	1,934	3,182	5,241	1,899
Percentage	1,934	3,280	5,602	2,030

Source: Brown County Planning Commission, 2002.

In order to determine an approximate number of required housing units for the four different projection methods, the projected populations were divided by the average number of people per household in the Village. Figure 1-13 displays the projected populations and total projected housing units required for each trend.

Residential Acreage Analysis

In order to further determine the land use impacts of the different population projections, the required housing units were first assumed to be all single-family detached residences, while understanding that there would also be duplex and apartments within the mix. The number of required housing units was compared to the amount of land consumed by using 1/8-acre, 1/4-acre, 1/3-acre, 1/2-acre, and 1-acre lots. However, these numbers also do not include undevelopable land or land consumed for street rights-of-way or other utility easements. The Land Use chapter provides a much more detailed analysis of the amount of land required for the chosen projection method. Figure 1-14 details the amount of land required for each scenario.

Figure 1-14: Amount of Land Required for Each Projection and Lot Size Scenario

Projection	Lot Size	Acres Required
WDOA	1/8 Acre	36.4
	1/4 Acre	72.8
	1/3 Acre	96.0
	1/2 Acre	145.5
	1 Acre	291.0
Linear	1/8 Acre	91.8
	1/4 Acre	183.5
	1/3 Acre	242.2
	1/2 Acre	367.0
	1 Acre	734.0
Growth	1/8 Acre	149.8
	1/4 Acre	299.5
	1/3 Acre	395.3
	1/2 Acre	599.0
	1 Acre	1,198.0
Percentage	1/8 Acre	166.1
	1/4 Acre	332.3
	1/3 Acre	438.6
	1/2 Acre	664.5
	1 Acre	1,329.0

Source: Brown County Planning Commission, 2002

The Village of Wrightstown Citizens Advisory Committee reviewed the projections and decided that (based on current trends in the Village) the Village is growing much faster than is projected by WDOA and, therefore, would utilize the growth trend to project its future land use needs.

Summary

The goals and objectives identified in the Village of Wrightstown Comprehensive Plan promote the concepts of a “walkable” and “livable” community. These two concepts are to be attained through features, such as a redeveloped pedestrian-friendly downtown, neighborhood parks, a balanced mix of housing types, a multi-modal transportation system, planned growth, and the integration of development with the protection of natural and cultural resources.

The Village has experienced very rapid population growth over the past ten years. It is evident from the data that the Village of Wrightstown’s rapid growth is largely due to its approximate midway location between the Green Bay and Appleton-Oshkosh Metropolitan Areas. The 2002 population estimate lists the Village with 2,137 people, which is only 212 people below the 2010 WDOA projection of 2,349 people. Additionally, the Village has seen a dramatic increase in the number of platted subdivisions and proposed developments over the past three years. Therefore, the Village of Wrightstown Citizens Advisory Committee chose to utilize the growth trend for its population projection.

As the demographic trends indicate, the Village’s population, while growing, is also aging, and the Village will need to ensure that all residents’ needs are met by offering a balanced variety of housing. Examples of the housing types include apartments, townhouses, condominiums, retirement homes, and community-based residential facilities.

Although the strong population, employment, and housing growth in the Village will provide an opportunity to implement many of the stated objectives in the comprehensive plan (redeveloped downtown, new small businesses, etc.), providing services to the growing population while protecting the Village’s resources in the face of development pressure must also be considered and planned.

CHAPTER 2

Land Use

Existing Land Use

In order to plan for future land use and development in Wrightstown, it is necessary to consider existing land uses and development trends. A land use inventory, which classifies different types of land use activities, is an important means of identifying current conditions. In addition, by comparing land use inventories from previous years, various trends can be discerned that are helpful in establishing the plan for future land use.

The Brown County Planning Commission conducts a countywide land use inventory every decade. Fieldwork for the most recent inventory was completed in June 2000 and updated in the summer of 2002 for the Village of Wrightstown. Using this data, the various land use categories were broken down by acreage. Figure 2-1 describes the land use composition of the Village, and Figure 2-2 shows the location of the various land uses within the Village.

Residential Land Uses

Of the developed land uses, residential land use is the dominant category. In 2002, the Village of Wrightstown had 366.4 acres devoted to residential land use, which is 19.4 percent of the Village. This trend has increased steadily over the last few decades. The presence of developable land, availability of public services, and the Village's location of almost midway between the Green Bay and Appleton-Oshkosh Metropolitan Areas just off of USH 41 have helped contribute to this trend.

In terms of location, the heaviest concentration of residential development is between the railroad tracks and the Fox River to Van Dyke Street on the west side of the Village and from High Street (STH 96) north to Fawnwood Drive on the east side. This area is almost exclusively residential. Additionally, there are a number of homes along Washington Street (CTH ZZ) and Main Street (CTH D) north of USH 96 that back up to the Fox River.

New residential development has been focused in three primary areas of the Village: the Golden Wheat Lane area, the Fawnwood Drive area, and the Royal St. Patrick's Golf Course Development. The Golden Wheat Lane area west of Plum Road (CTH D) consists of very large (1 to 3 acres) estate-style lots and single-family homes. The development is approximately one-third filled. However, as one crosses Plum Road, the lots become smaller and are generally in the one-third-acre lot size. The Fawnwood Drive area is also almost exclusively single-family residential, however, the lots are also smaller at one-quarter to one-half acres.

Royal St. Patrick's (RSP) is a golf course development located along USH 41 in the far northwestern part of the Village. The golf course was recently seeded and is planned to

Figure 2-1: Village of Wrightstown 2002 Land Use Acreage

Land Use	Total Acres
Single-Family	340.6
Two-Family	27.4
Multifamily	6.4
Total Residential	371.3
Retail Sales	13.1
Retail Services	14.8
Vacant Commercial	1.5
Total Commercial	29.4
Manufacturing	38.8
Enclosed Storage	1.5
Vacant Industrial	11.5
Total Industrial	51.8
Streets and Highways	151.4
Off-Street Parking	0.7
Railroads	25.2
Total Transportation	177.3
Generation/Processing of Comm./Util.	0.2
Transmission of Communication/Utilities	1.1
Waste Processing/Disposal/Recycling	4.3
Total Communication/Utilities	5.6
Administrative/Governmental Facilities	0.7
Safety Institutions/Facilities	1.8
Educational Facilities	49.4
Health Institutions	0.8
Assembly Institutions	0.8
Religious and Related Facilities	6.0
Total Institutional/Governmental	59.5
Parks/Playfields/Picnic Areas	15.9
Athletic Fields	42.4
Total Outdoor Recreation	58.3
Cropland/Pasture	702.3
Agricultural Buildings	24.4
Total Agricultural	726.7

Land Use	Total Acres
Rivers and Streams	157.7
Woodlands	163.3
Other Natural Areas	68.0
Total Natural Areas	389.0
Platted Residential Lots Vacant	101.8
Platted Commercial Lots Vacant	3.3
Platted Industrial Lots Vacant	43.4
Total Platted Areas Vacant	148.5
Total Land Under Active Development	301.9
GRAND TOTAL	2,319.3

include a mixture of residential types with a large office complex at the northern end of the development adjacent to the USH 41/CTH U interchange. At full build-out, the entire RSP development will cover approximately 431 acres of land and extend from Broadway Street in the south, CTH U in the east, and the CTH U/USH 41 interchange in the north.

The older residential parts of the Village near the downtown have a healthy mixture of single-family, two-family, and multifamily structures. As the Village grew, the residential uses tended to become more separated into their own distinct areas, creating large tracts of only one housing type. The separation of housing types is most noticeable on Prairie Way where the entire block is uninterrupted duplex units. There is also a large apartment complex located on the western end of Louise Drive. Although the recent trend in the Village has been toward separating residential housing types, a recently redeveloped condominium along the eastern shore of the Fox River in the downtown area provides some variability in the Village's housing locations.

Commercial Land Uses

Commercial land uses occupied 28.3 acres in 2002, or 1.5 percent of the Village. By far, most commercial uses are located in both the east and west sides of the downtown area and are centered at the intersection of High and Washington Streets in the east and Broadway and Main Streets in the west. The majority of these commercial uses are small service and sales enterprises serving local residents.

Recently, new commercial uses have been developing out of the downtown on High Street near the new high school and the intersection with CTH D. These commercial developments tend to be more auto-oriented with large parking lots either in front of or surrounding the commercial uses.

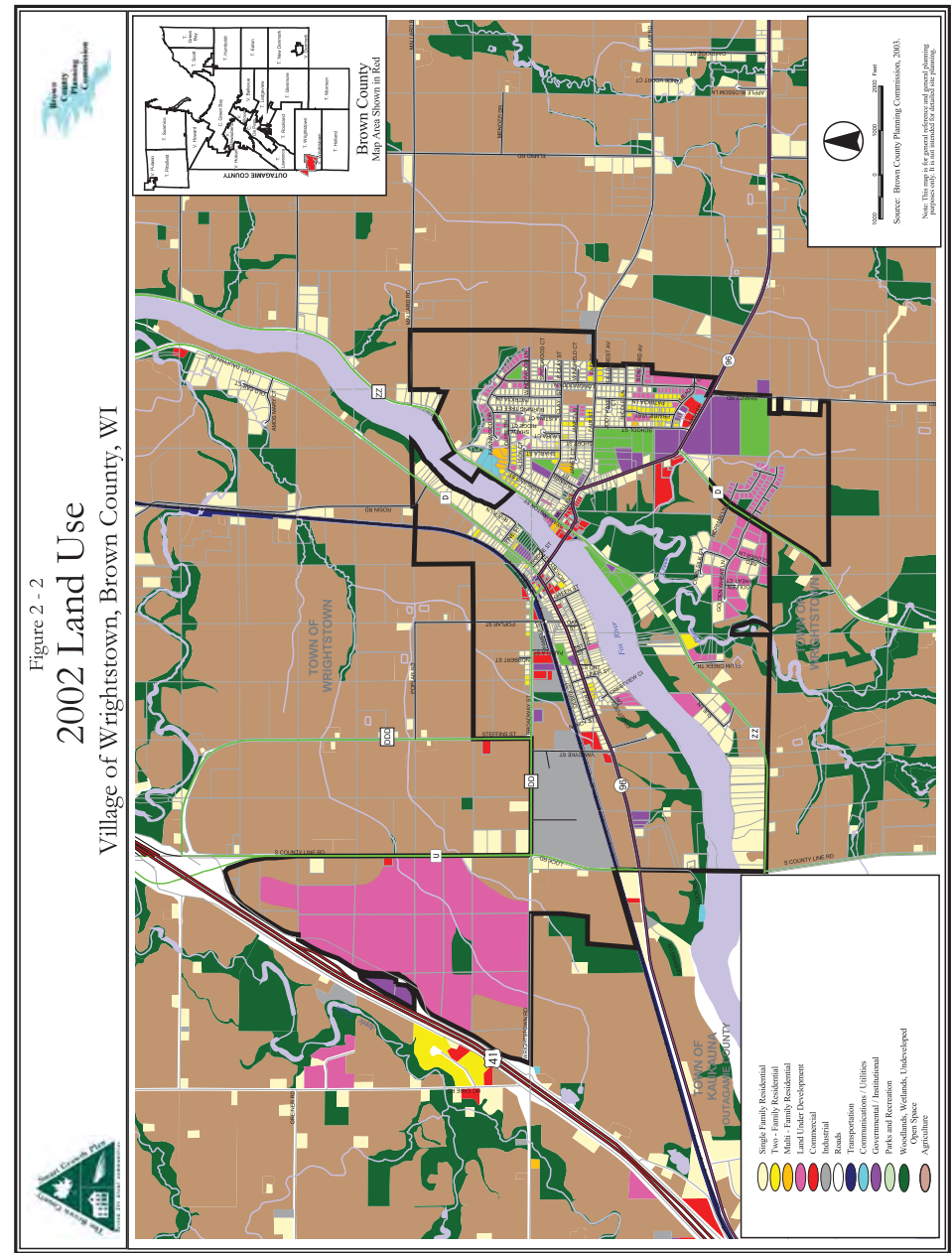


Figure 2 - 2
2002 Land Use
Village of Wrightstown, Brown County, WI



Intersection of Washington and High Streets



Intersection of Broadway and Main Streets

There are a few other scattered commercial uses in the Village, most notably along Broadway Street west of the railroad tracks and Van Dyke Street south of the railroad tracks.

Industrial Land Uses

Industrial land uses occupied 52.6 acres in 2002, or 2.8 percent of the Village, and are confined primarily to the Wrightstown Industrial Park in the western end of the Village between the railroad tracks and Broadway Street. Industrial uses are primarily manufacturing, processing, or wholesaling.

Institutional Land Uses

Schools dominate the Village's institutional uses. Wrightstown has three public schools that occupy a total of 48.9 acres, not including athletic fields or playgrounds, which are included in the recreational category. The three public schools are Wrightstown Elementary, Wrightstown Middle, and Wrightstown High Schools. The single largest addition to the institutional category, the high school, was recently completed at the intersection of Plum Road (CTH D) and High Street (STH 96). Additional institutional uses are scattered throughout the community, including St. Paul's School on Main Street and St. John's School on Clay Street.

Wrightstown also contains a mixture of other institutional uses, including a fire station, village hall, post office, library, and churches. The institutional land use total of 59.5 acres represented about 3.2 percent of the Village in 2002.

Outdoor Recreation Uses

The Brown County land use inventory indicates that Wrightstown contained 58.4 acres of outdoor recreation uses in 2002, which comprised 3.1 percent of the Village. This figure includes the Brown County boat launch, school-affiliated athletic fields and playgrounds, and various parks. Parks and other outdoor recreational uses are discussed in detail in the Community Facilities chapter of the plan.

Agricultural Land Uses

As of the summer of 2002, the Village had 605.3 acres of agricultural land (32.1 percent of the Village) within its current boundaries. However, almost all of this agricultural land is in the process of being platted and sold for residential uses. This is particularly noticeable on the far eastern and southern parts of the Village where most new residential activity has taken place on formerly active farmland. There are some additional areas of agricultural activity still taking place in the area of the Royal St. Patrick's development. However, the agricultural uses are expected to diminish as the development reaches full build-out.

Natural Areas

Almost all of the natural areas in the Village are associated with either the Fox River or Plum Creek, and they account for 382.8 acres, or 20.3 percent of the Village. The area along Plum Creek is the largest natural area in the Village. Plum Creek consists of its ravine and associated floodplain, which runs from the southern Village boundary northeast to its confluence with the Fox River just south of the STH 96 bridge.

Although much of the Fox River shoreline is developed with residential uses, there are some areas where steep banks and the presence of small tributaries to the Fox River preclude development up to the river. This is largely the case along the eastern shoreline south of the bridge to Sue Lane and also on the western shoreline directly across the river from Sue Lane west to Lock Road. There is an additional smaller natural area, known locally as Klister Ravine, which is also associated with a small tributary stream to the Fox River north and east of Fawnwood Drive.

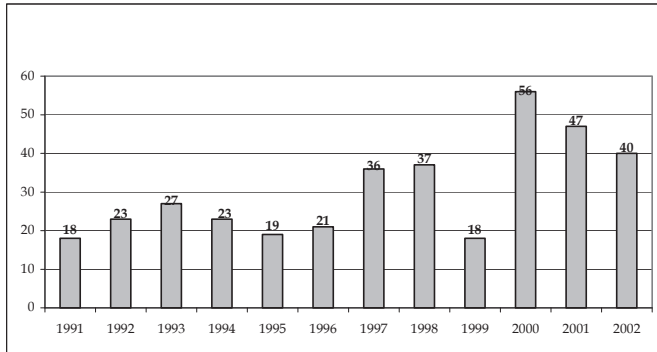
Land Use Trend Analysis

Supply and Demand

In order to identify the current supply and demand of vacant residential land in the Village, an analysis of the Village's tax assessment roles was completed. Figure 2-3 identifies the number of vacant residential parcels sold in the Village from 1991-2002, according to their assessment roles. As is evident from the graph, there was a rather dramatic jump in parcels sold between 1999 (18 parcels sold) to 2000 (when there were 56 parcels sold). This compares to the past two years of 47 and 40 parcels sold in 2001 and 2002, respectively. Based on current trends within the Village, it is not expected that the strong demand for vacant residential land will subside in the near future.

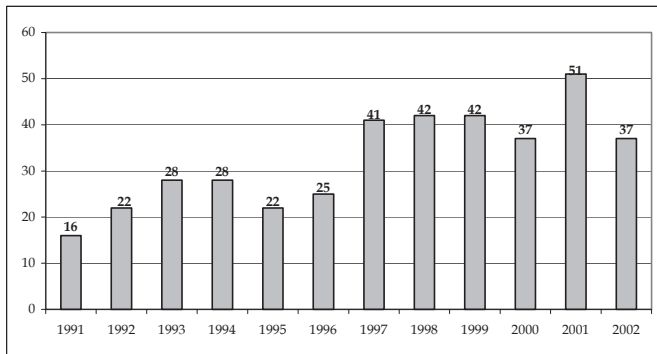
According to the assessment data contained in Figure 2-4, similar to the number of vacant residential parcels sold, the number of improved residential parcels (homes) sold has also continued a steady increase between 1991 and 2002. The largest one-year jump was when an additional 16 homes were sold in 1997 as compared to 1996. A second spike in activity occurred more recently in 2001 when 51 homes were sold as compared to 37 in both 2000 and 2002. Both trends of vacant and improved residential parcels sold are indicative of the continued strong demand for residential growth in the Village.

Figure 2-3: Number of Vacant Residential Parcels Sold, 1991-2002



Source: Fair Market Assessments, Inc., Village of Wrightstown Tax Assessment Roles, 2003.

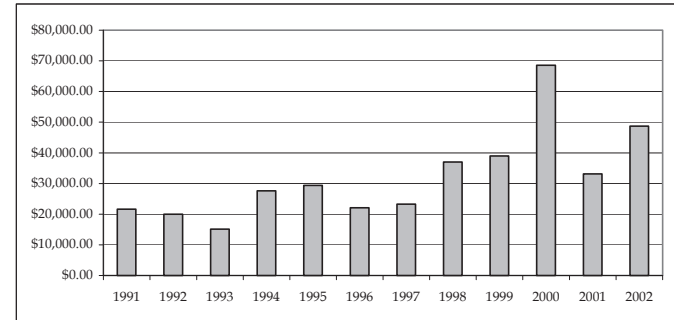
Figure 2-4: Number of Improved Residential Parcels Sold, 1991-2002



Land Prices

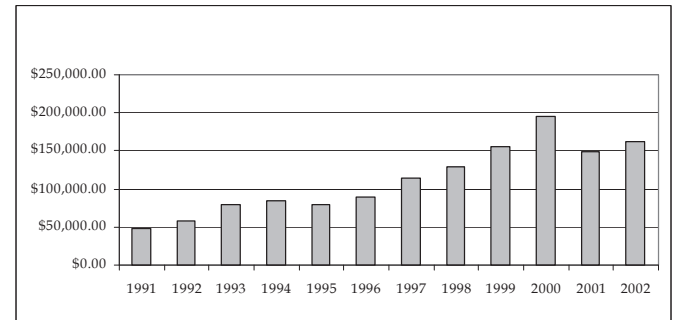
Figure 2-5 identifies the average selling price of vacant residential parcels for the same time period of 1991-2002, which was also extracted from the Village's tax assessment roles. Coinciding with the spike of 56 vacant parcels sold in 2000, the average selling price for vacant land also spiked upward to an average of \$68,550. However, the past two years have also moderated the selling price to \$33,147 in 2001 and \$48,722 in 2002.

Figure 2-5: Average Value of Vacant Residential Parcels Sold, 1991-2002



Source: Fair Market Assessments, Inc., Village of Wrightstown Tax Assessment Roles, 2003.

Figure 2-6: Average Value of Improved Residential Parcels Sold, 1991-2002



Source: Fair Market Assessments, Inc., Village of Wrightstown Tax Assessment Roles, 2003.

Figure 2-6 identifies the trend in the selling prices of improved residential parcels (most typically homes) in the Village of Wrightstown. The peak in average selling price was again in 2000 (\$195,464) after a six-year trend of increasing selling prices. Prices dropped in 2001 but appear to again be on the upswing. The average value of homes in the Village can be inflated by homes with Fox River shoreline frontage. This may account for some of the substantial increases in prices because these lots and homes have become increasingly desirable. However, even after discounting some of the averages with this trend in mind, the home prices in the Village have clearly increased at a rather substantial rate, most likely as a result of its desirable location between Green Bay and the Fox Cities.

Opportunities for Redevelopment

The downtown area of the Village of Wrightstown, with its scenic view of the Fox River, has historically provided Village and area residents with goods and services necessary for everyday activities, as well as the cultural center for people to meet for entertainment. With the construction of USH 41 and easy access to both the Green Bay and Fox Cities areas, the downtown has experienced a downturn in its fortunes. However, there are recent signs of redevelopment activities taking advantage of the Fox River as an amenity. A condominium project was recently completed on the east side of the Fox River, and a conversion from an industrial use to additional condominiums next door is currently underway. The Village has an opportunity to capitalize on the momentum created from these two condominium projects, as well as the rebuilding of a restaurant across the street.

Currently, the downtown on both sides of the river is not very conducive to pedestrians or bicyclists, thereby preventing people from using alternative means of transportation to visit local businesses. Creating a more pedestrian-friendly downtown through traffic calming techniques, streetscaping, and demonstrating an overall Village investment has proven to be an effective first step of downtown revitalization in places as near as the Broadway District in Green Bay and downtown De Pere. Of course, the scale of downtown redevelopment projects may not be as large in Wrightstown as in De Pere or Green Bay, but both provide examples of how a municipal investment in the downtown streetscape can help to turn a downtown around.



City of De Pere Streetscaping Project, 2001



City of De Pere Streetscaping Project, 2001

Traffic calming techniques, including curb extensions, roundabouts, and narrow streets, can provide for a safer and more enjoyable pedestrian experience by slowing traffic. These and other traffic calming techniques should be included in any reconstruction or redesign of STH 96 through the Village and, in particular, the downtown area. The Transportation chapter provides a special emphasis on STH 96 through the Village and provides specific recommendations to make the highway a more pedestrian-friendly and efficient transportation corridor.

In addition to calming traffic through downtown, making the area more visually interesting through streetscaping techniques, including architectural street light fixtures, benches, planters, banners, and building façade improvements and standards, would

also begin to improve the downtown. These features can make the downtown area more inviting for both local people and visitors to park their cars, walk around, and visit the downtown businesses.



Broadway District, Green Bay



Downtown, City of Middleton

There are a number of state programs the Village can utilize in order to help fund improvements to the Village's streetscape and downtown. The programs are discussed in the recommendations and programs section at the end of this chapter.

Opportunities for housing redevelopment and rehabilitation are discussed in the Existing Neighborhoods - Infill Development, Redevelopment, and Rehabilitation section of this chapter.

Existing and Potential Land Use Conflicts

Currently, the major land use conflict experienced by many developing rural villages is dealing with the sights, smells, and other activities that characterize active farming operations both within and adjacent to the Village. The Village should continue to work with the farmers and the Towns of Wrightstown and Kaukauna to ensure that future development, either agricultural or residential, does not negatively impact existing Village residents or town farms. This can be accomplished through setting facilitated yearly meetings to discuss issues, such as farming and residential development, and to try to work toward a compromise or solution that both sides find agreeable. The Intergovernmental chapter provides additional policies and programs that the Village can utilize to help minimize or resolve conflicts between the Village and towns.

A second point of conflict is the active Canadian National Railroad running through the west side of the Village between Green Bay and the Fox Cities. Many residents have complained about the warning whistle, as well as the speed with which the trains go through the Village, and the wear and tear on existing street crossings. Currently, businesses in the Village's industrial park utilize the freight services provided by the Canadian National Railroad; therefore, maintaining this service is very important to the Village's economy. However, the Village and railroad company should open lines of communication and cooperate in order to maintain the mutually beneficial partnership between Canadian National Railroad and the Village.

20-Year Projections in 5-Year Increments

The State of Wisconsin Comprehensive Planning Law requires communities to project their future land use needs for residential, commercial, industrial, and agricultural lands for a 20-year period in 5-year increments. In order to determine how much land the Village of Wrightstown will need to continue to grow at its current rate, the land use inventories for 1980 and 2000 were first compared.

The Issues and Opportunities chapter stated that (based on the most recent population estimates and the development of the 250-unit Royal St. Patrick’s golf course, housing, and office complex development at the USH 41/CTH U interchange) Wrightstown’s population is expected to grow by approximately 3,307 people over the 20-year timeframe of this plan. Based on the average of 2.76 people per household in the Village, there will be a need for 1,198 additional housing units over the timeframe of this plan.

Utilizing the existing housing percentages of 91 percent single-family homes, 7 percent duplex units, and 2 percent multifamily units, of the 1,198 housing units, approximately 1,102 will be single-family units, 84 will be duplex units, and 12 will be multifamily units. If the assumed residential lot size is 1/3 acre, an additional 395 acres of residential land will be needed to meet the current demand for housing in the Village through the year 2020. The Issues and Opportunities chapter displays a chart that lists the various projection methods and lot sizes that the Village evaluated to determine its population and housing growth.

Figure 2-7: Wrightstown Land Use, 1980 - 2020

Land Use	1980 (Total Acres)	2000 (Total Acres)	Difference 1980-2000
Residential	154 acres	371 acres	+217 acres
Commercial	22 acres	29 acres	+7 acres
Industrial	7 acres	52 acres	+45 acres
Agricultural *	645 acres	727 acres	+82 acres

* The increase in agricultural land is a result of two large recent annexations from the Town of Kaukauna and Town of Wrightstown.

The land use inventory found that the ratio of land uses in the Village is currently approximately 14 acres of residential development for every 1 acre of commercial development and 3 acres of industrial development. Applying the ratios to the 766 acres needed for residential development yields the need for another 55 acres of commercial land and 164 acres of industrial land during the 20-year planning period. However, input received through the Village-wide visioning session and citizens advisory committee meetings indicated that the residents of Wrightstown would like to increase the overall planned industrial and commercial acreage of the Village while still maintaining a relative balance among the land uses.

Since street rights-of-way were not included within the acreage totals, it was necessary to determine the approximate street right-of-way acreage needed to serve the developing areas. To determine the street acreage, several approved subdivision plats within the

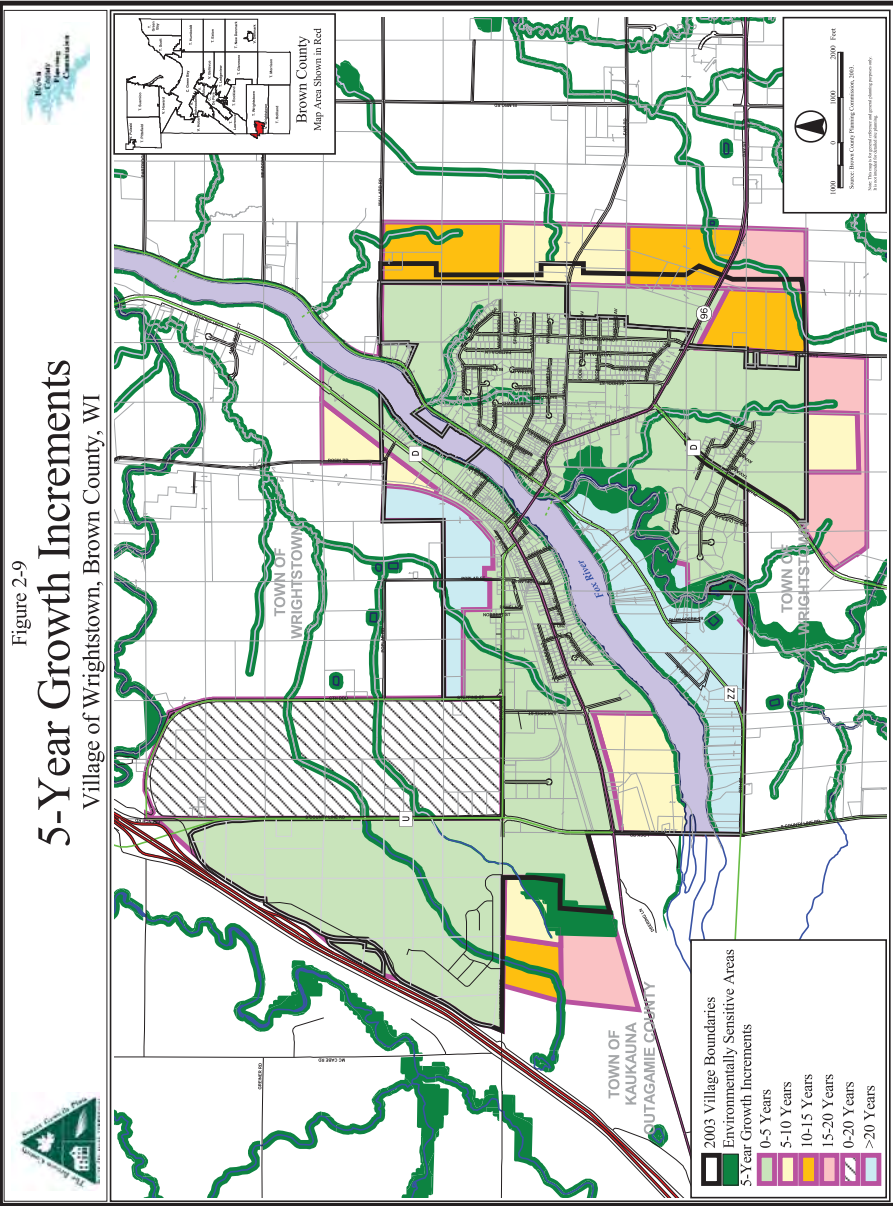
Village were identified as either residential or commercial/industrial, and the percentage of land devoted to street right-of-way was identified. This analysis determined that there would be a need for an additional 246 acres of street right-of-way between 2000 and 2020.

Based on the past 20 years of population growth within the Village and associated land use changes, it is assumed that approximately 1,231 additional acres will be needed to accommodate the Village’s growth over the next 20 years. This total includes 766 acres for residential development, 219 acres for combined commercial/industrial development, and 246 acres for street right-of-way. In order to account for market factors, such as the willingness of property owners to sell land, an additional ten percent of the required acreage was added for a total of 1,354 acres over the next 20 years. However, the intent of this plan is to promote mixed land uses, traditional neighborhoods, narrower streets, and other similar concepts instead of the standard segregated “pods” of single land uses served by wide streets. Therefore, the total of 1,354 acres needed for 20 years is more important than the individual acreage allocations for residential, commercial, and industrial uses as long as the uses remain balanced.

Figure 2-8 identifies the 5-year growth increments for the Village of Wrightstown. The increments are based on where services, such as sewer and water, currently exist and where they can be most cost-effectively extended when warranted by development pressures.

Figure 2-8: The 5-Year Growth Increments for the Village of Wrightstown

Use	Year				
	2002 (existing)	2005	2010	2015	2020
Residential	371 acres	556 acres	741 acres	926 acres	1,110 acres
Commercial	29 acres	44 acres	58 acres	73 acres	88 acres
Industrial	52 acres	78 acres	104 acres	130 acres	156 acres
Agricultural	727 acres	It is expected that agricultural land uses within the Village will continue to decrease as they are converted to other uses and the Village continues to grow. On occasion, the agricultural areas in the Village may increase due to an annexation of agricultural land from a surrounding town. However, this will be for a relatively short time until those lands are also converted to a developed use.			



Future Land Use Recommendations

In order to achieve the overall goal and the general objectives for Wrightstown’s land use, future development should be based on the themes of efficiency, integration, and neighborhoods. Wrightstown’s growth should be orderly and cost-effective, making maximum use of existing and planned services. For instance, the plan recommends that the areas most easily serviced by municipal sewer and water develop first and infill areas and areas contiguous to existing development be given priority before other more costly areas are developed. Eventual expansion into the surrounding towns will occur, but this should be accomplished in an orderly and cost-efficient manner.

Future development decisions will also be integrated with the other elements and recommendations of the comprehensive plan, which include utilities and infrastructure, transportation, community facilities, and natural resources. To be effective, the recommendations for future land use must be consistent with the recommendations for other aspects of the plan, such as the locations and timing for new public utilities or future streets.

In addition, the Village’s development policies will focus more on mixing and joining compatible land uses rather than the conventional method of separating residential, commercial, and other land uses from one another. For example, the plan’s residential recommendations encourage the development of neighborhoods with mixed housing types rather than single-use residential subdivisions.

The idea of creating diverse neighborhoods rather than stand-alone single-use developments is a common theme throughout the Future Land Use section of this chapter. Figure 2-10 shows the future land use plan for the Village.

Neighborhoods

Future residential development in Wrightstown should be based upon the concept of neighborhoods. A neighborhood should be more than just a housing development by itself. It should also include recreational uses, such as a neighborhood park, institutional uses, such as churches or schools, and neighborhood commercial uses providing goods and services geared primarily for the surrounding residents. This plan encourages that future residential development is placed in neighborhoods of about 160 acres in size (1/2-mile square). This is designed to create neighborhoods large enough to support services and amenities that meet some of the needs of daily life but small enough to be defined by pedestrian comfort and interest. This size range is based on a five-minute walking distance (about a quarter-mile) from the edge to the center and a ten-minute walking distance (about a half-mile) from edge to edge. Neighborhoods can, however, be smaller or larger depending upon circumstances, such as the location of main streets, topography, and natural features.

The recommendations for future land use within the Village emphasize characteristics that can help make any neighborhood walkable, livable, and varied. In addition to the concepts discussed in this chapter, the review of future development proposals should

adults, a place of assembly and worship, a small civic facility, a neighborhood-oriented market, shops, small professional offices, medical clinics, or other small businesses.

These uses should have minimal signage and should attract a limited amount of vehicle traffic. The inclusion of rooms or indoor space for meetings and neighborhood functions is encouraged, as is a square, plaza, park, pavilion, or other outdoor space accessible to all residents.



Neighborhood dentist office (De Pere)



St. Paul's Catholic Parish (Wrightstown)

The Planned Neighborhood Development Areas should be strategically located within walking distance of residential uses. These centers should be relatively small (about 10 acres) and should preferably be located at a crossroads, encourage mixed uses, and provide goods and services geared toward the immediate neighborhood rather than the region as a whole. Retail uses should be permitted only in the neighborhood centers themselves, but other non-retail uses, such as schools or daycare facilities, could be considered for other portions of a neighborhood, as well. The neighborhood centers should be designed to reinforce the positive identity, character, comfort, and convenience of their surrounding neighborhoods, and access for pedestrians and bicyclists must be a priority.

New Planned Neighborhood Development Areas are identified at major intersections with the new collector street planned for the east side of the Village. It is important that these areas contain a mix of uses and that the collector street not be designed to create a barrier for children, adults, and the elderly who may wish to bike or walk to one of the amenities within the Planned Neighborhood Development Areas.

Neighborhood Connectivity

Greater connectivity between and within neighborhoods is also recommended. The design of future residential developments must take into consideration pedestrian and bicyclist movements in addition to providing convenient access for automobiles. There should be an emphasis on sidewalks, walkways, and bike paths leading to the various public and quasi-public spaces. Each neighborhood should have many ways to get into and through it by driving, walking, and bicycling. Streets should knit neighborhoods together rather than form barriers. The intent is for residential developments to form neighborhoods that evolve to be part of the broader community by avoiding "islands" of

separate subdivisions or freestanding individual complexes attached to the rest of the community strictly by one or two entrances for auto traffic.

Street Networks

The design of the street network has a huge impact on the character and form of development, particularly residential areas. It is critical that streets be laid out and designed to be compatible with the neighborhood concept while fulfilling their inherent transportation function.

While blocks should generally be rectilinear or otherwise distinctly geometric in shape, they may vary in size and shape to follow topography and to avoid a monotonous repetition of a basic grid pattern. To be conducive to walking, block layouts should generally be designed with frequent street connections. The street network should connect to the adjacent Planned Neighborhood Development Areas and extend out into the surrounding neighborhoods.

Traffic Calming

For a network to provide a desirable residential environment, it must be designed to discourage excessive speeding and cut-through traffic. Street widths and corner curb radii should be as narrow as possible while still providing safe access for emergency and service vehicles. Traffic calming techniques, such as curb extensions and other specialized measures, can be used to slow and channel traffic without hampering convenience, direct access, and mobility.

Pedestrian Network

Neighborhoods should have a connecting network of sidewalks, walkways, and bike paths leading to small neighborhood parks, open spaces, schools, shopping and service activities, and other public and quasi-public spaces. On long blocks, intermediate connections in the pedestrian network should be provided with a maximum distance of about 700 feet between walking connections. Pedestrian connections are a great benefit to neighborhoods and should be given greater consideration in new developments. The Transportation chapter provides greater detail regarding pedestrian, traffic calming, and street patterns and should be referred to when making transportation network decisions.

Neighborhood Parks and Open Spaces

Each neighborhood should have a combination of a small park, playground, or other open spaces located within walking distance of all homes. These neighborhood parks would serve the immediate areas and be similar in size to the new park in the northeastern part of the Village on Fawnwood Drive. Again, these parks would complement the larger community parks, such as Mueller Park and the Brown County Boat Landing, as well as the school-related playgrounds and athletic fields.

In addition to the smaller neighborhood-scale parks, the citizens advisory committee identified a need for a large community park. This type of park would provide areas for active activities, such as an organized softball league, passive activities, such as kite-

flying, and community-wide picnics or festivals. The Future Land Use Plan identifies a potential new community park just south of the current Village boundaries between CTH D and Shanty Road. The park should also incorporate the adjacent upland woodlands.

Parks and open spaces should be designed in conjunction with streets and walkways to be a primary feature of any land development and not merely areas left over from site planning for other purposes. They should also be situated along streets in order to maintain safety, accessibility, and visibility instead of tucked behind house rows.

Greater amounts of natural areas and other greenspace should also be included in newly developed areas. Wetlands, watercourses, and other natural features should be integrated into new developments rather than ignored, redesigned, or destroyed. Creeks and other linear features can be a common feature that link individual adjoining developments through the development of rustic hiking trails or paved bicycle paths. Where desirable, open spaces within subdivisions can be publicly owned while others can remain privately owned. These areas also can be utilized for the treatment of stormwater through the use of retention or detention ponds or infiltration fields.

Overall Coordination of Neighborhoods

Any development proposal should be required to show that it forms or contributes to a neighborhood. As applicable, a development should contribute as much as possible in terms of interconnecting streets, pedestrian connections, parks, neighborhood commercial centers, schools, and open space systems.

Where a pattern of narrow streets and outdoor spaces is already established, additional adjoining development should continue and extend the pattern. In the case of previously unplanned areas, the design for new development will provide for its own pattern being continued and extended in the future.

Characteristics shared with adjoining neighborhoods, such as streets, natural areas, neighborhood commercial centers, and other features, should generally form the extent of a neighborhood. Landscaped outdoor spaces and trails may be used to create an attractive environment at a neighborhood's edge.

Mix of Housing Types and Lot Sizes

Forms of housing within neighborhoods should be mixed so people of different ages and incomes have opportunities to live in various areas in the Village, as is found in the older parts of the Village. The recommendation for most of the future residential development is to encourage variation and a mixing of residential types. Townhouses, duplexes, and smaller apartment buildings can be strategically interspersed with single-family residences. Design standards and the creation of open space and other buffers can help integrate different residential intensities. Large expanses of strictly one residential type should be avoided. Variation in house models should also be encouraged to avoid monotonous streetscapes.

Builders and developers are encouraged to use their ingenuity to combine and distribute a variety of housing types to make an attractive marketable neighborhood with housing

for people of various income levels and preferences. Although the current preference for the Village is to maintain the current ratio of single-family, two-family, and multifamily housing, as the community continues to age, there may be an increased demand for single-family attached homes, multifamily homes, and aged-care facilities. In order to account for this trend, the Housing chapter recommends that at least two housing types be included in any residential project encompassing more than 30 acres. As the acreage of the residential project increases, the number of housing types should also increase. This can be achieved in various ways. Some examples include:

- Standard lot single-family houses (lots over 10,000 square feet).
- Small lot single-family houses (lots 10,000 square feet or less).
- Duplexes.
- Townhouses (attached housing).
- Accessory dwelling units.
- Group homes.
- Apartments (provided they are compatible in scale and character with other dwellings in the proposed neighborhood and limited to a maximum of eight dwelling units in a building).

Duplexes are often appropriate on corner lots since these lots usually need to be wider and larger for them to be appropriately situated next to two streets. Also, because each unit can face a different frontage, the visual impact of the larger building and garage façade is lessened.

Multifamily Housing

The Year 2000 Land Use Inventory showed that Wrightstown's residential acreage was comprised of 91 percent single-family dwellings, 7 percent two-family dwellings, and 2 percent multifamily dwellings. The ratio of dwelling units corresponds to the current demand for single-family homes in the Village over multifamily and duplex units, as is shown in the rather high vacancy rate for renter-occupied housing as compared to owner-occupied housing in the Housing chapter. It is recommended that future residential development in Wrightstown retain the above general percentage of multifamily acreage compared to duplex and single-family acreages. This will allow for a range of housing types to be accommodated in the Village while still maintaining the residential feel of the community. However, the possibility of an increasing demand for multifamily housing as a result of the aging population will have to be considered and monitored.

Multifamily Housing Variety

The Village should continue to encourage greater variety in the types of multifamily developments. The Village should continue to promote townhouse, condominium, and smaller 3-unit to 8-unit building development as long as they are in scale with the surrounding neighborhood.

Mixing of Multifamily and Single-Family Residences

In keeping with the theme of mixed-use neighborhoods, duplexes and multifamily developments should be scattered throughout the residential areas rather than confined to a few areas of the Village. In this way, the impact of higher density development is limited as this density is spread over larger areas. Multifamily buildings could also be placed next to the neighborhood commercial centers. This would promote a smooth transition between the commercial activity and single-family homes. Higher density developments are recommended near parks and other open space to take advantage of that amenity.

Multifamily Building Design

All multifamily buildings should be designed to reflect, as much as possible, the characteristics and amenities typically associated with single-family detached houses. These characteristics and amenities include front doors facing the sidewalk/street, private outdoor space, adequate parking and storage, and access to sunlight. Multifamily development should also offer variation among individual buildings through any combination of design features, such as building footprints, façade treatments, roof forms, or building orientation.

Multifamily Building Placement

Placing multifamily buildings close to and fronting the streets with parking in the rear is strongly encouraged as an effective way to integrate multifamily housing with other uses to form a coherent, livable area. Such a pattern incorporates attached housing types into the community fabric in a manner similar to detached houses by facing buildings onto attractive neighborhood streets and sidewalks that are part of the community network. This pattern will maximize other positive housing characteristics, including:

- Individual identity.
- Easy way-finding for visitors.
- More and better accessibility and personal mobility.
- Human scale.
- A defined transition from front to back, thus providing a logical rear location to incorporate parking and garages, service functions, and outbuildings for storage.
- The security that comes with visibility from and to public streets.
- The sense of community that comes with dwellings sharing a neighborhood street.

Projects with multiple buildings should offer variation among individual buildings while staying within a coordinated overall design theme. Variation among buildings should be achieved by a combination of different footprints, facade treatments, roof forms, entrance features, and building orientation. Monotonous complexes of identical buildings should be discouraged; although, there may be ways to achieve visual interest among identical buildings with a high degree of articulation on each building combined with variation in massing on the site.

Coordinated, Orderly, and Balanced Growth

The Village would like to see an increase in the percentage of commercial and industrial lands as a means to increase the tax base of the Village while maintaining the current level of services. However, the increase in these uses should remain in an overall balance with residential growth in order to maintain the small town atmosphere of the Village.

A sufficient supply of vacant lands that can be provided with public services should be maintained in order to allow for continued orderly growth. The supply should be based on the projected growth for 5-year increments but should be flexible enough to allow for market conditions. These areas should be considered “Smart Growth” areas and identified on the 5-Year Growth Increments map (Figure 2-9).

Properties that can be more easily serviced and that are more strategically located in relation to existing municipal services should be top priority for development. Properties slated for future developments that are outside of the applicable 5-year projected growth area should be kept in a rural development holding pattern. Non-sewered development should be discouraged in these areas in order to avoid premature development and allow for the provision of efficient and cost-effective services as growth in the Village reaches these areas.

Joint Village of Wrightstown/Town of Wrightstown Planning Area

The area bounded by CTH U, CTH DD, and CTH DDD is currently the focus of ongoing boundary agreement discussions between the Village and Town of Wrightstown. Any development activities that are proposed within this area should be reviewed by the Village for conformance to the Village’s comprehensive plan, development standards, and the boundary agreement if/when it is adopted by both the Village of Wrightstown and the Town of Wrightstown.

Design Issues

The Village should encourage design elements, such as streetscaping, flags, banners, seasonal decorations, and signage controls, to aesthetically integrate individual land use areas. It is recommended that the Village also concern itself with the design of the main entrance corridors of the Village (STH 96, CTH U, CTH DD, etc.). These entrances help to establish the overall character of Wrightstown and provide the first impression to visitors. Therefore, the Village should make them as attractive as possible.

Establishing design criteria for new businesses is another effective way of ensuring high quality development. In commercial areas, reducing the expanse of parking areas should be accomplished. Parking lot landscaping standards should be enforced, and these standards should include landscaped “islands” within large parking lots, the placement of parking behind buildings instead of between the buildings and sidewalks/streets, and other features.

Additionally, as the Village continues to grow, rather than expanding the roads from two lanes to four lanes, landscaped boulevards with left-turn bays should be a desired alternative. Boulevards can create very appealing entrances into communities and can

create a very positive first impression to visitors. Improving the entrances to the Village through the use of boulevards, when warranted, is recommended for CTH U to STH 96, Broadway Street from CTH U to Pamela Street, Main Street from CTH U to Nancy Street, and High Street from School Street to the Village limits.

Streetscape Design Characteristics

Variation in house models in large developments should be encouraged to avoid a monotonous streetscape and eliminate the appearance of a standardized subdivision. Lot widths and depths can also be varied to promote multiple house designs and variety of building mass.

To foster visual interest along neighborhood streets, garages and driveways should be designed to be less dominant features of the street frontage. Garages that are recessed from the front building façade or at least even with the rest of the front façade are preferred over protruding garage doors. Locating garages further from the street can allow narrower driveway frontage at the curb, leaving more room for an attractive streetscape. Garages can also be tucked into side or rear yards or can be side-loaded to avoid a streetscape dominated by the repetition of garage doors.

Alleys and various forms of shared driveways are another means to improve the visual interest of neighborhood streets by reducing driveway curb cuts along main thoroughfares and street-facing garage doors. These alleys and driveways can also serve as locations for ancillary buildings, utilities, service functions, and interior-block parking access. They are especially appropriate in traditional neighborhood developments, and they allow rear access to lots along collector and arterial streets where driveways entering these streets may not be desirable. The plan's Housing chapter (Chapter 5) contains a series of photos to illustrate this type of development.



Street lined with protruding garage doors



Street lined with porches, windows, and front doors

Street trees have a tremendous positive visual impact on the streetscape. As trees planted along the edge of streets mature, they can often become the defining element of a neighborhood. The mature maple trees along the east side of Washington Street north of Mueller Street form a canopy over the street that distinguishes this neighborhood from other subdivisions without street trees. Additionally, existing trees should be incorporated into the design of neighborhoods whenever possible. The Village of

Wrightstown Subdivision Ordinance should include provisions for street trees as a required improvement for new subdivisions. Methods to evaluate and incorporate existing stands of trees should also be explored.

Existing Neighborhoods: Infill Development, Redevelopment, and Rehabilitation

The concept of neighborhood development in the Village of Wrightstown primarily applies to new development. However, it does pertain to *existing* neighborhoods if there are opportunities to infill, update, and/or improve particular situations. Some of the existing older developments in the Village already reflect these patterns of neighborhood development.

Infill Development

The Village has historically done a very good job of filling in vacant areas within the developed portion of the Village before growing outward. However, there are two specific locations where the Village should continue to focus its efforts. Infill residential development is recommended for the 5.4-acre parcel west of Longwood Lane (an extension of Janet Lane to the east). The second location for continued infill residential and commercial development is the Royal St. Patrick's development in the far northwestern part of the Village. Both of these areas are served by public utilities and should be utilized more efficiently by encouraging further development of them.

Redevelopment Opportunities

Although the majority of the Village's housing stock is less than 30 years old and the older homes in the Village are generally very well cared for, there may be opportunities for redevelopment or rehabilitation of homes near the downtown on both sides of the river. Currently, there is some housing redevelopment taking place on the east side of the river with the conversion of two buildings between Washington Street and the Fox River into condominium units. The Village can capitalize on the success of these two projects by identifying other neighborhoods as target areas for a CDBG-Housing grant application. The grant monies, if awarded, can be used to rehabilitate owner-occupied homes, as well as provide seed money for a village-administered housing rehabilitation revolving loan fund after the initial rehabilitation projects are completed and repayment of the loans begins.

There are some older industrial and vacant commercial uses in both the west and east sides of the downtown. The Village may wish to begin discussions with the owners of these properties to determine if the Village can help them relocate into the industrial park and thereby free up developable land in the downtown. These sites should be identified as potential sites for a new village hall/community center, post office, or downtown parking lot.

Infill development, redevelopment, and rehabilitation opportunities should be encouraged in order to take advantage of existing infrastructure and services, provide opportunities for affordable housing, and prevent blighting due to the presence of vacant parcels or dilapidated buildings. Density bonuses, housing grants for rehabilitation, and

other incentives should be utilized. Brownfields (no longer active commercial or industrial sites that are or may be polluted) should also be identified, cleaned, and promoted for redevelopment.

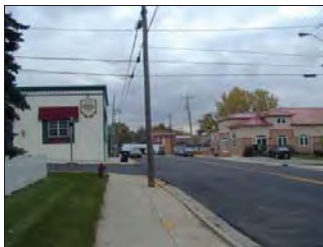
Infill and Redevelopment Policies, Standards, and Procedures

Infill/redevelopment policies, standards, and procedures will apply to proposals for these activities in designated areas. Forms of potential infill development include:

- The addition of new dwellings on vacant lots and other undeveloped parcels surrounded by existing residential development.
- The redevelopment of properties.
- The introduction of neighborhood-related non-residential development, provided that these developments meet performance and architectural standards respecting the neighborhood's positive characteristics, level of activity, scale, and parking and traffic conditions.
- The conversion of vacant aging rental housing stock to rehabilitated affordable single-family housing through Wisconsin Department of Commerce - Housing Grant sources.
- The improvements to aging single-family housing stock, particularly by seeking Wisconsin Department of Administration Housing Grants.

Downtown

As discussed in the Redevelopment Opportunities section of this chapter, the downtown on both sides of the Fox River is currently struggling. However, there are signs of improvement with the Bridgeport Condominium redevelopment, Jimmy's Fireside Inn Restaurant rebuilding, and the façade improvements to the building that houses About Time Travel and Rural Insurance Agency. These improvements exemplify the types of redevelopment that need to continue in order to transform the downtown.



Jimmy's Fireside Inn Restaurant and Bridgeport Condominiums



About Time Travel and Rural Insurance Agency (both on the right)

In order to continue to make both sides of the downtown a destination point for Village and area residents, institutional uses, such as the library, village hall, and post office, should remain in the downtown area on either the east or west side. The Village should work with downtown businesses or industries that may not be suited to the downtown to relocate in the industrial park in order to free up space for a new village hall. Potential sites include the intersection of High Street and Washington Street, the former Dick's Supermarket site, and the private parking lot south of the post office. Another option is for the Village to expand into the current library space. This should be considered only if another suitable location is identified for the library, preferably in the downtown. Each of these sites should be considered and studied in order to determine their potential for a new village hall.

The Village needs to continue the redevelopment of the downtown by working with WisDOT to make STH 96 through the downtown a more walkable and pedestrian-friendly environment, as discussed in the Transportation chapter. Downtown redevelopment is intended to keep the Village's identity unique among other Brown and Outagamie County communities. Projects should follow traditional downtown designs with on-street parking, mixed land uses, relatively small lots, minimal or no setbacks, pedestrian amenities, and related features while trying to incorporate the Fox River into the development as much as possible. Commercial uses should be located on the first floor with residential uses on the upper levels to provide an opportunity for people to live and work within the same area. The following photos show examples of the first floor commercial/second floor residential uses envisioned for the downtown.



Washington Square in Green Bay



Mixed-use development in Middleton, Wisconsin

In addition to the upper floor residential uses, other residential uses, such as townhouses, apartments, duplexes, and single-family homes on smaller lots, should continue to be mixed into the downtown. These uses should, however, fit within the downtown's scale, theme, and overall design plan.

In order to better determine the design elements that should be incorporated into a redeveloped downtown, the Village should contract with an urban design firm to further develop a detailed design plan for the downtown. The downtown design plan should focus on and propose façade and design improvements for buildings and streetscaping improvements (planters, lighting, street furniture, etc.) to provide residents and downtown business owners a visual picture of what downtown could be.

Royal St. Patrick's

The Royal St. Patrick's development is a new, master-planned golf course, residential and commercial development located in the far northwestern part of the Village. The master plan for the development envisions a golf course surrounded by a large commercial office development at the USH 41/CTH U interchange interspersed with residential uses. The intent of the development is to attract residents from both the Green Bay and Appleton Metropolitan Areas who may wish to live and work in this development or commute to either of the metro areas.

Currently, the development does not have any real connection to the Village. Rather, it is oriented more toward the USH 41 corridor. As the Village continues to grow, it is important that the Village try to better integrate this development into the rest of the Village. This should be accomplished by redeveloping CTH U from USH 41 to Main Street as a pedestrian-friendly boulevard with bike lanes and sidewalks so residents of Royal St. Patrick's can easily reach the downtown without having to drive, as well as presenting an attractive entryway into the Village.

Office Development

The Village should work with the owner of the Royal St. Patrick's development to develop the large office complex at the USH 41 and CTH U interchange as envisioned in the adopted site plan for the development. However, as this area develops, care must be taken that it does not draw commercial activity out of the downtown or compete with existing or preferred downtown businesses.

Industrial Parks

The existing Wrightstown Industrial Park is well situated in terms of access to highways and railroads. It is also reasonably well buffered from residential uses and can be efficiently served with public utilities. The park has grown over the years and just recently filled to capacity. Therefore, additional land will be necessary over the next 20 years.

The industrial park is proposed to expand to the west across CTH U, consistent with the Intermunicipal Agreement between the Village of Wrightstown and Town of Kaukauna. The agreement provides for Village growth without Town opposition in the area between CTH DD, USH 41, and the Canadian National Railroad. However, per the agreement, the Village will not annex the land where the proposed energy plant is to be located even though it may create a town island. The Village should begin contacting property owners within the Village growth area regarding the availability of their land for purchase for the expansion of the industrial park. However, any expansion of the industrial park to the west should require adequate protection for the large wooded wetland located adjacent to the railroad tracks extending north almost to CTH DD.

In order to ensure adequate buffering for existing residential uses on the north side of CTH DD, industrial uses or office buildings that front on CTH DD should be limited to those that are fully contained within buildings that meet strict design, sound, lighting, parking, and lot layout requirements. New single-family residential uses within this area

should be prohibited and existing ones either purchased or designed around. However, higher density residential development (provided that it meets strict design and layout requirements) could be considered for fronting along CTH DD as an alternative to industrial or office development.

Agriculture

As previously noted, agriculture in Wrightstown has steadily declined. The long-term viability of continued agricultural uses in the Village is not likely, and the comprehensive plan does not support indefinite agricultural preservation. However, agricultural lands should not be encouraged to develop where existing farming operations wish to continue. But as the Village grows outward, these lands should be allowed to convert to developed uses in an orderly, planned fashion.

Natural Areas

Environmentally sensitive areas (ESAs), such as wetlands, floodways, and steep slopes, should not be developed and should be placed in conservancy. These features should be included in the design of developments as integral amenities and maintained in common ownership and utilized in the design of stormwater management facilities.

Parkways are recommended as linear parks typically along waterways. These parks are proposed to be primarily passive in nature, but they could contain multipurpose trails and associated amenities, such as park benches and/or picnic tables. The parkways and trails could be used for walking, biking, picnicking, and general access to the waterways.

A parkway along Plum Creek should be created to improve accessibility and capitalize on the intrinsic value of one of Wrightstown's most notable natural features. The parkway should include land within the flood fringe from Mueller Park and connect to the existing trail behind the Harvest Moon Estates Subdivision to the Village limits with additional linkages eventually connecting it to the Fox Cities. Additional parkways along smaller waterways should be created to enhance the water features and to create off-street pedestrian and bicycle paths.

Expansion of public lands along the Fox River shoreline should be promoted. Developing a walkway along sections of both sides of the Fox River is recommended to further enhance the Fox River's public access, as well as public enjoyment of the resource.

Walkways are specifically recommended for the section of Hickory Street right-of-way that was never built upon and that is located adjacent to the west side of the river north of Bridge Street. Also on the west side, a walkway should be developed from the end of Crestview Drive west to Lock Road.

On the east side of the river, the right-of-way of Washington Street from Clay Street to the north is directly adjacent to the river. The narrow strip of land between the right-of-way and the river may be utilized for an off-street trail or, at a minimum, the development of a sidewalk for residents to enjoy is recommended.

Additional specific improvements to the park and recreation facilities in the Village of Wrightstown are contained in the Community Facilities chapter.

Rural Development

Areas outside of the proposed 5-year growth increments should remain in agricultural uses through the course of this plan. The Village should continue to thoroughly review proposed land divisions within its extraterritorial areas to ensure the efficient provision of public services if or when warranted.

It is currently cost-prohibitive for the Village to cross Plum Creek with sewer or water services. Therefore, additional infill rural development utilizing private sewer and water systems will be considered in the area of the Village along Washington Street from Plum Creek south to the existing (year 2002) Village limits. However, lot frontage and depth to structure should be minimized in order to more efficiently and cost-effectively provide sewer and water service to these lots if it becomes available. This is the only area within the Village where private sewer and water systems will be considered.

Summary of Recommendations

- Future residential development should be based on the concept of neighborhoods with varying housing types, neighborhood commercial uses, parks and institutional uses.
- Each neighborhood (approximately 160 acres) should contain a small neighborhood park of about five acres.
- Develop small, mixed-use neighborhood centers to serve the surrounding neighborhood.
- Utilize Planned Neighborhood Development Areas in neighborhood centers.
- Future residential development should maintain the current 91 percent single-family dwellings, 7 percent duplexes, and 2 percent multifamily units, while keeping abreast of future demographic and home-buying trends as a result of an aging population.
- Multifamily buildings should reflect as much as possible the characteristics and amenities associated with single-family residences.
- Commercial buildings should have a minimal to zero side yard and front yard setbacks.
- Develop design standards for residential, commercial and industrial buildings, and sites.
- Increase the percentage of commercial and industrial lands in the Village.
- Emphasize neighborhood connectivity for pedestrians, bicyclists, and vehicles.
- Utilize narrow streets in combination with sidewalks and traffic calming techniques to slow vehicular traffic.
- Include a mid-block pedestrian crossing in blocks that exceed 700 feet in length.

- Develop boulevards along the main entryways into the Village.
- Develop a new community park that provides for active and passive recreation opportunities, as well as a place for community-wide picnics or festivals.
- Situate parks along streets rather than tucked behind houses.
- Integrate natural features into new developments and parks as trails, bike paths, greenspace, etc.
- Develop parkways with trails as linear parks along waterways, especially along Plum Creek and identified areas along the Fox River.
- Hire a design consultant to develop a downtown design plan to create a visual image of what downtown could look like with façade, parking, streetscaping, signage, and traffic calming improvements.
- Integrate the Royal St. Patrick's development into the rest of the Village by converting CTH U into a pedestrian- and bicycle-friendly entryway boulevard.
- Work with the owner of the Royal St. Patrick's development to ensure the planned future office development does not draw commercial activity away from the downtown.
- Utilize the 5-year growth increments to indicate where and when public services should be expanded.
- Expand the industrial park to the west between the railroad tracks and CTH DD.
- Limit onsite sewage systems and wells to the area south of Plum Creek along Washington Street. If new infill lots are considered, the road frontage and depth to the new structure should be minimized to provide for cost-effective provision of public sewer and water if they become available.
- Ensure that any development proposal in the area bounded by CTH U, CTH DD, and CTH DDD meets the requirements set forth in the boundary agreement if/when it is adopted by both the Village of Wrightstown and Town of Wrightstown.
- Review development proposals in the area bounded by CTH U, CTH DD, and CTH DDD to ensure they conform to the Village's comprehensive plan and development standards.
- Continue to thoroughly review proposed land divisions in the surrounding towns within the Village's 5-year growth increment areas by utilizing the Village's extraterritorial plat review for the efficient installation and distribution of public utilities and services in the future.

CHAPTER 3

Transportation

This section of the plan discusses the existing transportation system and recommends methods of creating a multi-modal transportation system in the Village.

Existing Transportation System

Streets and Highways

Wrightstown currently contains one state trunk highway, five county trunk highways, and several village streets, and USH 41 runs along the west side of the Village (see Figure 3-1). These streets and highways are currently the primary means of reaching most of the Village's residential, commercial, industrial, and institutional destinations.

Functional Classification System

A component of a street and highway system is the functional classification network. This network is typically based on traffic volumes, land uses, road spacing, and system continuity.

The four general functional classifications are freeways, arterials, collectors, and local streets. These classifications are summarized below.

Freeways: Freeways are fully controlled access highways that have no at-grade intersections or driveway connections. USH 41 is a local example of a freeway.

Arterials: Principal and minor arterials carry longer-distance vehicle trips between activity centers. These facilities are designed to provide a very high amount of mobility and very little access, such as STH 96.

Collectors: Collectors link local streets with the arterial street system. These facilities collect traffic in local areas, serve as local through routes, and directly serve abutting land uses. CTH U is a local example of a collector.

Locals: Local roads and streets are used for short trips. Their primary function is to provide access to abutting land uses, and traffic volumes and speeds are relatively low.

The current street pattern in Wrightstown forces many vehicle trips onto the arterial and collector street systems because many of the local streets do not connect to each other. This concentration of traffic can create barriers to other transportation modes (such as walking and bicycling), and in most communities this eventually leads to the expansion of streets to accommodate increasing traffic volumes. Figure 3-2 shows the Village's existing functional classification system.

Pedestrian and Bicycle Facilities

As mentioned above, Wrightstown's existing transportation system is largely comprised of village streets, county highways, and state/federal highways. Some of the Village's downtown and residential streets have sidewalks, but the rest of the Village contains no sidewalks or bicycle facilities. The Village's existing pedestrian and bicycle system is shown in Figure 3-3.

Transit

Wrightstown is not currently included in the Green Bay Metro or Valley Transit service areas, but it is possible that some form of fixed-route transit service will be extended to the Village within the 20-year planning period.

Specialized Transportation Services for the Elderly and Disabled

Wrightstown is not currently served by the Green Bay Metro or Valley Transit elderly and disabled transportation providers because the Village is not included in the Metro or Valley Transit fixed route transit service area.

Rail Transportation

Wrightstown currently has one active rail line that serves the Wrightstown Industrial Park on the west side of the Fox River (see Figure 3-1 for the location of the rail line).

Air Transportation

Austin Straubel International Airport is approximately 17 miles north of Wrightstown (see Figure 3-4 for the airport's location). Commercial service is currently provided by Northwest Airlines, American Airlines, United Airlines, Skyway Airlines, and ComAir Delta. Charter service is provided by Executive Air and Titlevillage Jet Center. Air cargo service is provided by Northwest Cargo. Additionally, the Outagamie County Regional Airport is located approximately 20 miles south of the Village in the Outagamie County community of Grand Chute. The Village's economy is not significantly affected by the airport at this time.

Trucking

Trucking activities in the Village are currently concentrated in the Wrightstown Industrial Park (see Figure 2-2 for the park's location). The proximity of the park to USH 41 and the county highways on Wrightstown's periphery allows trucks to partially avoid the Village's interior street system, but the presence of STH 96 in the center of the Village and the highway's role as the only Fox River crossing in southern Brown County force many overhead truck trips through the center of the Village.

Figure 3-1
Street and Rail Network
 Village of Wrightstown, Brown County, WI

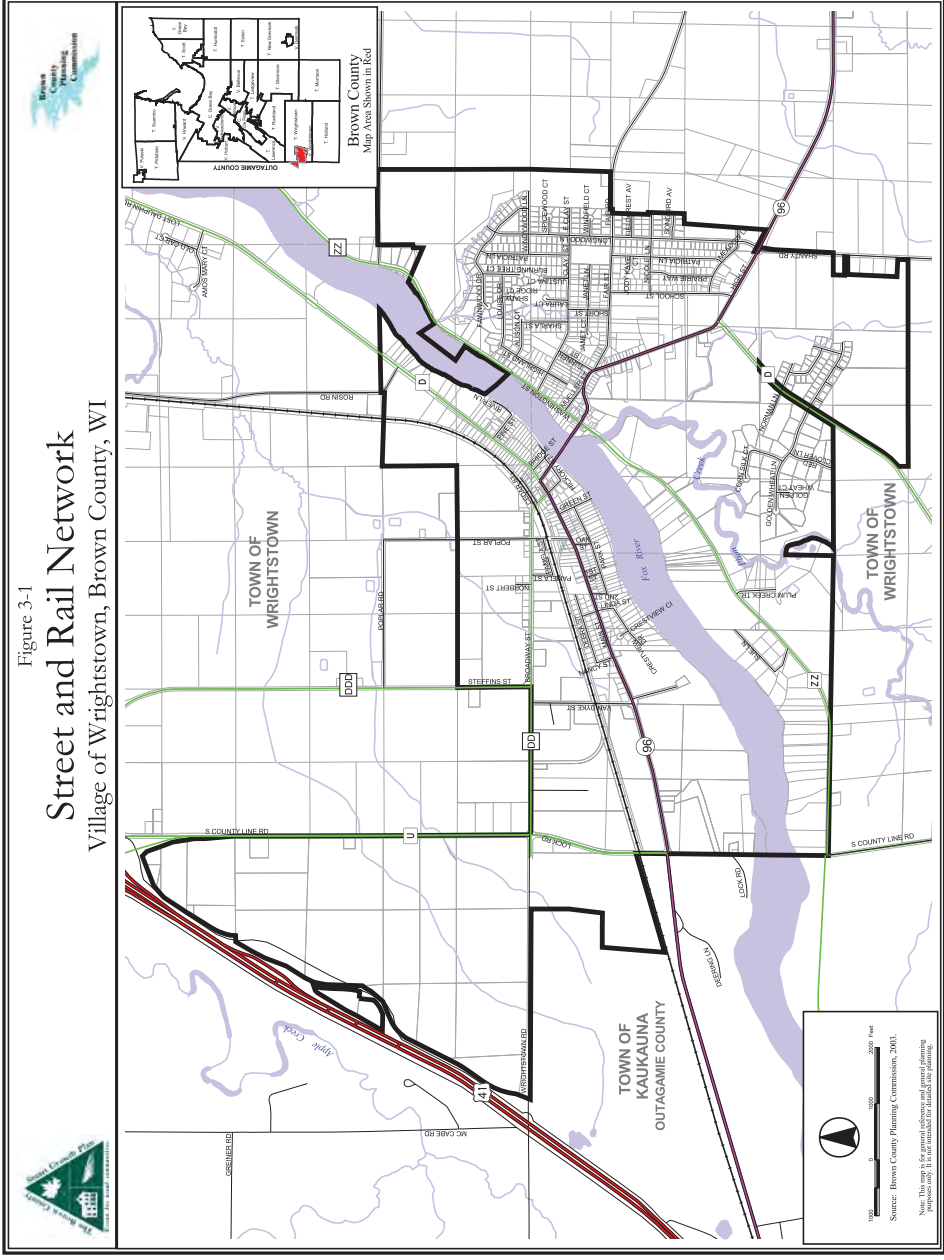


Figure 3 - 2
Functional Classification
 Village of Wrightstown, Brown County, WI

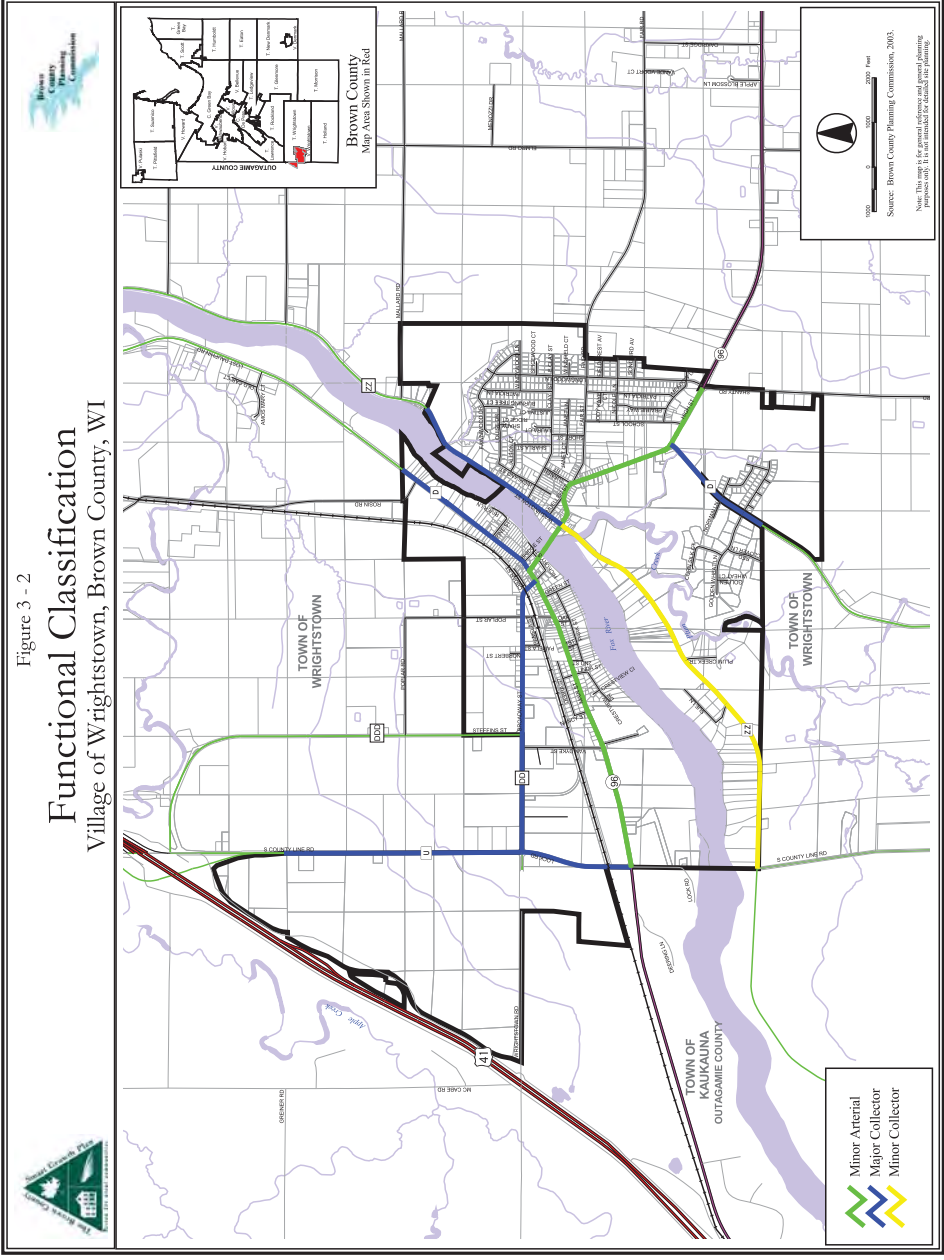




Figure 3-3

Sidewalk Locations Village of Wrightstown, Brown County, WI

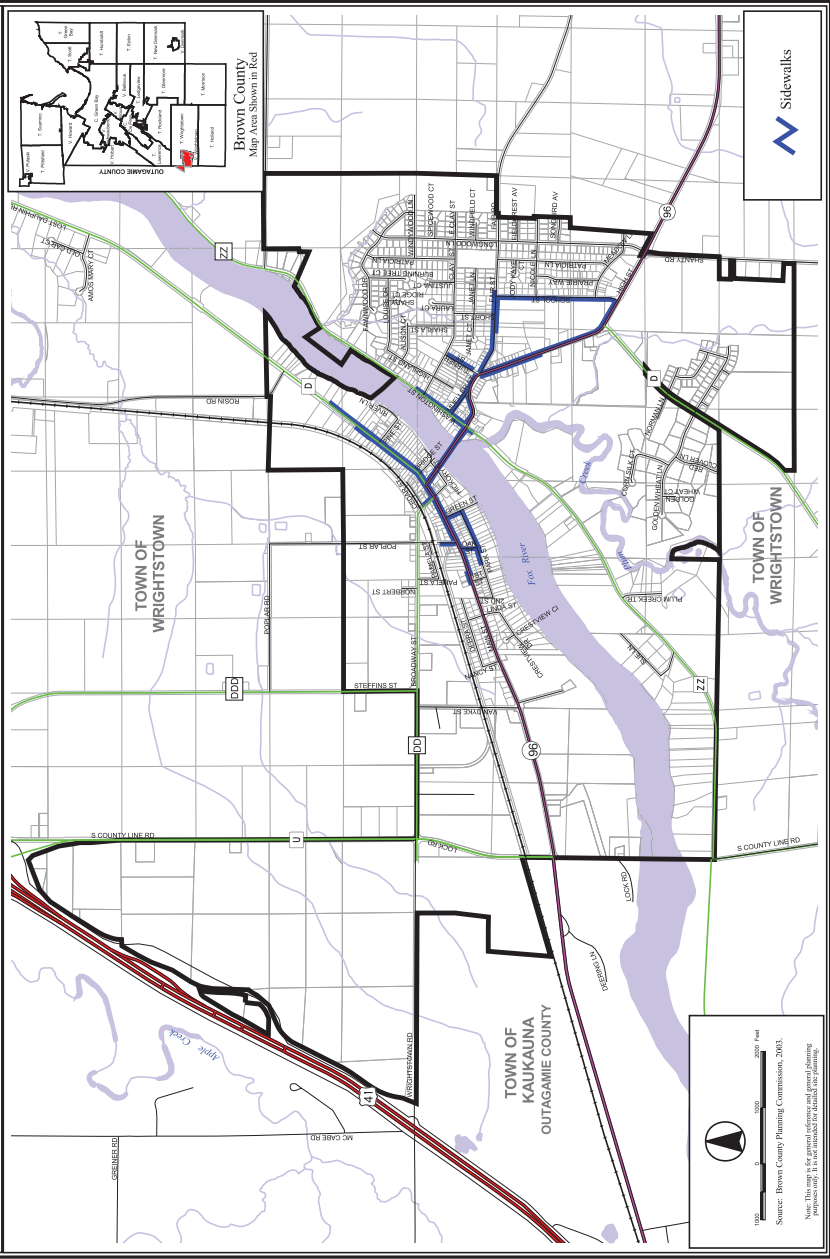
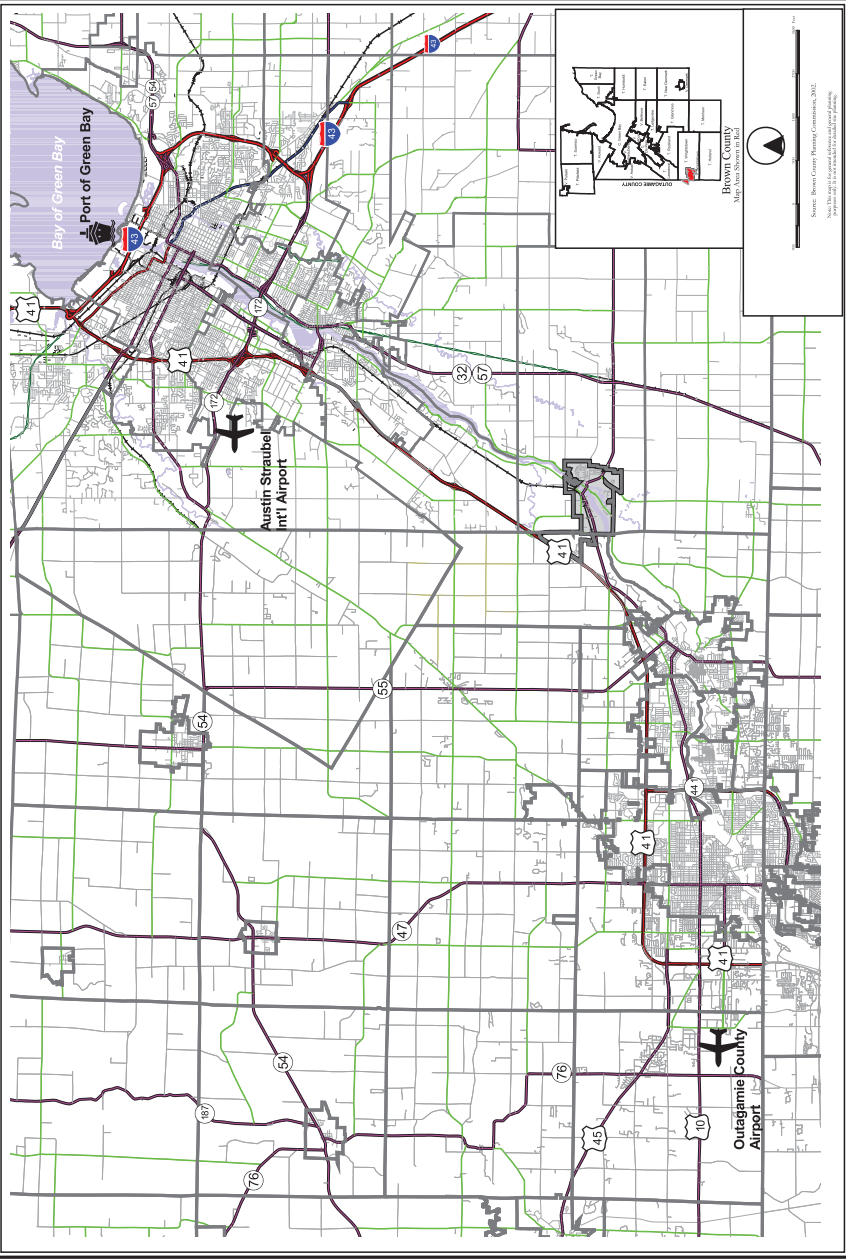


Figure 3-4

Port and Airport Facilities Village of Wrightstown, Brown County, WI



Water Transportation

The Fox River passes through the center of the Village, but commercial shippers do not travel this far south. Wrightstown also does not use the Port of Green Bay to export and import goods (see Figure 3-4 for the port's location).

Future Transportation System

Even though Wrightstown's blossoming land use pattern and transportation system are largely oriented toward motorized vehicles, the Village contains a somewhat walkable downtown and several areas that can accommodate higher density development that includes a mix of residential, commercial, institutional, and recreational uses. The Village also contains a significant amount of vacant land that can eventually be developed into mixed-use neighborhood centers and other land use patterns that make walking and bicycling viable transportation options.

To achieve the plan's goal of creating a safe and efficient multi-modal transportation system that serves all Wrightstown residents, the Village will need to alter its current methods of developing land and building the transportation facilities that serve these lands. These changes must be comprehensive because changing only some of the Village's land use and transportation policies will not create the safety, accessibility, mobility, and efficiency that are the aims of this component of the plan.

This section of the Transportation chapter identifies the major aspects of Wrightstown's transportation system and recommends methods of developing them over the next 20 years to create a viable multi-modal transportation system. The section also discusses the land use patterns that will need to be developed during this period to create this system.

Village Streets

Wrightstown currently has few multi-lane streets, but many of the Village's streets are relatively wide. The Village also contains several long blocks that provide infrequent connections to intersecting streets. This is especially true in the Village's newer residential areas where wide streets, long blocks, and cul-de-sacs are common. In addition to being expensive to construct and maintain, the Village's wide streets encourage people to drive at high speeds through neighborhoods, school zones, and other areas where high speeds are not appropriate. The long blocks, cul-de-sacs, and separation of land uses throughout the Village also do more than encourage people to drive from place to place - they force them to drive because other transportation modes are not practical.

To enable people to safely and efficiently navigate the Village's street system with and without personal vehicles, the Village needs to:

- Increase street interconnectivity and intersection frequency.
- Minimize barriers to pedestrian and bicycle travel and encourage people to drive at appropriate speeds by narrowing its streets.

- Improve accessibility and safety at intersections and other potential conflict points. Methods of achieving these aims are addressed in this chapter.



Wide street in a new Wrightstown subdivision

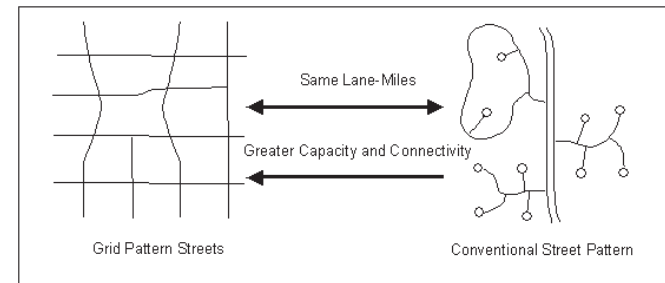


Long, relatively wide street next to Wrightstown schools

Develop Grid and Grid-Like Street Patterns

To increase street connectivity and intersection frequency, the Village should require developers to design subdivisions that include grid or grid-like street patterns that offer motorists several route options and avoid concentrating traffic on relatively few streets. The connectivity provided by the grid patterns will also enable and encourage people to walk and bicycle to and from the downtown area, neighborhood centers, and other destinations in the Village. The construction of cul-de-sacs should only occur when streets cannot be connected because of existing development or physical constraints (e.g., steep slopes, ESAs, or other features).

Figure 3-5: Comparison of Grid and Conventional Street Patterns



Enable Developers to Build Narrow Streets

The Village currently requires urban streets to be at least 37 feet wide back of curb to back of curb and rights-of-way to be at least 70 feet wide. However, these widths are often not necessary (especially in the Village’s neighborhoods) and force the Village to maintain a significant amount of land that could instead be taxable property. This impact is illustrated in Figure 2-1 in the plan’s Land Use chapter, which identifies streets and highways as the Village’s fifth largest individual land use in 2002. Figure 2-1 also shows that the 151.4 acres occupied by the non-taxable streets and highways in 2002 were greater than the Village’s total commercial and industrial acreage combined.

To address this issue, the street width requirements should be amended in the Village’s subdivision ordinance to enable developers to build narrow local and collector streets. The ordinance should also be amended to establish right-of-way width standards that do not require the acquisition of more right-of-way than necessary. A summary of street and right-of-way standards that should be considered by the Village is included in Figure 3-6. These standards are based on recommendations in *Residential Streets* (third edition), which was developed by the Urban Land Institute in conjunction with the Institute of Transportation Engineers, National Association of Homebuilders, and American Society of Civil Engineers.

Figure 3-6: Street and Right-of-Way Width Standards Summary

Street Type	Right-of-Way Width **	Pavement Width (curb face to curb face)	Driving Lane Width	On-Street Parking	Parking Areas Defined By Curbs?
Arterials*					
Collectors	60 feet	34 feet	9-10 feet	Both sides	Yes
Local Streets					
No parking allowed	40 feet	18 feet	9 feet	None	No
Parking on one side	46-48 feet	22-24 feet	14-16 ft. travel lane	One side	If needed
Parking on both sides	50-52 feet	26-28 feet	10-12 ft. travel lane	Both sides	If needed
Industrial Streets	50-52 feet	24-26 feet	12-13 feet	None	No
Alleys	16 feet	12 feet	---	---	---

*The design of arterial streets may vary, but their design should be consistent with the recommendations in this section of the comprehensive plan.

**The right-of-way width includes the widths of the driving area, parking area, curbs, terraces (between the sidewalks and street), and sidewalks.

The implementation of these standards will enable the Village to reserve only the land it needs to accommodate its streets, sidewalks, and terraces and to construct streets that conform to the neighborhood and other development concepts addressed in the comprehensive plan.

Define the Parking Areas of Streets

The parking areas of streets should be defined by curb extensions at nearly all of the Village’s intersections. If a block is relatively long, extensions should also be placed at

other points along the street. The curb extensions will prohibit drivers from using the parking lanes as passing or turning lanes at intersections and encourage people to drive slowly when parked vehicles are not present. The curb extensions will also minimize pedestrian crossing distances at the Village’s intersections. Pictures of curb extensions that were recently built in De Pere and in the City of Middleton near Madison, Wisconsin, are shown.



Curb extensions in Middleton, Wisconsin



Curb extension along Grant Street in De Pere, Wisconsin

The use of curb extensions along STH 96 within and immediately outside the downtown area is addressed in the Special Emphasis Area section of the chapter.

Encourage Developers to Build Narrow Streets

Once the Village changes its codes to enable developers to build narrow streets, it should encourage them to build narrow streets by offering them a streamlined approval process for their developments, greater development densities, development fee rebates, or other incentives that will encourage them to deviate from the status quo.

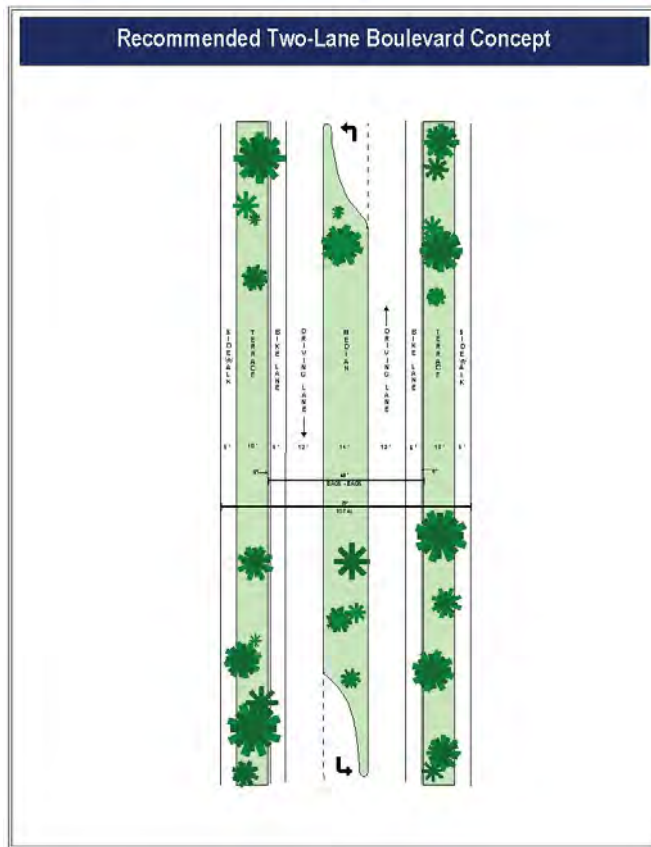
Avoid Building Additional Multi-Lane Streets

Another method of minimizing barriers to pedestrian and bicycle travel and encouraging people to drive at appropriate speeds is prohibiting the construction of additional streets of four or more lanes in the Village. This can be accomplished by building a system of two-lane arterial boulevards that are complemented by an interconnected collector and local street system, mixed land uses, and efficient traffic control techniques at intersections. The street interconnectivity and mixing of land uses will make walking and bicycling viable transportation options and will avoid forcing traffic onto a system of relatively few large arterial streets. Building narrower arterial boulevards instead of the standard wide arterial streets will also make the Village’s entryways more attractive.

This street design technique has been utilized successfully throughout the country. For example, Bellevue, Washington, recently converted a four-lane highway to a two-lane boulevard with bicycle lanes and sidewalks, and the city found that the more attractive

and safer street is still capable of handling up to 38,000 vehicles per day.¹ An illustration of this concept can be found in Figure 3-7.

Figure 3-7: Two-Lane Boulevard Concept



¹ Dan Burden, *Wisconsin Pedestrian Safety and Law Enforcement Training Manual*: May 2001.

Design Intersections to Maximize Safety

The Village should utilize street design techniques that reduce vehicle speeds, minimize the possibility of conflicts, and enhance traveler awareness to maximize pedestrian, bicyclist, and motorist safety at the Village's intersections. Techniques that should be used include roundabouts, curb extensions at intersections, and other street design features. The narrower street widths recommended in this section will also help make intersections safer by controlling the speed of vehicles as they approach the intersections.



Lineville/ Cardinal roundabout in Howard



Lineville/ Rockwell roundabout in Howard

Roundabout Effectiveness

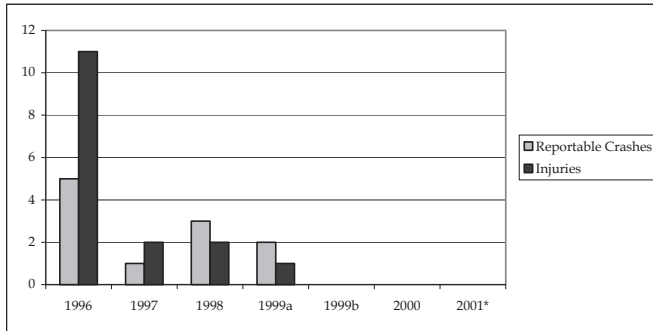
The two roundabouts that were built along Lineville Road in the Village of Howard in 1999 were recently featured in a Brown County Planning Commission study that examined their safety, efficiency, and other impacts between 1999 and 2001. This study found that the Lineville roundabouts have made the intersections more efficient, more accessible to pedestrians and bicyclists, and safer for everyone. An example of this safety improvement is shown in the roundabout study and in Figure 3-8, which identifies the number of reportable crashes and injuries at the Lineville/Cardinal intersection before and after the roundabout.

The Howard roundabouts and the three roundabouts that were built in De Pere and Ledgeview in 2001 have made these intersections safer, more accessible, and more efficient. The roundabouts also serve as attractive gateways into these communities.

Roundabouts in Wrightstown

The Village should work with the Brown County Planning Commission, Brown County Highway Department, and Wisconsin Department of Transportation (WisDOT) to study the installation of single-lane roundabouts along STH 96 near the high school and at other state and county highway intersections in the Village. In addition to making the areas that surround the roundabout intersections more accessible for pedestrians, bicyclists, and motorists, the roundabouts will force people to drive at reasonable speeds when passing through neighborhoods, school zones, and other parts of the Village.

Figure 3-8: Reportable Crashes and Injuries at the Lineville Road/Cardinal Lane Intersection (1996 - 2001)



1999a: January 1, 1999 - July 31, 1999 (before roundabout - still a two-way stop)
1999b: August 1, 1999 - December 31, 1999 (during and after roundabout construction)
2001*: Through October 1, 2001

Source: Brown County Sheriff's Department crash records: 1996 - 2001

Pedestrian and Bicycle Facilities

Because many of the Village's streets do not include sidewalks on either side, many activities that normally occur on sidewalks are occurring in the driving areas. On an average day, a person can see children walking to and from school on the Village's streets, neighbors talking to one another in front of their homes while being avoided by passing vehicles, and people doing other activities that should occur outside of the street. Many less experienced bicyclists also have trouble sharing many of the Village's major streets with motorized vehicles because the motorists and bicyclists are not sure where they are supposed to travel on the wide streets. To create a pedestrian and bicycle system that complements the Village's street system, the Village needs to:

- Develop land use patterns that enable and encourage walking and bicycling.
- Create a safe, continuous pedestrian system throughout the Village.
- Enable people to easily reach developments in the Village on foot or by bicycle.

Methods of achieving these aims are addressed in the following sections.

Mixing Land Uses Throughout the Village

To enable and encourage people to make walking and bicycling trips in Wrightstown, the Village should implement the Land Use chapter's recommendations for mixing land uses within downtown and the neighborhood centers to create destinations that can be easily reached by pedestrians and bicyclists. The mixing of residential, commercial,

institutional, and recreational uses within these centers (and elsewhere in the Village) will enable people of all ages and physical abilities to travel from place to place without a motorized vehicle, which will significantly improve mobility for all Village residents and minimize traffic on the existing street system.

Figure 3-9: Segregated Land Uses vs. Mixed Uses with High Connectivity



Figure 3-9 compares a conventional land use and street pattern with a mixed land use and grid street pattern. The dotted circle on the diagram represents a 500-foot radius, which is a distance that most people feel comfortable walking. This diagram demonstrates that a greater number and variety of destinations are easily reachable on foot (and by bicycle) when land uses are mixed and streets are frequently interconnected.

Developing a Continuous Sidewalk System

In the Village Streets section of this chapter, the transportation plan recommends methods of narrowing the Village's streets and making its intersections safer and more accessible for motorists, pedestrians, and bicyclists. These improvements should be accompanied by a continuous sidewalk system that can be created through the following three-step process:

Step 1: Require sidewalks in all new subdivisions. The Village should begin the process of creating its comprehensive sidewalk system by requiring developers to install sidewalks on both sides of all streets in new subdivisions. The Village should also not approve new subdivisions that do not include sidewalks. The only situation where sidewalks should not be required on both sides of a street is when physical or environmental constraints exist. In these situations, sidewalks should be required on at least one side of the street.

Step 2: Install sidewalks along major streets and walk routes. Next, the Village should install sidewalks along both sides of all existing home-to-school walking routes and all existing collector and arterial streets. These sidewalks will enable children to walk outside of the driving area and provide people a safe place to walk along the streets that carry high volumes of traffic.

Step 3: Construct sidewalks along the rest of the Village's streets by identifying demand and consulting residents prior to street reconstruction projects. After requiring sidewalks along all new subdivision streets and installing sidewalks along all home-to-school walking routes and collector and arterial streets, the Village should work toward constructing sidewalks along the rest of the Village's existing streets by identifying neighborhoods where people want sidewalks and meeting with residents prior to street reconstruction projects to determine if street narrowing and sidewalks should be elements of the projects. This will create a continuous pedestrian system that serves the downtown, neighborhood centers, and other destinations within and immediately outside of the Village.



Sidewalk segment in front of St. John's School



Apartment complexes without sidewalks in Wrightstown

Developing a Pedestrian and Bicycle Trail System that Complements the Sidewalk System

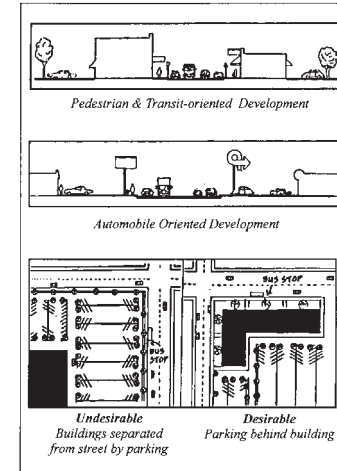
As the sidewalk system is being developed, the Village should also develop an off-street pedestrian/bicycle trail system by purchasing land, cooperating with area utility companies to utilize utility easements, and requiring developers to dedicate land for trails before approving their subdivisions or other development proposals. The Village should also work with the Wisconsin Department of Natural Resources and Brown County to acquire and develop trails on railroad corridors that are proposed for abandonment near the Village. In addition to serving destinations within the Village, these efforts will help to connect Wrightstown to the surrounding communities and improve intercommunity mobility.

Designing Developments that Provide Direct Access to Sidewalks and Streets

Some of the Village's existing buildings are difficult to reach on foot or by bicycle because they were built a significant distance from the street and are fronted by large parking lots that are difficult for walkers and bikers to cross. To enable and encourage people to travel to destinations in the Village with and without motorized vehicles, the Village should design developments that have zero or minimal setbacks, parking in the rear, and other features similar to those that exist in the downtown and that are recommended for the neighborhood centers in the plan's Land Use chapter (Figure 3-10 also shows examples of auto- vs. pedestrian/bicycle/transit-oriented development patterns). People will still be able to reach their destinations with motorized vehicles, but these design

features will also enable and encourage people to travel to them using other transportation modes.

Figure 3-10: Pedestrian and Transit-Oriented Development vs. Automobile-Oriented Development



Ensuring that All Transportation Structures Have Pedestrian and Bicycle Facilities

The Village should work with the Wisconsin Department of Transportation and Brown County Highway Department to ensure that all of the Village's bridges, interchange overpasses, and other transportation structures have pedestrian and bicycle facilities when they are constructed.

Enabling People to Travel Easily Between Subdivisions and Other Developments

In some parts of the Village, the grid and grid-like street patterns recommended earlier in this chapter will not be feasible due to the presence of existing development or physical constraints. When cul-de-sacs must be built and development and physical barriers are not present, the Village should require the designation of public rights-of-way at or near the end of the cul-de-sacs for multi-use paths that connect to neighboring subdivisions, schools, parks, and other destinations. These paths should be between 10 and 12 feet wide and paved to accommodate pedestrians, bicyclists, skaters, and other non-motorized uses. This width and surface will also be able to handle authorized vehicles, such as park and public works trucks.

Developing land use patterns that enable and encourage walking and bicycling, creating a safe and continuous pedestrian system, and enabling people to easily reach developments from the streets and sidewalks will dramatically increase mobility for everyone in Wrightstown. This enhanced mobility and choice of viable transportation modes will also help to attract new residents of all ages to the Village, improve access to Village businesses, and allow the Village's existing and future street system to handle traffic efficiently.

Transit

Since mass transit requires a dense commercial and residential development pattern and streets that frequently interconnect for the service to be attractive and efficient, the current land use and street patterns in Wrightstown make providing effective transit service very difficult. Wrightstown's significant distance from the Green Bay Metro and Valley Transit service areas also makes extending bus service to the Village very unlikely. If transit service is to be considered in the future, the Village needs to establish the population densities, pedestrian system, street network, and land use pattern recommended in the Land Use and Transportation chapters of the comprehensive plan. Once these features are in place, Wrightstown should contact Green Bay Metro and/or Valley Transit to determine if fixed route bus service could and should be extended to the Village.

If demand for mass transit service develops over time and Wrightstown is unable or unwilling to join the Green Bay Metro and Valley Transit systems, the Village could encourage the development of a privately-owned shared-ride taxi service that serves the immediate area. This service would be designed to transport residents to and from medical appointments, grocery stores, social events, and other destinations for a fee.

Transit Stops in Downtown and in the Neighborhood Centers

To ensure that transit or shared-ride taxi service can be accommodated when the required elements addressed above are in place, the Village should include at least one transit stop in the middle of downtown (on both sides of the river) and within each neighborhood center to enable people to easily reach the vehicles on foot. All future large-scale shopping and other developments should also include transit accommodations when they are built.

Specialized Transportation Services for the Elderly and Disabled

If the Village joins the Green Bay Metro and/or Valley Transit service area, it will also be included in the area served by the Metro and/or Valley Transit elderly and disabled transportation service. Under the current services, clients can be picked up at their homes and taken directly to their destinations in vehicles that accommodate wheelchairs, scooters, and riders who do not require mobility devices. This service could provide another transportation option to elderly and disabled Wrightstown residents who need assistance to reach medical appointments, grocery stores, activities in the downtown area, and other destinations throughout the Metro and Valley Transit service areas.

Special Emphasis Area: STH 96 (High Street) Within and Near the Downtown

The creation of a walkable main street atmosphere in the downtown is made difficult by STH 96 (High Street), which allows westbound traffic to travel from one end of the Village to the other without stopping and forces eastbound traffic to stop only at the intersection of Main and High Streets. The extensive widths of the intersections along STH 96 also make crossing the highway very difficult because people are exposed to high speed traffic for significant distances, and it is often hard to see approaching vehicles before stepping off of the curbs.



Intersection of High Street (STH 96) and Washington Street (CTH ZZ)



Intersection of High Street and Main Street (STH 96/CTH D)

Highways are typically seen as facilities that are designed to move traffic efficiently, but it is very important to consider the area the highway serves when deciding how it should be designed. Since STH 96 runs through Wrightstown's downtown area, this portion of the highway should be designed to be compatible with a village center that contains sidewalks, pedestrian-oriented building designs, and several destinations that people should be able to easily and safely reach on foot, by bicycle, and by motorized vehicle.

On November 18, 2002, Brown County Planning Commission staff conducted a walking tour of STH 96 with representatives of the Wisconsin Department of Transportation and the Village of Wrightstown to demonstrate how difficult it is to cross the Main Street, Washington Street, Mueller Street, and Turner/Fair Street intersections on foot. During the tour, the participants agreed that curb extensions and other design modifications at these intersections would slow vehicles as they enter and pass through the downtown, would reduce the distance pedestrians have to cover when they cross the streets, would improve visibility at the corners, and would make STH 96 much less confusing for everyone by clearly separating the driving lanes from the parking lanes. Following the tour, Planning Commission staff developed modification concepts for the four intersections that incorporate curb extensions and other designs that will help make the STH 96 corridor safer and more efficient. These concepts are shown in Figures 3-11 through 3-13.

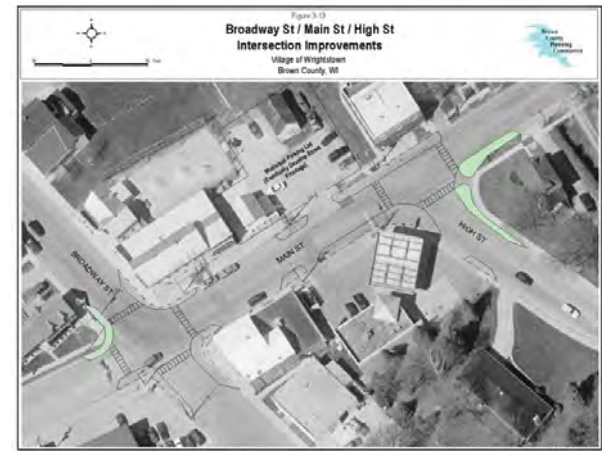
Figure 3-11: High St/Mueller St/Turner St/Fair St Intersection Improvements



Figure 3-12: High St (STH 96)/Washington St (CTH ZZ) Intersection Improvements



Figure 3-13: Broadway St/Main St/High St Intersection Improvements



To implement these concepts, the Village should work with the Brown County Planning Commission and WisDOT to identify when work is scheduled for various segments of STH 96 and determine if the traffic calming concepts can be included in the projects. The Village should also work with the Planning Commission to investigate the availability of transportation enhancement funds to complete the projects. In either case, the Village should set aside funds to match the state and/or federal funds that will be used for the projects.

Downtown Parking

Wrightstown’s downtown currently contains many streets where parking is allowed on both sides, and Planning Commission staff found during field reviews that this on-street parking appears to adequately serve the downtown. In fact, staff found that people were often able to park very close to or in front of the post office, village hall/library, and other destinations in and around the downtown.

As the downtown develops over the next 20 years, it is possible that additional parking will be necessary. However, the Village should not remove buildings, impose a minimum parking space requirement on new or existing downtown businesses or residences, or establish any other parking policy that could reduce the number of structures in the downtown or push development to the outskirts of the Village. If additional parking is desired in the downtown, the Village should consider purchasing the private parking lot next to the post office and converting it to a public lot that can be

used for trips to the post office, village hall/library, and other destinations on the Village's west side. The Village should also consider creating a small public parking lot on the east side of the river at the southeast corner of STH 96 and Washington Street. In addition to providing more parking in the downtown without removing existing buildings, the public ownership of these parcels will create an opportunity for the Village to approve the construction of new buildings along the front (street portion) of the lots in the future while retaining a portion of the public parking areas behind or to the side of the buildings.

Rail Transportation

Freight Rail

Wrightstown currently has one active rail line, served by Canadian National Railroad, that primarily serves the west side of the Village. This line should be maintained to serve the Wrightstown Industrial Park because the park will continue to attract industries that utilize rail to import and export materials. The Village should also work with the Canadian National Railroad over the next 20 years to provide rail spurs to new industries that require them.

Passenger Rail

The Green Bay Metropolitan Area does not currently have access to passenger rail service, but a high speed passenger rail line is scheduled to be extended to the metropolitan area in approximately 2007 through the Midwest Regional Rail Initiative (MRRRI). If this service is implemented, it will provide another means for Wrightstown residents to travel throughout the Midwest without using their personal vehicles. The implementation of this service could also provide a means for people to commute between Wrightstown and the Green Bay and Fox Valley areas if the MRRRI provides this service in the future.

Air Transportation

Austin Straubel International Airport and Outagamie County Regional Airport will continue to provide air service to people traveling to and from Wrightstown. The expansion of Wrightstown's commercial and industrial base over the life of the plan will likely increase the demand for air freight service at the airports. Wrightstown should work with representatives of the airports over the next 20 years to support the retention and, if possible, expansion of air carriers that offer passenger and freight service.

Trucking

The Village does not currently have a formal system of truck routes because nearly all of the existing heavy truck trips occur on the state and county highways that run through the Village. However, as the commercial and other truck-generating land uses are mixed into the downtown, neighborhood centers, and other parts of the Village over the next 20 years, the Village should consider identifying streets where heavy trucks are allowed to

travel. These truck routes would be designed to minimize impacts on residential areas and inform truck drivers of the most efficient routes into and out of the Village.

Once this system is identified, the Village should mark the truck routes with street signs that distinguish them from the other Village streets. One method of doing this would be to paint the truck route street signs a unique color so truck drivers can easily identify them. The Village of Ashwaubenon has used this approach for several years to enable truckers to determine if they can drive on certain streets before they unknowingly enter them illegally.

Water Transportation

As the Wrightstown Industrial Park grows over the next several years, the Port of Green Bay will likely be more heavily utilized by the park's new occupants. To ensure that Wrightstown's current and future interests are considered by port representatives, the Village should participate in the port's plan development process. Participating in this process will enable the Village to inform the port planners of its intentions to utilize the port over the next 20 years and ensure that modifications to the port's policies and facilities are consistent with the Village's long-term economic development strategy.

Funding to Help Develop the Village's Transportation System

To help the Village fund the development of its multi-modal transportation system, it should apply for transportation grants from various sources over the next several years. Some examples of these programs are identified in this section.

SMIP and Stewardship Program

The Village should apply for grants from Wisconsin's Statewide Multi-modal Improvement Program (SMIP) to help fund the development of the recommended bicycle and pedestrian system. The Village should also apply for funds from the state's Stewardship Program to assist in funding the construction of the recommended off-street trail system.

Hazard Elimination and Safety (HES) Program

The Village should apply for grants from the Hazard Elimination and Safety (HES) Program administered by WisDOT to correct existing or potential transportation safety problems. Other grant programs through WisDOT's Bureau of Transportation Safety should also be investigated by the Village to address safety issues.

CMAQ Program

If Brown County is designated as an air quality non-attainment area in the future, the Village should seek funds from the Congestion Mitigation and Air Quality (CMAQ) Program administered by WisDOT to implement projects that will improve the area's air quality.

The Village should also investigate other grant opportunities as they arise in the future.

Consistency With State and Regional Transportation Plans

State and Regional Bicycle and Pedestrian Plans

The bicycle and pedestrian system recommendations in the Wrightstown plan are consistent with the goals of the Wisconsin and Brown County bicycle and pedestrian plans. Like the state and regional bicycle and pedestrian plans, many of the recommendations in the Wrightstown plan are designed to increase the number of people using these transportation modes and ensure that walkers and bikers are able to travel throughout the area safely.

State and Regional Highway Plans

Many aspects of the state and regional highway systems in this area were addressed throughout this chapter. For example, several methods of making STH 96 more compatible with the Village's downtown while allowing it to continue carrying traffic efficiently were discussed in a special section.

State and Regional Rail Plans

The state railroad plan is currently being developed by WisDOT, and the Wrightstown plan recommends maintaining freight rail service in the Village to serve existing and future industries. The Wrightstown plan also acknowledges the Midwest Regional Rail Initiative (MRRRI) and recommends that Village residents use the passenger rail service as an alternative to their personal vehicles.

State Airport Plan

The Wisconsin State Airport System Plan 2020 recognizes Austin Straubel International Airport as an important component of the state's airport system, and the Wrightstown plan recommends that the Village work with representatives of the airport over the next 20 years to support the retention and, if possible, expansion of air carriers that offer passenger and freight service.

Regional Waterway Plans

The importance of Wrightstown's participation in the development of Brown County's port plan is addressed earlier in the Transportation chapter.

Summary of Recommendations

This chapter recommends the following policies:

- To increase street connectivity and intersection frequency, the Village should require developers to design subdivisions that include grid or grid-like street patterns that

offer motorists several route options and avoid concentrating traffic on relatively few streets.

- The Village's subdivision ordinance should be amended to enable developers to build narrow local and collector streets. The ordinance should also be amended to establish right-of-way width standards that do not require the acquisition of more right-of-way than necessary.
- The parking areas of streets should be defined by curb extensions at nearly all of the Village's intersections, and extensions should also be placed at other points along long uninterrupted blocks. The curb extensions will prohibit drivers from using the parking lanes as passing or turning lanes at intersections and encourage people to drive slowly when parked vehicles are not present. The curb extensions will also minimize pedestrian crossing distances at the Village's intersections.
- Once the Village changes its codes to enable developers to build narrow streets, it should encourage them to build narrow streets by offering them incentives.
- The Village should avoid constructing multi-lane streets. Instead, the Village should build a system of two-lane arterial boulevards that are complemented by an interconnected collector and local street system, mixed land uses, and efficient traffic control techniques at intersections.
- The Village should utilize street design techniques that reduce vehicle speeds, minimize the possibility of conflicts, and enhance traveler awareness to maximize pedestrian, bicyclist, and motorist safety at the Village's intersections. Techniques that should be used include roundabouts, curb extensions at intersections, and other street design features.
- To enable and encourage people to make walking and bicycling trips in Wrightstown, the Village should implement the Land Use chapter's recommendations for mixing land uses within downtown and the neighborhood centers to create destinations that can be easily reached by pedestrians and bicyclists.
- The Village should create a comprehensive sidewalk system by requiring developers to install sidewalks on both sides of all streets in new subdivisions, adding sidewalks along both sides of all existing home-to-school walking routes and all existing collector and arterial streets, and building sidewalks along the rest of the Village's streets by identifying demand and consulting residents prior to street reconstruction projects.
- The Village should develop an off-street pedestrian/bicycle trail system by purchasing land, cooperating with area utility companies to utilize utility easements, and requiring developers to dedicate land for trails before approving their subdivisions or other development proposals.
- Work with WisDOT to develop a trail connection to the Fox River Trail in Greenleaf through the provision of 5-foot paved shoulders along STH 96.
- To enable and encourage people to travel to destinations in the Village with and without motorized vehicles, the Village should design developments that have zero or minimal setbacks, parking in the rear, and other features similar to those that exist in the downtown and that are recommended for the neighborhood centers in the plan's Land Use chapter.

- The Village should work with the Wisconsin Department of Transportation and Brown County Highway Department to ensure that all of the Village's bridges, interchange overpasses, and other transportation structures have pedestrian and bicycle facilities when they are constructed.
- When cul-de-sacs must be built and development and physical barriers are not present, the Village should require the designation of public rights-of-way at or near the end of the cul-de-sacs for multi-use paths that connect to neighboring subdivisions, schools, parks, and other destinations.
- If a demand for mass transit service develops over time and Wrightstown is unable or unwilling to join the Green Bay Metro and Valley Transit systems, the Village could encourage the development of a privately-owned shared-ride taxi service that serves the immediate area. This service would be designed to transport residents to and from medical appointments, grocery stores, social events, and other destinations for a fee.
- To ensure that transit or shared-ride taxi service can be accommodated when the required elements addressed in this chapter are in place, the Village should include at least one transit stop in the middle of downtown and within each neighborhood center to enable people to easily reach the vehicles on foot. All future large-scale shopping and other developments should also include transit accommodations when they are built.
- Since STH 96 runs through Wrightstown's downtown area, this portion of the highway should be designed to be compatible with a village center that contains sidewalks, pedestrian-oriented building designs, and several destinations that people should be able to reach on foot, by bicycle, and by motorized vehicle. To implement the recommended traffic calming concepts along STH 96, the Village should work with the Brown County Planning Commission and WisDOT to identify when work is scheduled for various segments of STH 96 and determine if the traffic calming concepts can be included in the projects. The Village should also work with the Planning Commission to investigate the availability of transportation enhancement funds to complete the projects. In either case, the Village should set aside funds to match the state and/or federal funds that will be used for the projects.
- The Village should not remove buildings, impose a minimum parking space requirement for new or existing downtown businesses or residences, or establish any other parking policy that could reduce the number of structures in the downtown or push development to the outskirts of the Village. If additional parking is desired in the downtown, the Village should consider purchasing the private parking lot next to the post office and converting it to a public lot. The Village should also consider creating a small public parking lot on the east side of the river at the southeast corner of STH 96 and Washington Street if the village hall is moved to this site in the future.
- The freight rail line that runs through the west side of the Village should be maintained to serve the Wrightstown Industrial Park. The Village should also work with the companies that own the tracks over the next 20 years to provide rail spurs to new industries that require them.
- The Village should monitor the progress of the Midwest Regional Rail Initiative (MRRRI) and encourage residents to use it to travel throughout the Midwest and, if

the service is available, to commute between Wrightstown and the Green Bay and Fox Valley areas.

- Wrightstown should work with representatives of Austin Straubel International Airport and Outagamie County Regional Airport over the next 20 years to support the retention and, if possible, expansion of air carriers that offer passenger and freight service.
- As additional commercial and other truck-generating land uses are mixed into the downtown, neighborhood centers, and other parts of the Village over the next 20 years, the Village should consider identifying streets where heavy trucks are allowed to travel. Once this system is identified, the Village should mark the truck routes with street signs that distinguish them from the other Village streets.
- To ensure that Wrightstown's current and future interests are considered by representatives of the Port of Green Bay, the Village should participate in the port plan development process that began in 2002.
- To help the Village fund the development of its multi-modal transportation system, it should apply for transportation grants from various sources over the next several years.

CHAPTER 4 Economic Development

Local governments play an increasingly critical role in promoting private sector economic development, and economic strength is critical to the vitality of a community. Economic development is the process by which a community organizes and then applies its energies to the task of creating the type of business climate that will foster the retention and expansion of existing businesses, attract new businesses, and develop new business ventures.

Economic development efforts to create jobs are important beyond generating additional income for the Village residents. These efforts can help to generate additional tax base for the provision of local services and may assist in establishing an environment for long-term economic vitality.

The key to an economic development strategy is having a quality product/community to market. The entire Village of Wrightstown Comprehensive Plan is geared toward promoting future development in Wrightstown in a manner that supports a high quality community that is attractive to existing and new businesses.

Labor Force Analysis

Figure 1-8 in the Issues and Opportunities Chapter indicates that the Village of Wrightstown residents are generally more educated than the populations of Brown County and the State of Wisconsin as a whole, with 17.2 percent of the population ages 25 and over having a bachelor's degree. However, there are fewer people with advanced graduate or professional degrees than either the county or state. Figure 4-1 shows that the percentage of Village residents 16 years of age and older who are in the labor force is higher than the percentage of people in the labor force in Brown County and Wisconsin. Wrightstown's 2000 unemployment rate of 2.1 percent is also lower than Brown County's 2.7 percent and the state's 3.2 percent. The data indicates that there is a very active workforce in Wrightstown, and this is indicative of the younger families that are driving much of the growth in Wrightstown.

Figure 4-1: Employment Status by Percentage of Population 16 Years and Older

Status	Wisconsin	Brown County	Village of Wrightstown
In the labor force	69.1%	72.0%	81.0%
Civilian labor force	69.0%	71.9%	80.8%
Employed	65.8%	69.1%	78.7%
Unemployed	3.2%	2.7%	2.1%
Armed Forces	0.1%	0.1%	0.2%
Not in the labor force	30.9%	28.0%	19.0%

Source: 2000 Census Data, U.S. Census Bureau

When compared to the state and county, the Village of Wrightstown has a higher percentage of people employed within the production, transportation, and material moving occupations and construction, extraction, and maintenance occupations and is slightly lower in the management, professional, and related occupations and the service occupations.

Figure 4-2: Employed Civilian Population as a Percentage of People 16 Years and Above

	Wisconsin	Brown County	Village of Wrightstown
OCCUPATION			
Management, professional, and related occupations	31.3	30.6	27.6
Sales and office occupations	25.2	28.5	26.2
Production, transportation, and material moving occupations	19.8	18.7	26.1
Construction, extraction, and maintenance occupations	8.7	9.2	10.6
Service occupations	14.0	12.6	9.3
Farming, fishing, and forestry occupations	0.9	0.5	0.2
INDUSTRY			
Manufacturing	22.2	21.1	29.4
Educational, health, and social services	20.0	17.6	11.8
Finance, insurance, real estate, and rental and leasing	6.1	8.1	8.7
Retail trade	11.6	12.6	8.3
Construction	5.9	6.2	8.0
Professional, scientific, management, administrative, and waste management services	6.6	6.3	6.6
Transportation and warehousing and utilities	4.5	6.2	6.6
Wholesale trade	3.2	4.0	5.3
Other services (except public administration)	4.1	4.5	5.1
Arts, entertainment, recreation, accommodation, and food services	7.3	7.3	4.5
Public administration	3.5	2.9	2.2
Agriculture, forestry, fishing and hunting, and mining	2.8	1.2	2.0
Information	2.2	2.0	1.4

Source: U.S. Bureau of the Census: Table DP-3 Profile of Selected Economic Characteristics: 2000.

As for individual industries, by far the largest sector is the manufacturing industry, which is much higher than either the county or state, while those employed in the retail trade industry are much lower. Although the Wrightstown Industrial Park is very successful and recently filled to capacity, discussions with industrial park business

owners and Wrightstown Community Development Authority members indicated that the majority of the workers in the industrial park are from outside of the Village. These percentages indicate, however, that there are skilled workers in Wrightstown that currently commute to other nearby communities to employ their manufacturing skills, and if additional industry would locate in Wrightstown, there may be an existing population base in the Village who could live and work in the Village.

The low numbers of residents working within the service occupations or retail trade industries is likely a result of there being relatively few retail businesses within the Village. However, with a population currently estimated at over 2,000 residents and forecasted to top 5,000 residents in 20 years, there may be a growing market for retail businesses and, accordingly, for those service occupations.

Economic Base Analysis

The economic base of the Village of Wrightstown is unique in that it draws and sends employees to both the Green Bay and Fox Cities Metropolitan Areas due to its location near USH 41 and between both metro areas. In order to properly assess the economic base of the Village, it is typically necessary to analyze the county within which the community lies. However, Wrightstown has parts of the Village in both Brown and Outagamie Counties, and therefore, an analysis of the Village must include an overall analysis of both counties to provide a better indication of the economic base of the Village.

Basic sector employment typically produces goods or services that are exported out of the local economy and into the larger national economy. These goods and services and, therefore, employment are thus less likely to be affected by a downturn in the local economy. Non-basic sector employment includes those industries that produce goods or services that are consumed at the local level or are not produced at a sufficient level to be exported out of the local market.

The Location Quotient Analysis compares the local economy (in this case a region of Brown and Outagamie Counties) to the United States. This allows for identifying basic and non-basic sectors of the local economy. If the location quotient (LQ) is less than 1.0, all employment is considered non-basic, meaning that local industry is not meeting local demand for certain goods or services, may be more subject to downturns in the local economy, and there may be room for additional growth in the industry to serve the local market. An LQ equal to 1.0 suggests that the local economy is exactly sufficient to meet the local demand for given goods or services. However, the employment is still considered to be non-basic. An LQ of greater than 1.0 suggests that the local employment industry produces more goods and services than the local economy can consume, and therefore, these goods and services are exported to non-local areas and considered to be basic sector employment. The Location Quotient Analysis for the region containing Brown and Outagamie Counties is displayed in Figure 4-3.

According to the LQ analysis, there are five industries in the Brown/Outagamie County region that can be considered to be basic employment sectors: manufacturing; wholesale trade; retail trade; transportation, warehousing, utilities; and finance, insurance, and real

estate. Therefore, these industries are most likely exporting goods and services to other parts of the country and contributing to a more stable local economy. Those private industry sectors that are below 1.0, such as information and professional fields, indicate that there may be demand within the Brown/Outagamie County region's local economy to support increases in these industry sectors.

Figure 4-3: Employment by Industry Group, 2000; Brown County/Outagamie County and the United States Location Quotient Analysis

Employment by Industry	Combined Brown and Outagamie Counties	United States	Combined Brown and Outagamie Counties Location Quotient
Agriculture, Forestry, Fishing	3,139	2,426,053	0.81
Construction and Mining	13,607	8,801,507	0.97
Manufacturing	48,646	18,286,005	1.67
Wholesale Trade	7,698	4,666,757	1.04
Retail Trade	24,626	15,221,716	1.02
Transportation, Warehousing, Utilities	10,773	6,740,102	1.01
Information	4,062	3,996,564	0.64
Finance, Insurance, and Real Estate	16,710	8,934,972	1.18
Professional, Scientific, Management, etc.	13,236	12,061,865	0.69
Educational, Health, and Social Services	34,990	25,843,029	0.85
Arts, Entertainment, Recreation, etc.	14,366	10,210,295	0.89
Other Services	9,141	6,320,632	0.91
Public Administration	5,132	6,212,015	0.52
Total Employees	206,126	129,721,512	

Source: U.S. Bureau of the Census, 2000; Brown County Planning Commission, 2003.

As is evident from the analysis, the Brown/Outagamie County region's strongest employment sector is the manufacturing industry. Two of the region's weakest sectors, information and professional, scientific, and management, are those that are considered key to success in the "new economy" consisting primarily of knowledge-based industries. However, the finance, insurance, and real estate industry is the second strongest sector in the region, indicating that there is some basic employment in the knowledge-based industries within the region.

The Village should also continue to recruit and retain those businesses that contribute to existing industrial "clusters" within the Fox Valley region. The State of Wisconsin Department of Commerce defines clusters as "...geographic concentrations of interconnected companies, specialized suppliers, service providers, and associated institutions in a particular field that are present in a nation or region." Clusters greatly

enhance a particular industry's competitiveness in several ways. First, clusters help improve productivity by providing ready access to specialized suppliers, skills, information, training, and technology. Second, clusters help to foster innovation by increasing opportunities for new products, new processes, and meeting new needs with a full range of local suppliers and research institutions. Last, clusters can facilitate the commercialization of innovation through the creation of new firms via start-ups, spin-offs, and new business lines with needed inputs, such as banks and venture capital.

Within the Fox Valley region, business clusters include the paper, food processing, transportation, and insurance industries. The Village should actively recruit and retain those industries within the aforementioned clusters that take advantage of advanced technologies in the processing of their products as a means to continue to bridge the gap toward the new economy. The Village of Wrightstown may also wish to focus some of its business creation and recruitment efforts on those businesses that are part of information or professional, scientific, and management sectors to begin filling some of the potential local demand for these services while still maintaining communication and retention efforts with those existing businesses in the manufacturing sector.

Economic Development Assessment and Recommendations

There are four primary economic activity areas in the Village, of which the industrial park and downtown are currently contributing to the economic base of the Village, while the third and fourth areas, the CTH U/USH 41 Interchange and Planned Neighborhood Development Areas, will be in the future. The Village of Wrightstown's location has a major impact on its economic development activities to date. The Village's industrial park is strategically located less than a mile from an interchange onto USH 41, which is the primary carrier of traffic between Green Bay, the Fox Cities, and beyond. The industrial park's location provides easy access to both highway and rail facilities for the movement of goods produced or required in the industrial park. The downtown area has historically been the focal point for the Village, and it provides a tangible identity for the Village while the proposed development of the CTH U/USH 41 interchange will provide both benefits and potential issues for the Village to deal with.

The Village provides the quality of life amenities that many existing residents want to preserve and new residents may wish to experience. These include a strong business base, quality natural resources, a highly rated school system, and overall pleasant "small town feel." These are all advantages for the Village to promote when recruiting new businesses. Businesses want to locate in an area where their employees will be content to relocate to and contribute to the overall fabric of the Village. As the Village continues to develop, it must ensure that future economic development projects succeed in maintaining this competitive advantage by properly fitting into the community in scale and design.

Industrial Park

The Village's industrial park is located at the western end of the Village with direct access to USH 41 and STH 96 via CTH U. The industrial park also has access to the Canadian National Railroad, which runs east to west along the park's southern

boundary. The Village's Community Development Authority (CDA) has been very active in filling vacant land and buildings within the park, and it has just recently filled all available sites. There is land available to the west of CTH U for expansion of the industrial park, and the Village should consider buying the property to provide marketable land for additional industrial sites. As important as it is to plan for new sites for businesses within the industrial park, it is also very important that the Village maintains contact with its existing businesses and ensures their continued retention. Figure 4-4 lists the current businesses (as of June 2003) within the industrial park.

Figure 4-4: Village of Wrightstown Industrial Park Businesses

Business	Address	Number of Employees
Coating Excellence International	975 Broadway Street	150
Coca-Cola Enterprises	1495 Broadway Street	>100 (estimated)
Spirit Fabs, Inc.	1255 Broadway Street	35
Bower Brothers Feed Mill	825 Pamela Street	18
Retroflex, Inc.	1205 Broadway Street	13
Meulemans Electric	965 Broadway Street	10
KidsCare	1025 Broadway Street	9
CarboMinerals	400 Van Dyke Street	7
Wrightstown Manufacturing Co.	809 Broadway Street	6

Source: Village of Wrightstown and Brown County Planning, 2003.

The Village has successfully utilized a tax increment financing (TIF) district to fund facility improvements to its industrial park, as well as service improvements required as a result of the industrial development in the park. If the opportunity arises to purchase the property immediately to the west of the current industrial park for an expansion, the Village may consider financing improvements to this area either through a TIF amendment or second TIF district.

Downtown

The Village's downtown has historically been the location where people meet for social, business, and entertainment activities. However, many of the businesses that were downtown or could have located downtown have instead opted to locate on the fringes of the Village where land is more inexpensive and where they can have large parking lots. Although this is the recent trend, the Village still has an identifiable downtown area with the scenic Fox River running through it, resulting in an important economic development advantage over other communities of similar size should the Village decide to promote this aspect of its community.

Communities that invest in their downtowns through infrastructure improvements, streetscaping amenities, and the promotion of a downtown that is pedestrian-friendly are the ones that see existing businesses reinvest and new businesses added. The Village should focus on encouraging existing and new downtown businesses that provide local

goods and services. Establishments, such as a pharmacy, hardware store, or other small shops and restaurants, that would serve the local population would fit in well in the downtown and were identified as desirable by Village residents during the visioning session.

In order to fund downtown improvements, the Village could look to state or federal grants or the Village may wish to maintain local control through the utilization of a tax increment financing (TIF) district or work with downtown business owners to create a business improvement district (BID). Regardless of the mechanism utilized to fund improvements and in order for the downtown to become the vibrant center of a rapidly growing community, the Village will need to make an investment in its downtown through the recommendations contained in the Land Use and Transportation chapters.

CTH U/USH 41 Interchange

The third area of primary economic activity in the Village will likely be at the CTH U/USH 41 interchange in the far northwestern corner of the Village as part of the Royal St. Patrick's development. This area will serve as the primary gateway to the community and should set a positive first impression for people entering the Village. Although there is nothing currently built there, it is being marketed for a large office/commercial complex. The interchange's location and the availability of public sewer and water will likely make this site very attractive for commercial development. The Village must work with the developer of the area to ensure that commercial activity at the interchange does not negatively impact its efforts in revitalizing the downtown and that it meets the overall design standards put forth in the Royal St. Patrick's development.

Planned Neighborhood Development Areas

The Planned Neighborhood Development Areas are envisioned to be the focal point around which the surrounding neighborhoods are developed. They will likely include a mix of higher density residential, commercial, institutional, and recreational uses. The intent of permitting commercial uses in these areas is to create places to which neighborhood residents can walk or bike for goods or services rather than driving to Green Bay or the Fox Cities. However, the Village must ensure that the development of commercial or institutional uses in these areas does not diminish redevelopment opportunities in the downtown.

Strengths and Weaknesses for Attracting/Retaining Business and Industry

It is necessary to look at the factors that influence the economic climate in the Village of Wrightstown. The most obvious factor is the Village's location of almost midway between the Green Bay and Fox Cities Metropolitan Areas and the ease of access to USH 41 for commuting. Industrial park business owners can easily tap both markets for employees, and residents of Wrightstown can just as easily commute to either metropolitan area and enjoy the benefits of living in a smaller community.

Although the easy access to USH 41 is a definite benefit for residents who work in either Green Bay or the Fox Cities, it is a potential detriment to the sustainability of local retail and service businesses. Many residents find driving to Green Bay or the Fox Cities for goods or services that one might typically find in a community of 2,000 people to be more of a minor inconvenience than a major problem. However, the input received from the Village-wide visioning session indicated that there is a demand for businesses in Wrightstown that provide local goods and services, such as a hardware store, pharmacy, or small cafe. For local businesses to succeed in providing goods or services, it is necessary for the local residents to choose to patronize them instead of driving to the Green Bay or Fox Cities areas.

From a quality of life perspective, the Village has a number of amenities that would encourage people to work and live within Wrightstown. Included are a range of housing stock, active and passive recreation opportunities, an identifiable downtown, quality school system, and a compact development pattern that allows people to get from place to place by using alternative means of transportation.

The state and national economy are in the process of transitioning from a goods-based economy to an information-based economy. As this transition and advances in communications technologies continue, businesses will begin to be more influenced to locate in places where their existing employees will be comfortable living, where there is a high quality potential employee pool, and where there are good transportation connections rather than proximity to raw materials for production. The Village of Wrightstown appears to be well-positioned to make this transition. However, the Village must continue to strive to maintain or improve those quality of life amenities that potential businesses and their employees are looking for when deciding where to locate.

As discussed in the Utility and Community Facilities chapter, the Village currently has adequate capacity within its sanitary sewage system for additional industrial development. However, the projected growth of the Village may create a need for some expansion of the capacity to serve any new large industrial water dischargers toward the end of the 20-year timeframe of this plan. However, current sanitary sewer main clear water inflow and infiltration problems are being corrected through replacement of most of the aging downtown sewer pipes, and this will create additional capacity for development. The Village's water system is currently being upgraded and will be able to provide adequate water for new development.

The land use element of this plan identifies a large area available for expansion of its industrial park to the west along the northern edge of the Canadian National Railroad. Because the Village of Wrightstown and Town of Kaukauna have entered into a boundary agreement regarding this area, the Village can permit town property owners to annex to the Village and continue expansion of its industrial park without opposition from the Town.

Adequate police protection is provided through the Wrightstown Police Department, and the Wrightstown Volunteer Fire Department provides fire protection.

Economic development services to assist businesses with location or relocation are provided throughout Brown County by Advance, which is the economic development

section of the Green Bay Area Chamber of Commerce. Training services for business are provided by UW-Green Bay, Lawrence University, St. Norbert College, the UW-Extension services, Northeastern Wisconsin Technical College (NWTC), and Fox Valley Technical College (FVTC). While none of these educational institutions are located in the Village of Wrightstown, they are all within a 30-minute drive.

Industrial and Commercial Design Standards

Presently, a site plan review for commercial development is only required for projects under the Planned Development Zoning District. These reviews should be expanded to include all commercial development in the Village, but flexibility should be allowed when addressing the concerns of existing businesses. Specific standards regarding commercial building design, lot layout, and building materials should be created so that when developers look to build in the Village, they have a clear understanding of the requirements they need to meet in order for their project to receive approval. Expanding site plan review to all commercial buildings would ensure that the downtown and Planned Neighborhood Development Areas are redeveloped or developed in a manner consistent with the vision of the comprehensive plan.

The Village's industrial park has a comprehensive list of restrictive covenants pertaining to building design, lot layout, and overall site design. The enforcement of the restrictive covenants has enabled the Village to develop an industrial park with high quality buildings and businesses.

Sensitivity to Parkways and Other Natural Areas

Business development should be designed with consideration of the parkways that this plan identifies along the Village's primary drainage corridors, which include the Fox River and the Plum Creek. These parkways would allow the corridors to remain mostly undeveloped as wildlife corridors, contribute to preserving the Village's natural atmosphere, provide stormwater management areas, and provide potential trail linkages to the rest of the Village. Where appropriate, the Village should require the dedication of land for trails or parkways before approving commercial development proposals.

Natural areas and other greenspace should be incorporated into newly developed areas. Wrightstown should consider a policy of requiring the planting of street trees for commercial properties. The Village should also seek to preserve existing trees by either working with developers to design around the trees or through a tree preservation ordinance. Planting and landscaping entranceways and street medians are techniques of identifying to the public that they are in a unique community with high standards for beautification and a strong sense of community pride.

Special care should also be taken to ensure that commercial and industrial activities are not located within environmentally sensitive areas (ESAs) by placing the ESAs in the conservancy zoning district. These features should be included in the design of business developments as integral amenities and, if possible, maintained in common ownership.

Site Plan Review

Business site plans should include sidewalks and/or trails (where appropriate), parking (preferably behind the building), and parking lot landscaping standards, including landscaped islands within large parking lots that break up the expanse of asphalt. In the downtown, buildings should also have minimal or no setbacks with parking in the rear or on the street to provide for more direct pedestrian access to structures.

Brownfield Redevelopment

For commercial and industrial uses, the Village should complete and maintain an inventory of existing vacant buildings and land identified as potentially contaminated (brownfield) with industrial or petroleum-based pollutants. This information can be used to encourage infill development and redevelopment opportunities to take advantage of existing infrastructure and services and to prevent blight created by vacant and dilapidated buildings and parcels. Once identified, brownfields should be cleaned and promoted for redevelopment through the use of state and federal brownfield cleansing funds. The current M&I Bank site may be a potential site for brownfield redevelopment as a downtown park should the bank decide to sell the building.

Village, County, Regional, and State Economic Development Programs

This section contains a brief explanation of local economic development actions and a description of various agencies and programs that could potentially help the Village and Village's businesses achieve their stated economic development goals and objectives. The Implementation chapter contains a comprehensive listing and description of programs the Village may wish to utilize in achieving its economic development objectives.

Village

The Village can continue to make positive planning and financial management decisions that can result in the community being an attractive place for people and businesses. The most important economic activity that Wrightstown can pursue is the creation of an environment that encourages entrepreneurs to engage in business activities. Encouraging entrepreneurs involves attracting new businesses and assisting existing businesses. The three types of programs most relevant to the Village are business attraction, business retention, and commercial development.

Business Attraction

Business attraction involves letting businesses know what a community has to offer. For example, some of the activities that are involved in a business attraction program include:

- Providing information on available sites.
- Identifying labor and community characteristics.

- Marketing sites to businesses that would be complementary to existing businesses or would provide diversity to the local economy.
- Offering low-cost land, state or federal grants, or other incentives to encourage businesses to locate in the community.

Business Retention

Since a good portion of the economic growth that occurs is from businesses already in a community, business retention is essential. Activities associated with business retention programs include:

- Helping businesses learn about potential sites for expansion, offering low-cost loans, and identifying state and federal grant funds to finance business expansions.
- Providing business areas with efficient, reliable public services, such as snow removal, road repair, and sewer and water utilities.
- Providing a contact person to answer business questions and solicit information from business leaders regarding local development problems.

Commercial Development

Commercial development activities allow communities to identify market needs and seek prospective businesses to fill the needs. In the future, the Village may be able to assist in this process by creating or modifying Tax Increment Finance (TIF) districts to encourage development by offering publicly-owned and improved land for sale to commercial developers. The Village can also encourage the redevelopment of existing structures and the development of new structures and can ensure that the designs meet the standards established for the community. In addition, economic development incentive revolving loan fund programs can be established to assist in financing commercial projects that meet the goals of the Village.

The Village is presently a member of Advance, a branch of the Green Bay Chamber of Commerce. Advance acts in part as an informational and referral service for potential businesses and industries looking to locate in Brown County. This enables a potential business or industry looking to locate in Brown County to hear about Wrightstown when it otherwise may have no knowledge of the opportunities available in the Village.

County

Businesses can use economic development loan programs, such as the Brown County Economic Development Revolving Loan Fund through the Brown County Planning Department, to provide low interest loans to businesses that will generate new employment opportunities and expansion of the tax base. Through Brown County's partnership with Advance, the Village of Wrightstown has access to development and grant information, as well as to economic development marketing services. Since the Village is also located within Outagamie County, the Village should utilize their resources to further their economic development objectives.

Regional

Comprehensive Economic Development Strategy

The Bay-Lake Regional Planning Commission annually creates a Comprehensive Economic Development Strategy (CEDS) report, which evaluates local and regional population and economic activity. Economic development trends, opportunities, and needs are identified within the CEDS report. All communities served by the Commission, including the Village of Wrightstown, are invited to identify future projects for economic development that the community would like to undertake. Those projects are included within the CEDS and may become eligible for federal funding through the Economic Development Administration (EDA) Public Works grant program.

Northeast Wisconsin Regional Economic Partnership

The combined Bay-Lake and East Central Wisconsin Regional Planning Commission areas were recently named as a technology zone by the Wisconsin Department of Commerce. The Northeast Wisconsin Regional Economic Partnership (NEWREP) Technology Zone provides \$5 million in tax credits to businesses certified by Commerce based on a company's ability to create jobs, to make capital investments, and to attract related businesses. The technology zone program focuses primarily on businesses engaged in research, development, or manufacture of advanced products or those that are part of an economic cluster and knowledge-based businesses that utilize advanced technology production processes in more traditional manufacturing operations. Additional information can be found at the following website: <http://www.eastcentralrpc.org/planning/economic.htm>.

Wisconsin Public Service

Wisconsin Public Service Corporation (WPS) also contributes a number of economic development services that the Village should be aware of for their businesses. WPS maintains an online searchable available industrial buildings database that the Village or Community Development Authority should ensure stays up-to-date through contact with WPS. The WPS economic development page can be a useful resource for the Village and is located at <http://www.wisconsinpublicservice.com/business/bcd.asp>.

State

Although the Implementation chapter provides a comprehensive list of state programs that the Village can consider utilizing to meet their stated goals and objectives, there are a few programs that the Village should strongly consider, and they are discussed in this section. The Department of Commerce Area District 3 Area Development Manager would also be a good contact for these programs.

Wisconsin Main Street Program

The Main Street Program is a comprehensive revitalization program designed to promote the historic and economic redevelopment of traditional business districts in Wisconsin administered by the Wisconsin Department of Commerce-Bureau of Downtown

Development. Communities are judged on a submitted application and selected to participate on an annual basis. These communities receive technical support and training needed to restore their main streets to centers of community activity and commerce. Details regarding the program can be found at <http://commerce.state.wi.us/CD/CD-bdd-overview.html>.

Community Based Economic Development (CBED) Program

The Community Based Economic Development (CBED) Program provides financing assistance to local governments and community-based organizations that undertake planning or development projects or that provide technical assistance services that are in support of businesses (including technology-based businesses) and community development. The program provides grants for planning, development, and assistance projects; business incubator/technology-based incubator; a venture capital fair; and regional economic development grants. Additional information regarding the CBED program can be found at <http://commerce.state.wi.us/CD/CD-bcf-cbed.html>.

Community Development Block Grant for Economic Development (CDBG-ED)

The CDBG-ED program is designed to assist businesses that will invest private funds and create jobs as they expand or relocate to Wisconsin. The Wisconsin Department of Commerce awards the funds to the Village, which then loans the funds to a business. When the business repays the loan, the Village may retain the funds to capitalize a local revolving loan fund. This fund can then be utilized to finance additional economic development projects within the Village. The businesses within the Village may also utilize the existing Brown County Economic Revolving Loan Fund, administered by the Brown County Planning Commission, to provide loans to Village businesses. Additional information regarding the CDBG-ED program can be found at the following website: <http://commerce.state.wi.us/MT/MT-FAX-0806.html>.

Federal

The Village of Wrightstown, by nature of it being located outside of the Green Bay and Fox Cities Metropolitan Areas, meets the requirements of the U.S. Department of Agriculture-Rural Development. Therefore, the Village may be eligible for Rural Development economic assistance programs. However, there are typically strict income limits associated with some of the programs, so the Wisconsin Division of USDA-Rural Development should be contacted regarding eligibility for certain programs. A complete listing of USDA-Rural Development programs can be found at the following website: <http://www.rurdev.usda.gov/wi/programs/index.htm>.

Recommendations

The following is a summary of economic development recommendations for the Village of Wrightstown:

General Recommendations

- Focus redevelopment efforts on the downtown, particularly in making the streets and business facades more pedestrian-friendly.
- Promote businesses downtown that incorporate public access or views of the Fox River.
- Encourage the development of small retail shops or services in the downtown or Planned Neighborhood Development Areas to meet local demand.
- Ensure commercial development near the CTH U/USH 41 interchange is complementary rather than competitive with downtown redevelopment efforts.
- Encourage buildings that have commercial uses on the first floor and residential uses above, particularly in the downtown.
- In the downtown, buildings should have minimal setbacks that provide for more direct pedestrian access to structures.
- Consider creating a Tax Increment Financing (TIF) district to fund utility and street improvements in the downtown.
- Create a local Village of Wrightstown Revolving Loan Fund to assist businesses looking to expand in the Village. Funding for a revolving loan fund can come from CDBG-ED or CBED grants or from local investment.
- Work with current downtown businesses to create a downtown business association to obtain their input into downtown redevelopment opportunities and the potential creation of a Business Improvement District (BID).
- Consider applying for Wisconsin Main Street designation to fund outside expertise related to redevelopment of the Village's downtown.
- Develop a yearly meeting schedule with existing businesses in the industrial park to discuss future needs or potential problems.
- Ensure retention of existing industries while encouraging new businesses within the information or professional, scientific, and management industries.
- Recruit, retain, and encourage the development of businesses that utilize advanced technologies within regional cluster industries to locate in the Village.
- Expand the industrial park to the west along the northern edge of the Canadian National Railroad.
- Create an economic development program to include business attraction and business retention programs.
- Continue to contribute as a member of Advance, which is the economic development branch of the Green Bay Area Chamber of Commerce.
- Develop a comprehensive list of potential economic development funding mechanisms through the state and federal government.
- Establish clear design guidelines and a site plan review process that can be used to steer development to the design standards of the community. This process should be

streamlined to efficiently meet the design goals of the community in an expeditious manner.

- Business development should be designed with consideration of the environmental sensitivity of the parkways that this plan identifies along the Village's primary drainage corridors, which include the Fox River and the Plum Creek.
- Complete and maintain an inventory of existing vacant buildings and land identified as potentially contaminated (brownfield) with industrial or petroleum-based pollutants. Brownfields should be cleaned and promoted for redevelopment through the use of state and federal brownfield cleansing funds.
- Business site plans should include sidewalks and/or trails (where appropriate), parking (preferably behind the building), and parking lot landscaping standards, including landscaped islands within large parking lots that break up the expanse of asphalt.
- Promote infill development and redevelopment opportunities to take advantage of existing infrastructure and services and to prevent blight created by vacant and dilapidated buildings and parcels.

CHAPTER 5

Housing

Housing a growing and ever-changing population presents both challenges and opportunities to the Village of Wrightstown. As presented in the Issues and Opportunities chapter, the population is rapidly growing and aging as new families move into Wrightstown and the "baby boomers" approach retirement age. Providing a range of housing choices for these and all other population segments is very important in order to keep the Village growing and vibrant.

In order to provide affordable and varied housing to all income levels, the Village is promoting the concept of traditional neighborhoods in new and infill developments through the comprehensive plan. Traditional neighborhood developments typically have the sense of place found in older, pre-World War II neighborhoods where the homes are closer to the street, have front porches, and have garages that are set back from the street. In addition to these architectural differences, housing types, including duplexes, townhouses, single-family homes, and retirement homes, are mixed within the neighborhood. This allows for a person or family to remain in a neighborhood as their housing needs change instead of having to move into a new neighborhood or entirely different community.

The traditional neighborhood concept and conservation subdivisions (where appropriate) are recommended in the plan to provide developers with alternatives to the standard single-use suburban subdivision. These types of developments can also provide quality affordable housing for first-time homebuyers, growing families, empty nesters, retirees, the elderly, and everyone else in the Village. The Range of Housing section of this chapter details how traditional neighborhood developments function and the rationale for recommending and promoting this concept in Wrightstown.

The Issues and Opportunities chapter of the plan contains the forecasts for new housing units within the Village of Wrightstown over the next 20 years. The Housing chapter will build on these forecasts by identifying existing trends and characteristics of the housing market and providing recommendations on how to improve the existing housing stock and provide for the development of new and innovative housing practices.

Housing Characteristics

Age

Figure 5-1 shows that 63.1 percent of the housing units in the Village of Wrightstown are 30 or fewer years old, as compared to 55.4 percent for Brown County and 44.5 percent for the State of Wisconsin. By far the greatest number of homes in Wrightstown were built within the past 10 years, which suggests that the housing stock within the Village is very new and in good condition. However, as the housing stock ages, it will be necessary for the Village to ensure that the stock remains in good condition through code enforcement, rehabilitation, and redevelopment.

Figure 5-1: Age of Housing Units in the Village of Wrightstown, 2000

Year Structure Was Built	Wrightstown	%	Brown County	%	Wisconsin	%
1990-March 2000	279	38.8%	19,322	21.4%	389,792	16.8%
1980-1989	85	11.8%	13,292	14.7%	249,789	10.8%
1970-1979	90	12.5%	17,449	19.3%	391,349	16.9%
1960-1969	54	7.5%	11,400	12.6%	276,188	11.9%
1940-1959	84	11.7%	16,686	18.5%	470,862	20.3%
1939 or Earlier	128	17.8%	12,050	13.4%	543,164	23.4%
Total	720	100.1%*	90,199	100.0%	2,321,144	100.0%

*Note: Totals may not equal 100% due to rounding. Source: U.S. Bureau of the Census, 2000 Census of Population and Housing, Table DP-4 Profile of Selected Housing Characteristics.

Structures

The Village of Wrightstown has a higher percentage of 1-unit detached structures (typically single-family homes) at 72.2 percent than either Brown County or the State of Wisconsin, at 63.2 and 66.0 percent respectively. Wrightstown also has a larger percentage of 2-unit structures (11.3 percent) than Brown County (6.9 percent) and the state (8.2 percent), but the Village has a smaller share of multiple-unit structures (5.6 percent) than the county (21.0 percent) and state (18.0 percent), which is typical for a small village. These statistics indicate a strong desire for single-family and duplex homes in the Village, along with some apartment units and townhouses (see Figure 5-2).

Figure 5-2: Units in Structure for Wrightstown, Brown County, and Wisconsin (2000)

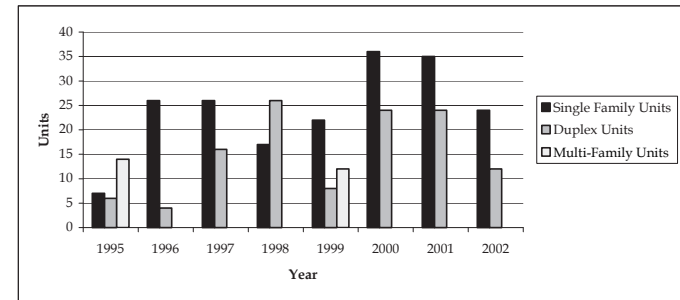
Units in Structure	Wrightstown	%	Brown County	%	Wisconsin	%
1-Unit Detached	520	72.2%	57,000	63.2%	1,531,612	66.0%
1-Unit Attached	44	6.1%	4,428	4.9%	77,795	3.4%
2 Units	81	11.3%	8,143	9.0%	190,889	8.2%
3 or 4 Units	17	2.4%	3,554	3.9%	91,047	3.9%
5 to 9 Units	28	3.9%	6,214	6.9%	106,680	4.6%
10 to 19 Units	28	3.9%	4,032	4.5%	75,456	3.3%
20 or More Units	0	0.0%	5,172	5.7%	143,497	6.2%
Mobile Home	2	0.3%	1,649	1.8%	101,465	4.4%
Boat, RV, Van, etc.	0	0.0%	7	0.0%	2,703	0.1%
Total	720	100.1%	90,199	100.0%	2,321,144	100.0%

Note: Totals may not equal 100% due to rounding. Source: U.S. Bureau of the Census, 2000 Census of Population and Housing, Table DP-4 Profile of Selected Housing Characteristics: Wrightstown Village, Wisconsin.

The new housing market was very slow in 1995 with only 27 total new housing units developed over the entire year. However, new housing construction in the Village increased rather dramatically in 1996 and again in 2000. The upward trend of new single-family and duplex development may largely be the result of the reduction in long-term interest rates as the national economy slipped into a recession. Figure 5-3 shows the

number of new single-family, duplex, and multifamily housing units developed from 1995 through August 2002 in the Village of Wrightstown.

Figure 5-3: New Housing Unit Development, 1995 through August 2002



Source: Village of Wrightstown Building Permits, 1995-August 2002.

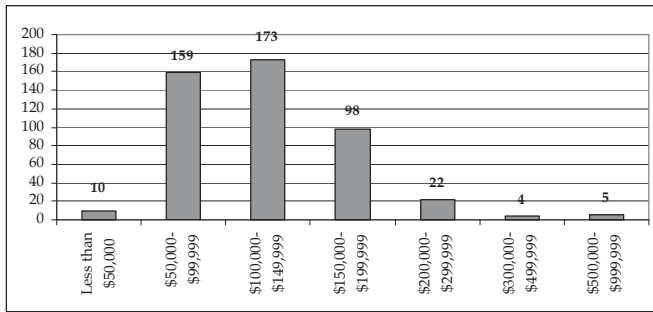
Value

According to the 2000 census, the largest segment of the Village’s homes are valued between \$100,000 and \$149,000 (36.7 percent), while the median home value is approximately \$117,000. The median housing value for the Village compares very closely to that of Brown County at \$116,100 and the State of Wisconsin at \$112,200.

However, the second largest segment of the housing market (34.9 percent) is valued at between \$50,000 and \$99,000, indicating that there are homes in the Village which may be within the purchasing power of most Village residents, as the median household income in 2000 was \$52,885. It is important to keep in mind that these homes may also have a need for reinvestment and rehabilitation to keep them structurally sound and aesthetically pleasing. As homes in the Village continue to age, the Village should identify local, county, and state programs that can help homeowners reinvest in the Village’s housing stock. Figure 5-4 identifies the year 2000 range of housing values in the Village.

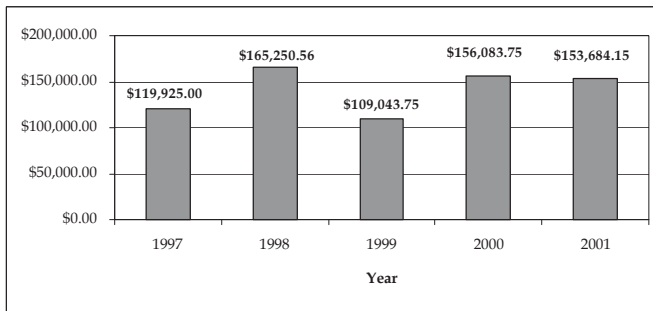
Between 1997 and 2001, the average selling price of a single-family home on the Multiple Listing Service (MLS) in the Village fluctuated rather dramatically with a high of \$165,250 in 1998 and a low of \$109,043 in 1999. This compares to the past two years, which shows the selling prices stabilized at around \$154,500. The selling price of homes listed with MLS is displayed in Figure 5-5.

Figure 5-4: Village of Wrightstown Housing Values



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing, Table DP-4 Profile of Selected Housing Characteristics: Wrightstown Village, Wisconsin.

Figure 5-5: Average Selling Price of Multiple Listing Service Residential Property in the Village of Wrightstown, 1997-2001



Source: REALTORS® Association of Northeastern Wisconsin, 2002.

The number of homes sold from the MLS remained relatively stable through the years 1997 to 1999, but the Village experienced a steady increase in home sales in the years 2000 and 2001. The steady increase is very likely the result of very low mortgage rates. The Land Use chapter provides a more comprehensive analysis of vacant residential land prices, as well as improved residential parcels based upon the Village's tax assessment roles for the years 1991-2002.

Occupancy

According to the 1990 U.S. Census, there were a total of 443 housing units within the Village of Wrightstown. This compares with 729 units in 2000, which is an increase of 286 units (64.6 percent) over the 10-year period. The breakdown of housing units into owner-occupied and renter-occupied shows that owners occupied 77.9 percent of the Village's dwelling units in 1990, but the percentage of owner-occupied units dropped to 74.0 percent in 2000. This compares to the 2000 vacancy rate of both owner-occupied and renter-occupied units of 1.1 percent and 5.2 percent respectively, which may indicate a strong demand for additional single-family homes and a lesser demand for rental units. Figure 5-6 summarizes the changes that occurred between 1990 and 2000.

Figure 5-6: Change in Housing Occupancy Characteristics in Wrightstown, 1990-2000.

	1990 Census	%	2000 Census	%	Increase or Decrease	Percent Change
Housing Units	443	100.0%	729	100.0%	286	64.6%
Occupied Housing Units	425	95.9%	701	96.2%	276	64.9%
Owner Occupied	331	77.9%	519	74.0%	188	56.8%
Renter Occupied	94	22.1%	182	26.0%	88	93.6%

Source: U.S. Census Bureau Table DP-1 Profile of General Demographic Characteristics, 1990 and 2000.

Housing Affordability Analysis

The Housing Affordability Analysis is based on the recommended process contained in *Housing Wisconsin: A Guide to Preparing the Housing Element of a Comprehensive Plan*, developed by Dr. Brian Ohm. This process is being used to estimate if there is an adequate supply of affordable housing for Wrightstown residents with limited means. The analysis for Wrightstown is based on a 4-person family with a median income of \$52,885 per year, which was the 2000 median income for the Village of Wrightstown, according to the 2000 census.

The Wrightstown analysis found that a family of four within the 50th percentile bracket of median household income (\$26,443) looking for housing in the Village could spend up to \$661 per month in rent or mortgage/interest/property tax escrow if they allocated 30 percent of their income to housing. According to the 2000 U.S. Census, there are 31 homes in Wrightstown that currently have mortgage payments of \$699 or less and approximately 105 rental units that rent for less than \$699, which means that the Village contains approximately 136 affordable housing units for a family of four within the 50th percentile bracket of median household income. This represents about 19 percent of Wrightstown's 720 total housing units in the year 2000.

In further interpreting the findings, there are about 100 households in the Village that make less than the 50th percentile income of \$26,443 per year. While there may be an adequate supply of rental units in the Village, there are only about 31 homes that would be within the purchasing power of these households. It is also important to keep in mind that the average selling price of a single-family home in the Village of Wrightstown is over \$153,000. Developing affordable housing within the Village through the use of

creative development techniques, including traditional neighborhoods with smaller lots and street frontages, will be increasingly important as the Village's residents continue to age and the Village seeks to attract new families and first-time homebuyers.

Range of Housing Choices

The Village's newer residential developments are very typical of post World War II suburbs where housing is largely segregated by type (e.g., all single-family residential, all duplex, or all multifamily developments). Although there is some mixing of commercial and residential uses in the downtown area, multifamily units are almost entirely concentrated in large, single-use complexes without any variation in architecture. Incorporating smaller multifamily units into new neighborhoods should be encouraged to avoid the large single-use apartment complexes.

As is evident from the background data displayed in the figures on the previous pages, Wrightstown's housing stock is overwhelmingly comprised of single-family detached housing units. Although the percentages show that rental units have increased by almost 4 percent over the past 10 years, there is still very little variability in the Village's housing stock.

Although there are neighborhoods near the downtown and along the Fox River that are not characterized as standard suburban-style subdivisions, there are three primary new housing choices in the Village for a person or family looking for new housing in the Village:

- A single-family ranch home in a suburban subdivision.
- A duplex unit.
- An apartment contained within a large complex.

The Village has also added a handful of condominium/townhouse developments over the last few years, but the three listed housing types are clearly the most common. In order to increase the range of housing choices, it is recommended that the Village promote traditional (mixed-use) neighborhood developments as a preferable alternative to standard suburban-style subdivisions.

Traditional Neighborhood Development (TND)

Traditional neighborhood developments (TNDs) emphasize the neighborhood as a functional unit rather than the individual parcel or home. Typical neighborhoods are about 100 to 160 acres, which is large enough to support retail services and amenities that meet some of the needs of daily life but small enough to be defined by pedestrian comfort and interest. The size of the neighborhood is based on a 5-minute walking distance (about one-quarter of a mile) from the edge to the center and a 10-minute walking distance (about one-half of a mile) from neighborhood edge to edge. Each neighborhood typically has an identity that evolves from its public spaces, such as streets, parks and outdoor spaces, schools, places of worship, or other shared facilities. Automobiles do not take precedence over human or aesthetic needs. Instead, a

neighborhood provides many ways of getting to, through, and between it and other parts of the Village by driving, walking, and bicycling.

Forms of housing within a traditional neighborhood are mixed, so people of different ages and income levels have opportunities to live in various areas in the Village. The concept of mixed housing types is very important because many people prefer to remain in their neighborhoods as their incomes increase or decrease. This housing mix allows a young family to rent, purchase a starter home, move into a larger home as their family grows, move to a smaller home when they retire, or move to an assisted living facility - all within the same neighborhood.

A series of photos taken in March of 2001 in the City of Middleton, Wisconsin, is included in this chapter to illustrate the concepts of traditional neighborhood developments, mixed uses, and the architecture that supports these concepts. When viewing these pictures, please note that:

- The garage is either recessed on the side or behind the house.



Single-family home with rear attached garage



Duplex on a corner lot

- The front of the house is dominated by the presence of a front porch rather than the garage.
- The homes have minimal or zero setbacks from the right-of-way.
- Neighborhood streets are very narrow (approximately 18-24 feet between the curbs) to slow traffic.
- Duplex and multifamily units are architecturally similar to the single-family homes and, therefore, blend into the overall neighborhood character.
- Although the architectural styles of the homes range from smaller bungalows to larger two-story homes, they blend together to provide an architecturally pleasing neighborhood.
- Alleyways are used behind some of the homes to further enhance the home as the primary architectural feature rather than the garage and driveway.
- Narrower lots promote more of a neighborhood feel as opposed to an isolated home in the middle of a large lot.



Single-family homes on a narrow street with garages attached to the sides of the homes



TND homes fronting a narrow street (the garages face the alleys behind the homes)

- Sidewalks are available throughout the development on both sides of the street to promote walking and interaction with neighbors.



Alleys and garages behind homes



Apartment building across from a commercial use

- Small commercial uses are located at the entrance of the development to serve the neighborhood resident.
- Larger apartment homes and live/ work units are also located within this area in easy walking distance to the commercial uses and bus line.
- Commercial buildings have second floor residential uses.



Neighborhood deli and convenience store



1st floor commercial & 2nd floor residential uses.

Summary of Recommendations

- It is very important for the Village to continue to monitor its progress in meeting the goals and objectives of the plan's Housing chapter. To attain the goals and objectives, the following recommendations were developed based on the input received from the Village-wide visioning session, citizens' advisory committee meetings, State of Wisconsin Comprehensive Planning Law, and sound planning principles:
- All multiple-family buildings should be designed to reflect, as much as possible, the characteristics and amenities typically associated with single-family detached houses. Examples of amenities include the orientation of the front door to a sidewalk and street and individual entries.
- Multiple-family projects should offer variation among individual buildings but remain within a coordinated overall design theme. Variation among buildings should be achieved by a combination of different footprints, façade treatments, roof forms, entrance features, and building orientation. Monotonous complexes of identical buildings should be discouraged. These developments should be of a scale and design compatible with single-family homes.
- Housing development lot width and depth, in conjunction with block size and shape, should be varied in order to reinforce variety in building mass, avoid a monotonous streetscape, and eliminate the appearance of a standardized subdivision.
- Variation in single-family housing models in large developments should be encouraged.
- Require buried utility lines in new residential developments, and investigate burying existing overhead utility lines during street or utility reconstruction projects.
- To foster visual interest along a neighborhood street, the street frontage devoted to protruding garage doors and driveway curb crossings should be limited. Generally, garages should be recessed or, if feasible, tucked into side or rear yards using variety and creativity to avoid a streetscape dominated by the repetition of garage doors.
- Alleys and various forms of shared driveways are encouraged as an alternative to double-frontage lots along thoroughfares. Alleys and driveways can also serve as locations for ancillary buildings, utilities, service functions, and interior block parking access.
- New residential developments should allow for mixed uses as additions to the community that provide a place for housing and allow secondary uses (commercial, recreational, and institutional uses) that serve the neighborhood and are in harmony with the residential character and scale.
- Builders and developers are encouraged to use their ingenuity to combine and distribute a variety of housing types to create an attractive marketable neighborhood with housing for a range of people. At least two housing types should be included in any residential project containing more than 30 acres. As the acreage of the

residential project increases, so should the number of housing types, such as single-family homes, duplexes, condominiums, townhouses, apartments, and group homes.

- In areas of the Village with unique or critical natural or cultural resources, conservation by design developments should be considered. The natural or cultural resource areas should be preserved as part of the permanent greenspace, and the development should be built around these resources.
- Within the downtown, second floor housing should be encouraged above first floor commercial establishments. Apartment buildings within the downtown should have first floor commercial uses with residential uses on the floors above.
- In order to maintain high quality housing and address housing maintenance issues, the Village should develop a housing maintenance code. The housing maintenance code should be enforced in situations where property values are being adversely affected through the willful neglect of nearby properties. The Village should also investigate the development of a funding mechanism to help fund repairs of neglected properties.
- Areas of the Village already served by public utilities that can be infilled with residential uses and land that can be efficiently served by public utilities should be priorities for development.
- Work with the local historical society to identify those residences that may be historic and/or architecturally significant and pursue funding sources that may be used to rehabilitate or renovate them in a historically sensitive manner.
- Targeted areas for housing redevelopment and/or rehabilitation should be identified, and private/public partnerships for redevelopment or rehabilitation of these areas should be pursued.
- To increase the supply of affordable homes, the Village should work with developers to encourage the development of housing in traditional neighborhoods with smaller lots and homes. Smaller homes and lots may become increasingly important as the “baby boomers” approach retirement age and look to move into smaller, easier to manage homes. These homes would also offer first-time homebuyers the opportunity to enter the Village’s housing market.
- Utilize the Wisconsin Department of Administration CDBG-Housing grant program to begin a revolving loan fund to help rehabilitate owner-occupied housing units in the Village.
- The Village should contact the Brown County Housing Authority, USDA-Rural Development, and Wisconsin Housing and Economic Development Authority (WHEDA) for additional information and resources to continue to improve and diversify the Village’s housing stock.

CHAPTER 6 Utilities and Community Facilities

Introduction

The type and quality of services a community provides are among the most important reasons why people and businesses are attracted to and choose to remain within a community. Healthcare, childcare, and schools often attract people to a community, while quality utilities, power supply, and power transmission capabilities often attract businesses.

As a community grows, so does its need for utilities and community facilities. Most often considered in this regard are sanitary sewer service, public water, and solid waste disposal. In addition, federal and state rules (such as the Clean Water Act) often govern various aspects of such utilities, as well as others, such as stormwater management. Therefore, the provision of a high level of public services and facilities is very important to the Village of Wrightstown.

Experiences from across the country have shown time and again that to provide high quality public services, a rapidly growing community like Wrightstown must continuously maintain, upgrade, and expand its existing services and facilities, as well as consider the provision of new services or facilities when necessary. The Village should also evaluate its existing services to ensure the continued provision in the most cost-effective manner possible consistent with its long-term goals, trends, and projections. The analyses and recommendations within this chapter of the Village of Wrightstown Comprehensive Plan are the first step in that process, and the plan should constantly be used to guide and direct, but not replace, detailed engineering studies, facility plans, and capital improvement programs.

Background

The Village of Wrightstown is a small but growing rural village that provides a wide range of services.

The Village of Wrightstown currently provides:

- A volunteer fire department.
- A police department.
- Collection, conveyance, and treatment of sanitary sewage.
- A comprehensive public water supply system.
- Collection of residential yard waste.
- A yard waste drop-off site.
- A park system.

- A village hall that also contains the Village's branch of the Brown County Library system.

The Village of Wrightstown contracts with:

- Superior Services for solid waste collection.
- Superior Services for recycling services.
- County Rescue for emergency medical service.

Private providers arrange telecommunication, power, healthcare, care for the elderly, and childcare services.

The Village of Wrightstown will likely need to provide a more comprehensive range of services as it continues to grow. As noted above, a wide range of utility and community facilities are already available within the Village of Wrightstown. However, the Village must periodically review its needs for services, and when the need for additional services has been determined, the Village should promptly and efficiently obtain those services.

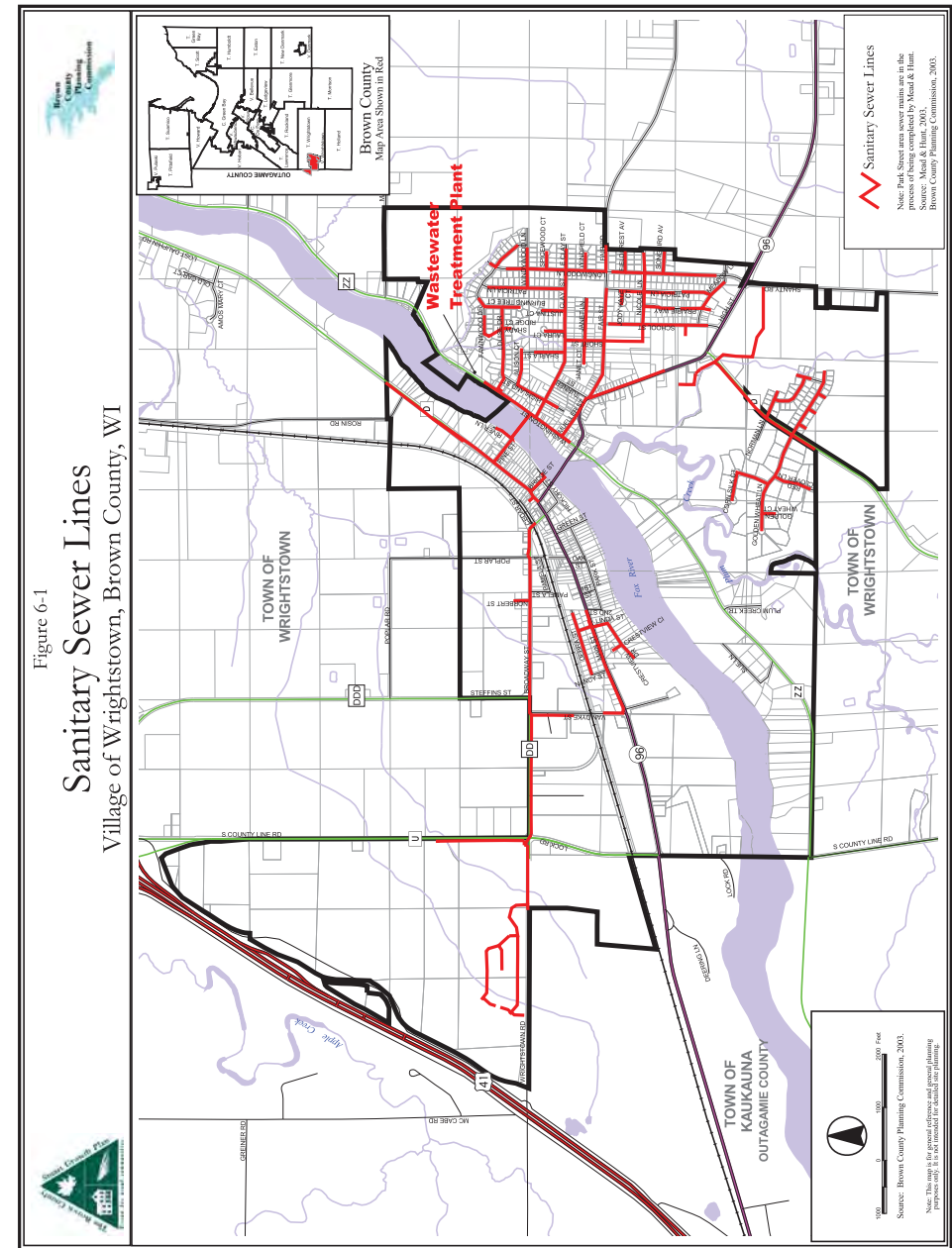
Inventory and Analysis

Sanitary Sewer Service

Several major federal laws have been passed over the last one hundred years to protect our nation's waters, and each of these laws imposed subsequently greater restrictions upon the discharge of pollution into lakes, rivers, and streams. With the passage of the 1972 Clean Water Act, all discharges of pollution required a permit, the use of best achievable pollution control technology was encouraged, and billions of dollars were provided for the construction of sewage treatment plants. This law also required comprehensive water quality planning for both point and nonpoint sources of pollution. For Brown County and the Village of Wrightstown, this planning is currently contained in the *Lower Fox River Basin Integrated Management Plan*, prepared in August 2001 by the Wisconsin Department of Natural Resources (WDNR), and the *2002 Brown County Sewage Plan*, which was approved by the Brown County Planning Commission in December 2002 and by the Wisconsin Department of Natural Resources in March 2003.

The Village of Wrightstown Water and Wastewater Utility provides sanitary sewer service through its system of sewers and its wastewater treatment plant located on the east side of the Fox River at 101 Washington Street. Nearly the entire Village is provided public sanitary sewer service. Only the areas located along CTH ZZ south of High Street, along Lock Road south of CTH U/DD, and along STH 96 west of Van Dyke Street are not served by sanitary sewer.

Additional lift stations and forcemains would be necessary to extend sanitary sewer service to these areas. At this time, there are no plans for such extension of service because these areas are located at the outer extent of the Village, because of the utility's lack of ability to provide such service, and because little development is anticipated. Continued use of private onsite sewage disposal systems is envisioned within these areas. Figure 6-1 displays the current public sanitary sewer system in the Village.



Sanitary sewer service is not provided outside of the Village. The closest public sanitary sewer system outside of the Village is the Town of Wrightstown Sanitary District No. 1 located in the unincorporated community of Greenleaf approximately two miles to the east on STH 96. It is the Village's and the utility's long-standing policy to extend sanitary sewer service to new lands only upon annexation to the Village.

The Village's first wastewater treatment plant (WWTP) was constructed in 1948. The current treatment plant was constructed in 1980 and was last upgraded in 1998. It is an activated sludge treatment facility. Effluent is discharged to the Fox River, while sludge is disposed of by land application.

The WWTP has a design hydraulic loading capacity of 0.36 million gallons per day (mgd) on an average annual flow basis. The average monthly flow rate in 2000 was 0.15 mgd. The WWTP also has a design biological oxygen demand (BOD) loading on an average annual basis of 720 lbs/day. The average monthly BOD loading in 2000 was 330 lbs/day. The Wisconsin Pollutant Discharge Elimination System (WPDES) permit's effluent levels for BOD and total suspended solids (TSS) are both 30 mg/l, while average monthly effluent levels in 2000 were 8.3 mg/l and 17.3 mg/l respectively.

A comprehensive facilities plan for the Wrightstown WWTP was last prepared in 1977. An infiltration and inflow study identifying potential sources of clear water intrusion into the system was also prepared in 1977, and a sewer system evaluation survey was prepared in 1978. An amendment to the facilities plan was prepared in 1996 to address the disinfection, biosolids storage, and total phosphorus requirements of the WPDES permit. Since then, most of the recommended modifications have been made.

According to its 2000 Compliance Maintenance Annual Report, the Wrightstown WWTP has generally met its permit requirements. However, it can be noted that its average monthly TSS effluent level reached 90 percent of its permit level twice and exceeded its permit level once during 2000. The Wrightstown WWTP is otherwise operating within its permit and design parameters.

Based upon this information, the Wrightstown WWTP appears to adequately address the current sewage disposal needs of the Village. With completion of the recommended infiltration/inflow program recommendations of the 1996 facility plan amendment, the Wrightstown WWTP will be able to continue to provide such service for the near future.

However, it appears that the Wrightstown sanitary sewer system will be inadequate to handle the anticipated flows and loadings to be generated by the planned growth and development set forth in this comprehensive plan. It can be noted that it is proposed that the Village's population, as well as its commercial and industrial land uses, will each increase three-fold over the next 20 years.

Preliminary discussions of these matters by DNR, Village, and County personnel indicate that:

- The Wrightstown WWTP will reach its design flow and loading capacities before the end of the comprehensive plan's 20-year planning period.

- Upgrading the WWTP may require relocation of the plant because adequate land area may not be available on the existing site.
- The other services provided at the WWTP site (such as the used appliances drop-off site) will likely have to be relocated or discontinued should the WWTP be expanded.
- Many recently upgraded components at the existing WWTP and the corresponding financial investments into those components may not be fully utilized by the time the WWTP is to be upgraded.
- An additional sanitary sewer crossing of the Fox River may be necessary.

The expansion of the local wastewater collection system should be consistent with the 5-year growth increments identified in the plan's Land Use chapter. Based upon the comprehensive plan's population and land use projections, this will require rapid expansion of the sanitary sewer system beyond its current limits. It is recommended that a sanitary sewer study or facilities plan amendment be undertaken immediately to determine:

- Where deficiencies, if any, exist within the current sewage system.
- The anticipated life span of the wastewater treatment plant and its various major components.
- Priorities for maintenance and improvement of the system.
- Costs and funding mechanisms to address any concerns.
- The most cost-effective manner to expand the sanitary sewer system to accommodate the Village's planned growth.

It is also recommended that the Village consistently prepare and use a Capital Improvements Program to prioritize and calculate the cost of continued maintenance and expansion of the wastewater treatment plant and the sanitary sewer system to address the projected growth. This is particularly important because of the anticipated rate and amount of growth within the Village and because the second most important issue raised in the visioning session was the promotion of high quality and cost-effective public sewer and water services.

It is also recommended that the Village support an update of the *2002 Brown County Sewage Plan* to reflect the public sewer and water recommendations contained within this comprehensive plan.

Onsite Sewage Disposal Systems

In 1969, Brown County created Chapter 11 (the Brown County Private Sewage System Ordinance) of the Brown County Code, pursuant to requirements of the Wisconsin State Statutes and the Wisconsin Administrative Code, which pertain to regulation of the construction, installation, and maintenance of plumbing in connection with all buildings in the state. Chapter 11 of the Brown County Code regulates the location, construction, installation, alteration, design, and use of all private onsite wastewater treatment systems (POWTS) within the County so as to protect the health of residents, to secure safety from disease and pestilence, to further the appropriate use and conservation of land and water

resources, and to preserve and promote the beauty of Brown County and its communities.

The Brown County Zoning Department has been collecting detailed information on all POWTS within Brown County since 1977. Additional information pertaining to systems built prior to 1977 is being obtained as time allows. That information indicates there have been 9 permits issued for gravity flow onsite waste systems, 14 permits issued for pressure onsite waste systems, and 8 permits issued for holding tanks within the Village as of December 31, 2001. The Brown County Zoning Office has collected detailed holding tank pumping information since 1992 and indicates that the total gallons pumped within the Village has fluctuated between about 94,000 gallons and 126,000 gallons per year.

Only six new septic systems, all of which are mound systems, were constructed between 1996 and 2001. In addition, only three replacement systems were constructed during that time.

In 2001, the Wisconsin Department of Commerce adopted revisions to Wisconsin Administrative Code Comm 83 (Private Onsite Wastewater Treatment System) to recognize new technologies, provide consistent application of the code, incorporate new standards, provide more options to owners, improve treatment, revise outdated rules, address legislative intent, and define agency roles. These changes have been reflected in Chapter 11 of the Brown County Code. The effect of these changes increases the options and opportunities for use of private onsite systems, particularly within communities, such as the Village of Wrightstown.

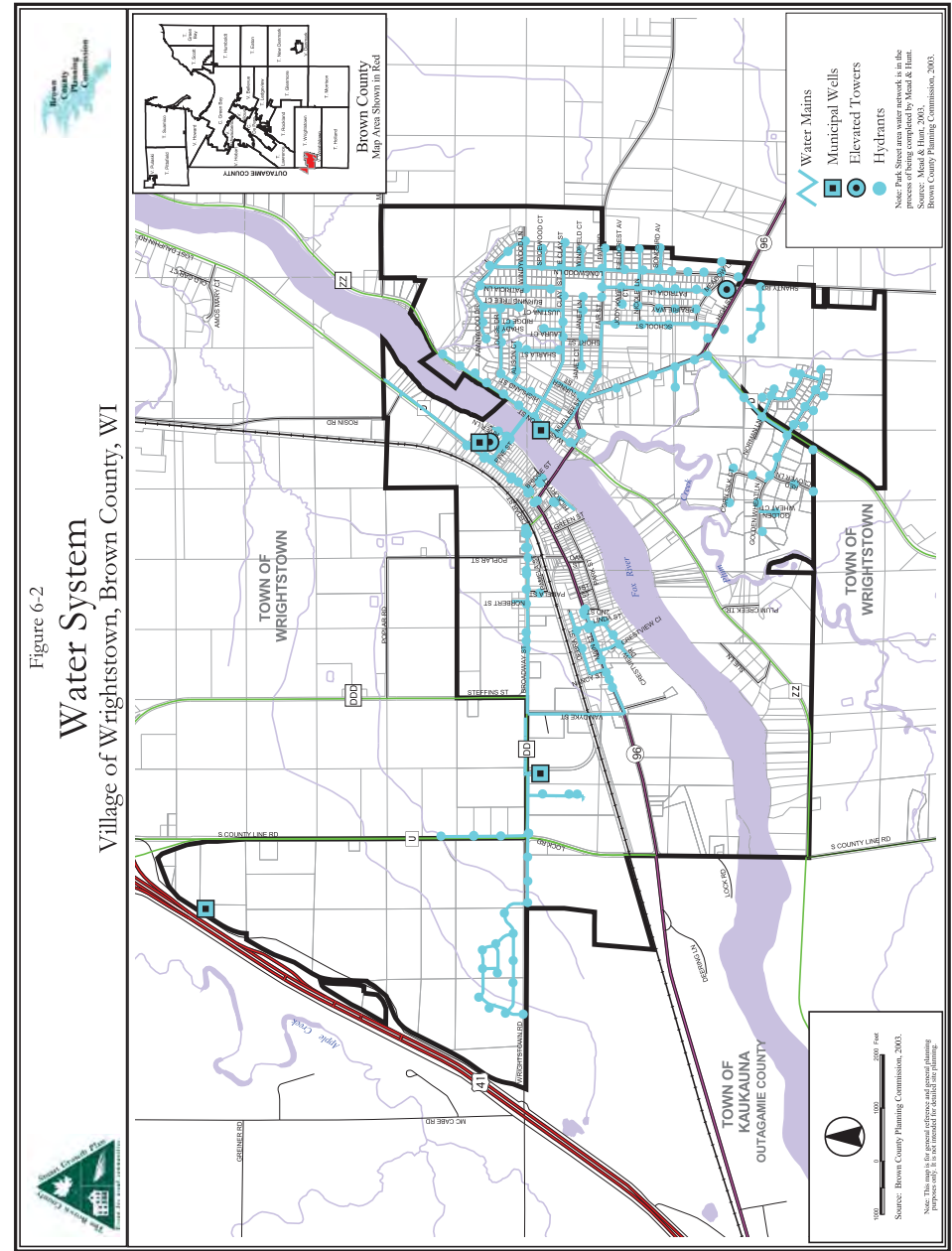
Although there are few private onsite sewage disposal systems within the Village and this situation is anticipated to remain, the Village should ensure the long-term viability of residents' private onsite sewage disposal systems through continued support of Brown County's private sewage system ordinance that requires inspections of all existing onsite sanitary systems at the time of sale of the associated residence or building.

Water Supply

Groundwater has long been the source of all drinking water and other water uses within the Village of Wrightstown. The Village of Wrightstown Water and Wastewater Utility provides public water to the majority of the Village. Generally, the same parts of the Village that have private onsite sewage systems also have private wells for water.

Currently, three public wells exist (although one is used only for emergency purposes), and construction of a fourth well was started in 1999 but was not completed due to higher than anticipated hardness content and the high amount of sand within the water pumped from the well. The Village's water supply system also includes two elevated tanks. Figure 6-2 displays the location of the existing Village-owned wells, elevated towers, fire hydrants, and water mains.

As stated by the Wisconsin Department of Natural Resources, all drinking water, no matter the source, may reasonably be expected to contain at least small amounts of some



contaminants. Contaminants may include microbes, such as viruses and bacteria; inorganics, such as salts and metals; pesticides or herbicides; organic chemicals, such as petroleum byproducts; and radioactive substances. The presence of such contaminants does not necessarily indicate that the water poses a health risk.

The federal Safe Drinking Water Act of 1974 charged the Environmental Protection Agency (EPA) with promulgating drinking water standards to protect public health. These standards, known as "maximum contaminant levels" (MCLs), now cover approximately 52 substances. Primary MCL standards are designed to protect public health and include standards for organic and inorganic chemicals, microorganisms and bacteria, and turbidity. Secondary MCL standards are designed to protect public welfare and include color, odor, and taste. The Wisconsin DNR has promulgated state MCLs based on the federal MCLs whether its source is groundwater or surface water. These standards apply to any public water supply system. However, they technically do not apply to individual or non-public water supply systems but rather serve as guidance in determining if a well may be contaminated.

In 1984, Wisconsin State Statutes 160 and Administrative Codes NR 809 and 811 were created to minimize the concentration of polluting substances in groundwater through the use of numerical standards to protect the public health and welfare. The numerical standards created under NR 809 and 811 consist of enforcement standards and preventive action limits.

A review of the Consumer Confidence Report for the Village of Wrightstown Water and Wastewater Utility indicates that over the past five years, of the 99 different contaminants that the utility tests for, a federal/state MCL has been exceeded only once (in 1998) for copper. However, exceeding the MCL for copper is often due to corrosion of household plumbing, natural erosion of bedrock, or leaching from wood preservatives. Although arsenic has been identified as a common groundwater contaminant concern in northeastern Wisconsin, violations of the arsenic MCL have not occurred in the Village's public water supply system. In addition, it can be noted that the Village's groundwater has a naturally occurring high level of fluoride. In all other regards, the Wrightstown water system is meeting state and federal requirements.

According to the Wisconsin Department of Natural Resources and the Brown County Health Department, there are no known water supply concerns within the Village or surrounding areas. Reports and tests are conducted on an individual basis for residents who request that their wells be tested.

A Water System Evaluation for the Village of Wrightstown, Brown County, Wisconsin, prepared by McMahon Associates Inc. in 2002, indicates that while the Village's water system is generally adequate to meet its current needs, the reliability of the system needs to be improved, and greater capacities need to be provided for future growth. In particular:

- The distribution system should be developed in a grid-like pattern. Dead-end water mains (such as those found on cul-de-sacs) should be avoided and eliminated whenever possible to ensure high fire flow rates, maximize capacity and reliability in the system, and maintain water quality through adequate circulation of the water.

- The transmission system (larger diameter mains that convey the majority of the water through the distribution system) should be located and sized so as to fully connect the supply and storage components of the system and to ensure that fire flow rates are not reduced through loss of energy by flowing through undersized pipes. This entails replacing certain existing portions of the system with larger diameter pipes.
- Well #3 should be completed to provide additional supply capacity and reliability to ensure that the system can continue to meet the Village's maximum day demand (up to about 1.2 mgd) in the event of failure of one of the other two wells and to reduce the need for additional short-term storage capacity in the system. Addition of this well would address the storage needs of the community until the population approaches about 4,000 people.
- Extension of the water system to the far southeastern limits of the study area identified in the water system evaluation report should be carefully considered because it would require significant modifications to the existing system.
- A third elevated tank is necessary to meet the existing and future storage needs of the Village. Planning for the new elevated tank should begin immediately. The appropriately sized mains should also be planned at the same time to ensure proper connection of the elevated tank to the distribution system.
- A third water main crossing of the Fox River should be developed to significantly improve the reliability of the system.
- Future expansion of the distribution system should be carefully planned to ensure that a transmission system of larger mains is maintained throughout the distribution system and to maintain as grid-like a system as possible, proper fire flow capacities, and reliability.

Implementation of such changes would meet the current demands of the community, strengthen the existing system to allow for future extensions, increase the reliability of the system, and meet the future needs of the community.

Based upon the growth and development assumptions set forth in this comprehensive plan, wherein over the next 20 years the Village's population will increase to 5,600 people (rather than the 6,200 people assumed in the water study), it appears that some components of the Village's water system may not need to be improved as quickly as recommended in the water study. However, this tentative conclusion should be confirmed by further study to ensure cost-effective and timely changes to the water system.

The expansion of the local water system should be consistent with the 5-year growth increments identified in the plan's Land Use chapter. Based upon the comprehensive plan's population projections, the water system will require rapid expansion beyond its current limits. It is, therefore, recommended that the Village consistently prepare and use a Capital Improvements Program to prioritize and calculate the cost of continued maintenance and expansion of the water system to address this growth.

As also noted in the Agricultural, Natural, and Cultural Resources chapter of this plan, it is recommended that the Village undertake a Vulnerability Assessment to ensure the

long-term safety and viability of its groundwater, the source of the Village's drinking water.

Resolution of these concerns is particularly important because of their scope and because the issue of promotion of cost-effective service of quality sewer and water utilities was ranked number two in the visioning session of this comprehensive plan.

Solid Waste Disposal

The Village of Wrightstown contracts with Superior/Onyx Waste Services for the collection and disposal of solid waste within the community. One container is provided to each residential, commercial, and industrial property owner and is picked up once per week. At a property owner's request, a second container can be provided at a cost of about \$150 per year. Solid waste collection or disposal needs in excess of this are the responsibility of the individual property owner.

When notified, the Village picks up old appliances if left at the curb and, beginning in 2003, the Village charges for that service. The Village already charges for the similar collection of large items, such as old furniture and metal items. Pickup for both collections is scheduled approximately once per week. In addition, residents may bring any such items free of charge to a special drop-off site located behind the WWTP.

The Village also maintains a free compost station located behind the fire station. This facility is permanently open but is not staffed and accepts garden waste and small woody debris. Larger vegetative items within Village-owned rights-of-way will be picked up by the Village Public Works Department.

It is envisioned that the current method of solid waste disposal will continue to be adequate during the 20-year time span of this plan.

Recycling

More and more communities are realizing that the slogan "reduce, reuse, and recycle" is a significant factor in protecting the environment. The Village of Wrightstown also contracts with Superior/Onyx Waste Services for the collection and disposal of recyclable wastes. One container is provided to each residential, commercial, and industrial property owner and is picked up once every other week. At a property owner's request, a second container can be provided at a cost of about \$25 per year. Recyclable waste collection or disposal needs in excess of this are the responsibility of the individual property owner.

It is recommended that a special drop-off site be established (similar to solid waste) behind the WWTP for recyclable materials. Otherwise, it is envisioned that the current method of recycling will continue to be adequate during the next 20 years.

Stormwater Management

In 1987, the federal government passed an amendment to the Clean Water Act that included several regulations related to stormwater management and nonpoint source

pollution control. The programs created by this legislation are administered by the U.S. Environmental Protection Agency and are targeted to control nonpoint source pollution from municipal, industrial, and construction site runoff.

Due to revisions to the federal programs in 1999 and corresponding changes to Wisconsin Administrative Codes, these federal programs apply to most communities and most construction sites one acre or larger. Within the Village of Wrightstown, it is anticipated that these requirements will apply to all construction sites one acre or larger in size.

As stated in the Wisconsin Department of Natural Resources' model stormwater runoff ordinance, uncontrolled stormwater runoff from land development activity has a significant impact upon water resources and the health, safety, and general welfare of the community. Uncontrolled stormwater runoff can:

- Degrade physical stream habitat by increasing stream bank erosion, increasing streambed scour, diminishing groundwater recharge, and diminishing stream base flows.
- Diminish the capacity of lakes and streams to support fish, aquatic life, recreational, and water supply uses by increasing loadings of nutrients and other urban pollutants.
- Alter wetland communities by changing wetland hydrology and by increasing pollutant loads.
- Reduce the quality of groundwater by increasing pollutant loads.
- Threaten public health, safety, property, and general welfare by overtaxing storm sewers, drainageways, and other minor drainage facilities.
- Threaten public health, safety, property, and general welfare by increasing major flood peaks and volumes.
- Undermine floodplain management efforts by increasing the incidence and levels of flooding.
- Diminish the public enjoyment of natural resources.

As urban development increases, so do these risks. Research indicates that many of these concerns become evident when impervious surfaces (rooftops, roads, parking lots, etc.) within a watershed reach ten percent. It can be noted that a typical medium density residential subdivision can contain about 35 to 45 percent impervious surfaces. Therefore, such adverse impacts can occur long before the majority of a watershed becomes developed.

Currently, stormwater management within the Village of Wrightstown is undertaken on a case-by-case basis by property owners/developers with oversight provided by the Village's engineer. This is usually accomplished under the Village's Planned Development District process when certain rezonings are requested and sometimes under the Village's subdivision ordinance. This has resulted in the construction of five project or site-specific stormwater management ponds. There are no regional detention ponds or publicly-owned detention ponds within the Village. Due to this method,

stormwater best management practices and facilities are not implemented in a coordinated or consistent fashion.

To resolve the problem noted above as well as to protect the important natural resource features identified within the Agricultural, Natural, and Cultural Resources chapter of this plan, it is recommended that a stormwater management plan be undertaken for the Village of Wrightstown and that existing ordinances be revised and a new ordinance created to implement the recommendations of that plan. It is also recommended that based upon the findings and recommendations of the stormwater management plan, the Village consider the creation of a stormwater management utility to fund the planning, design, construction, and maintenance of the required stormwater management facilities on a cost-effective and equitable basis.

Parks and Recreation

The presence of outdoor recreation and open space adds to a community's quality of life. It enhances the attractiveness of and fosters a sense of civic pride in the community. Furthermore, the provision of an adequate supply of areas, facilities, and activities to accommodate the public's open space and recreational needs has long been demonstrated to promote the general health, welfare, and safety of the community and its citizens.

The Village of Wrightstown currently provides three small public park sites. They include:

- Mueller Park, a 3-acre park located on Washington Street in the southern portion of the Village on the east side of the Fox River next to the Brown County boat launch. Efforts to refurbish the park will be completed in 2003. In particular, electric and other utilities have been installed or replaced, site drainage is being improved, and building roofs will be refurbished or replaced.
- Van Dyke Park, a 2-acre park located on Main Street in the west central portion of the Village behind the American Legion Urban Klister Post 436. The site provides a ball field and parking.
- Whispering Woods Park, a 2-acre park located on Fawnwood Drive in the northeastern portion of the Village. The site is currently undeveloped. Efforts to improve the park are anticipated to begin late in 2003, shortly after improvements to Mueller Park are completed. The site will first be stabilized and seeded. Plans will then be prepared to determine the use of the site and the facilities to be provided.

A future park, similar in size and use to these three existing parks, is also planned within the Royal St. Patrick's development.

In addition to these sites, the Brown County Parks Department maintains a boat launch and parking lot adjacent to the Fox River and Mueller Park. The Waterboard Warriors, a private water skiing club, provides very popular shows and demonstrations that are open to the public at this site throughout the summer.

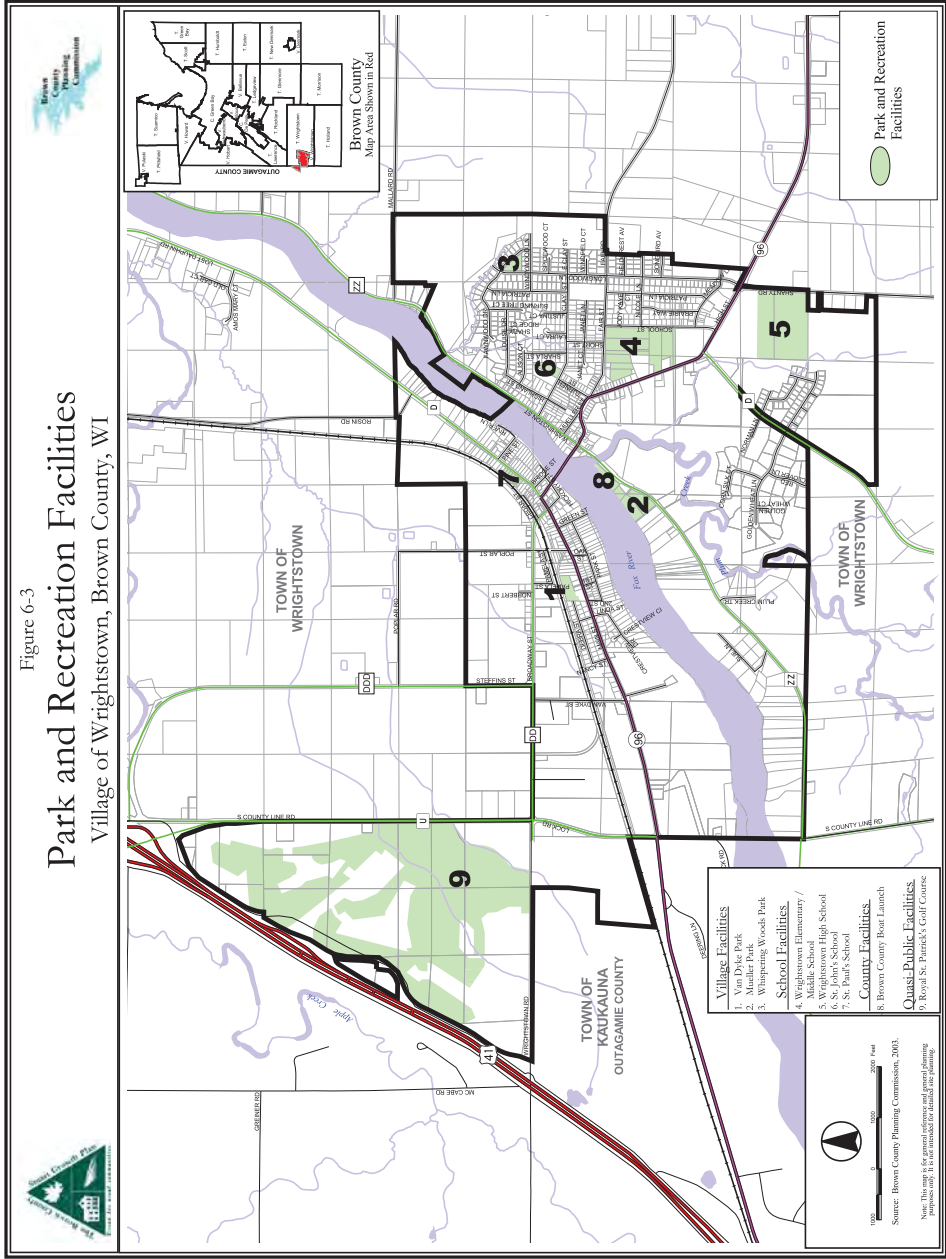
Furthermore, the Wrightstown School District provides a sports complex adjacent to its three schools within the eastern portion of the Village. The sports complex includes two football fields, three soccer fields, three softball fields, three baseball fields, four tennis courts, as well as other informal fields. The ball fields, as well as various other indoor and outdoor recreational facilities, are available to the public when not in conflict with school activities and when arranged in advance. Examples of joint programs with others include a joint sports program with the local parochial schools, a joint soccer program with De Pere, and regular use of school facilities for meetings for such purposes as Municipal Court, the Girl Scouts, and the Boy Scouts. The school district also provides various summer school programs for its students. School district representatives do note that its ball fields are already heavily used and will not be able to meet a future increase in demand. Map 6-3 identifies the locations of park and recreation facilities in the Village.

To provide recreational services in an efficient and effective manner and to maintain eligibility for state and federal recreational grants, most communities identify planning principles and guidelines as an integral element of recreation and open space programs. That process is typically formalized in a park and open space plan. The Village's park plan was last updated in 1995. To maintain eligibility for state and federal park, open space, and outdoor recreation grants, such plans must be updated and adopted by the community every five years. To adequately determine the park and recreational needs of the community and to meet any such needs in as efficient and cost-effective manner as possible, such plans should also be updated whenever population or growth trends change. Such plans should also be coordinated with the natural and cultural resource protection and preservation efforts of the community. Therefore, it is recommended that the Village of Wrightstown prepare and adopt a comprehensive update to its park plan as soon as possible.

The projected tripling of the Village's population will result in a significant increase in the demand for park, open space, and outdoor recreation opportunities. Such a demand is often expressed as a desire by residents for additional open space for walking and picnicking, informal outdoor activities, such as catch and playgrounds, and formal activities, such as league softball and soccer.

The land use section of this plan recommends a comprehensive park system within the Village focusing within the residential neighborhoods of the community. The system should be comprised of a smaller neighborhood park within each major residential neighborhood and one larger community park. The neighborhood parks would be similar in size and use to the existing Village parks, while the community park would be larger in size to accommodate more group-oriented activities, such as league sports, and to also provide natural resource preservation. A more detailed description of the proposed park system and the number, size, location, and use of these sites should be determined within the park and open space plan. The plan should also investigate opportunities to provide park and open space sites and facilities in a coordinated village-wide manner. Coordination of park and open space sites with public and private schools, conservancy zoning, stormwater management facilities, and sidewalks, trails, and parkways should also be a particular focus of that plan. Many of these same recommendations are contained in the Agricultural, Natural, and Cultural Resources

Figure 6-3
Park and Recreation Facilities
 Village of Wrightstown, Brown County, WI



chapter of the comprehensive plan. The Land Use chapter and Future Land Use Plan map identify potential locations for the new neighborhood parks and a larger community park.

The proposed park and open space plan should also consider and coordinate with other park and open space-related plans. In that regard, two of the *Brown County Open Space and Outdoor Recreation Plan's* proposed parkways are partially within the Village of Wrightstown. One is the proposed Fox River Parkway, which would extend along both sides of the Fox River for about 19 miles, starting in the City of Green Bay and extending along the river for its entire length in Brown County to the Village of Wrightstown. The second is the proposed Plum Creek Parkway. It would be eight miles in length, starting in the Village of Wrightstown at the confluence with the Fox River and extending along its entire length in Brown County south through the Towns of Wrightstown and Holland to the Brown County/Calumet County border. These parkways are intended to protect the most important streams, wetlands, ravines, and historic and archeological sites within Brown County and are envisioned to provide an opportunity for trail-oriented activities. However, the County plan recommends that the size, use, and method of obtaining the parkway should be determined in cooperation with the local community. The parkways are also recommended in the Agricultural, Natural, and Cultural Resources chapter of the comprehensive plan in order to preserve the most important natural resource features within the Village.

The County park plan also includes a proposed countywide trail system. The trail system is envisioned to address the need for recreational trails and multi-modal transportation within Brown County. Larger trails would be situated along abandoned railroad rights-of-way, while smaller local trails could be located within the proposed parkways. The trail system is envisioned to provide residents with recreational opportunities, as well as access to County parks and other public facilities, such as schools, commercial and residential areas, and local government offices and facilities. The main trail proposed in the southeastern portion of the County, the existing Fox River Trail, does not extend into the Village of Wrightstown. It is located along the former railroad corridor that extends from the City of Green Bay through the unincorporated community of Greenleaf about three miles west of the Village. It is maintained by Brown County and owned by the State of Wisconsin. However, smaller trails could be located within the proposed parkways or bike lanes could be constructed along roads to connect the Village of Wrightstown to the Fox River Trail. Such trails or bike lanes would likely not be constructed unless the local community or local property owners provided assistance. In that regard, the *Brown County Bicycle and Pedestrian Plan Update* recommends a bicycle corridor (comprised of a signed, striped, and marked bicycle lane) along 5TH 96. This would connect the Village of Wrightstown to the Fox River Trail.

The County park plan also proposes that at least 75 acres of land along the Fox River, somewhere between the Village of Wrightstown and the City of De Pere, be acquired to provide protection of a portion of the river, as well as provide various passive and active recreational uses. While it was assumed in the County park plan that this proposed park would be located closer to the City of De Pere (possibly at the site of the Little Rapids lock and dam), other sites closer to the Village of Wrightstown could be considered. A valuable site of a state-listed threatened plant species and a state-listed plant species of special concern is located north of the Village along the east side of the Fox River. This

site might possibly qualify as a site for the proposed County park should local support and cooperation be provided.

In addition to consideration of the above county park and open space recommendations, the Village park plan should also consider support of the Fox River State Heritage Parkway and the Fox River Navigational System Authority. Those efforts could, in turn, support and enhance the Village's efforts to preserve and protect the Fox River and may help establish a parkway and/or park along the river, particularly in the vicinity of the Rapid Croche Lock. The creation of the Fox River State Heritage Parkway could also help boost tourism in the Village and aid in the downtown redevelopment efforts.

The park plan should also consider the appropriateness of establishing a park impact fee to ensure that new residential development pays its fair share of the cost of new parks, outdoor recreation and open space sites, and a village recreation department. A village recreation department could address the recommendations in the Agricultural, Natural, and Cultural Resources chapter of this plan regarding a community forestry program and would also address one of the issues raised during the visioning session.

Telecommunication

SBC provides landline phone service to the Village of Wrightstown. This includes Internet access by cable modem and DSL. Current trends in the telecommunications industry point to a greater demand for high speed internet access and cellular communications in the future, which will lead to more companies wanting to locate in and provide services to the Village of Wrightstown. In regard to such facilities, before any are approved, attempts should be made to collocate them and to ensure that adequate easements or other necessary rights-of-way are available and adequate design standards are in place for the tower and associated buildings.

Power Generation

Electricity and natural gas are provided in the Village of Wrightstown by Wisconsin Public Service Corporation (WPS). However, it can be noted that Kaukauna Utility's service area extends into the Town of Kaukauna and the portion of the Village located within Outagamie County. Electrical power from this source may be available and affordable to larger portions of the Village and, thus, warrants further study because there has been some concern by business owners over the availability and reliability of the current electrical power system.

Cemeteries

Cemeteries in the Village are owned and operated by religious organizations. One, the Baptist Cemetery, is located adjacent to Mueller Park on CTH ZZ. In addition to providing burial sites to Village and nearby town residents, cemeteries can also serve as a source of local history and open space. Such sites should be preserved and compatible development adjacent to such sites ensured. When properly located and maintained, cemeteries can be an important and attractive element of the community. Such sites are often a focal point of many rural villages. However, the Village of Wrightstown primarily relies on cemeteries within the Green Bay and Fox Valley Metropolitan Areas.

While additional demands in the future should continue to be addressed by the private sector, the Village should encourage such uses within its own community when properly designed and located.

Healthcare

The Village of Wrightstown primarily relies on healthcare providers located in the Green Bay and Fox Cities Metropolitan Areas. Two dental clinics are, however, located within the Village. This situation should continue to be adequate during the timeframe of this plan; although, healthcare services should be actively encouraged to locate within the Village's downtown. Such development could help revitalize the downtown and would particularly address the number one issue of the visioning session regarding the encouragement of businesses that provide community services.

Elderly Care

Two elderly care facilities, the Century Oaks Residential Care facility and the Wrightstown Senior Citizens Housing facility, are located within the Village. It is envisioned that the Village will be adequately served by these facilities for the time-span of this plan. However, as the Village continues to grow, it should work with private elderly care providers to identify appropriate locations for such facilities. Particular focus should be given to incorporating these uses into new and existing residential areas.

Childcare

Wrightstown has three childcare facilities located within the Village. These include the Children's World Learning Center, Kids Care, and the Wright Care Preschool. It appears that the Village is adequately serviced by these facilities. However, as the Village continues to grow, it should work with private childcare providers to identify appropriate locations for such facilities. New childcare facilities should be allowed to locate in residential areas of the Village as a necessary component in creating a more mixed-use neighborhood.

Emergency Services

The Wrightstown Volunteer Fire Department, located on Broadway Street in the Village of Wrightstown, provides the Village with fire protection. The department consists of a 25-person volunteer department and has mutual aid agreements with the Towns of Holland, Lawrence, Morrison, and Wrightstown within Brown County and the Towns of Kaukauna and Vandenbroek in Outagamie County. The department owns and operates two pumper trucks, one tanker, and an equipment truck.

In order to better serve the Village's fire protection needs, a new pumper truck should be purchased within the next year or two to replace the department's older model. In addition, a ladder truck may eventually be needed when enough new development occurs within the industrial park and/or taller buildings are constructed. Rather than purchasing a new ladder truck for a handful of buildings, the Village may wish to contact nearby communities that already have a ladder truck to discuss the possibility of mutual aid or the joint purchase of a ladder truck for use and training by both communities.

Also, the recommendations of the *Water System Evaluation for the Village of Wrightstown, Brown County, Wisconsin*, prepared by McMahon Associates Inc. in 2002, pertaining to the downtown area, should be implemented as soon as possible to ensure adequate fire protection.

The Village of Wrightstown Police Department provides police protection. The department includes six part-time officers. The Wrightstown Police Department also has mutual assistance agreements with other municipalities in the surrounding area. It is recommended that a fulltime position be created for the Police Department, and if a new village hall/community center is constructed, location of the police station at that site should also be considered.

Ambulance service is provided by County Rescue Services. It is envisioned that this service will continue to be adequate for the length of this plan.

As the Village grows in population, it should monitor its need for additional emergency services and provide or contract with the appropriate provider for additional protection, if necessary. Figure 6-4 shows the location of the current fire station, as well as the community facilities in the Village.

Libraries

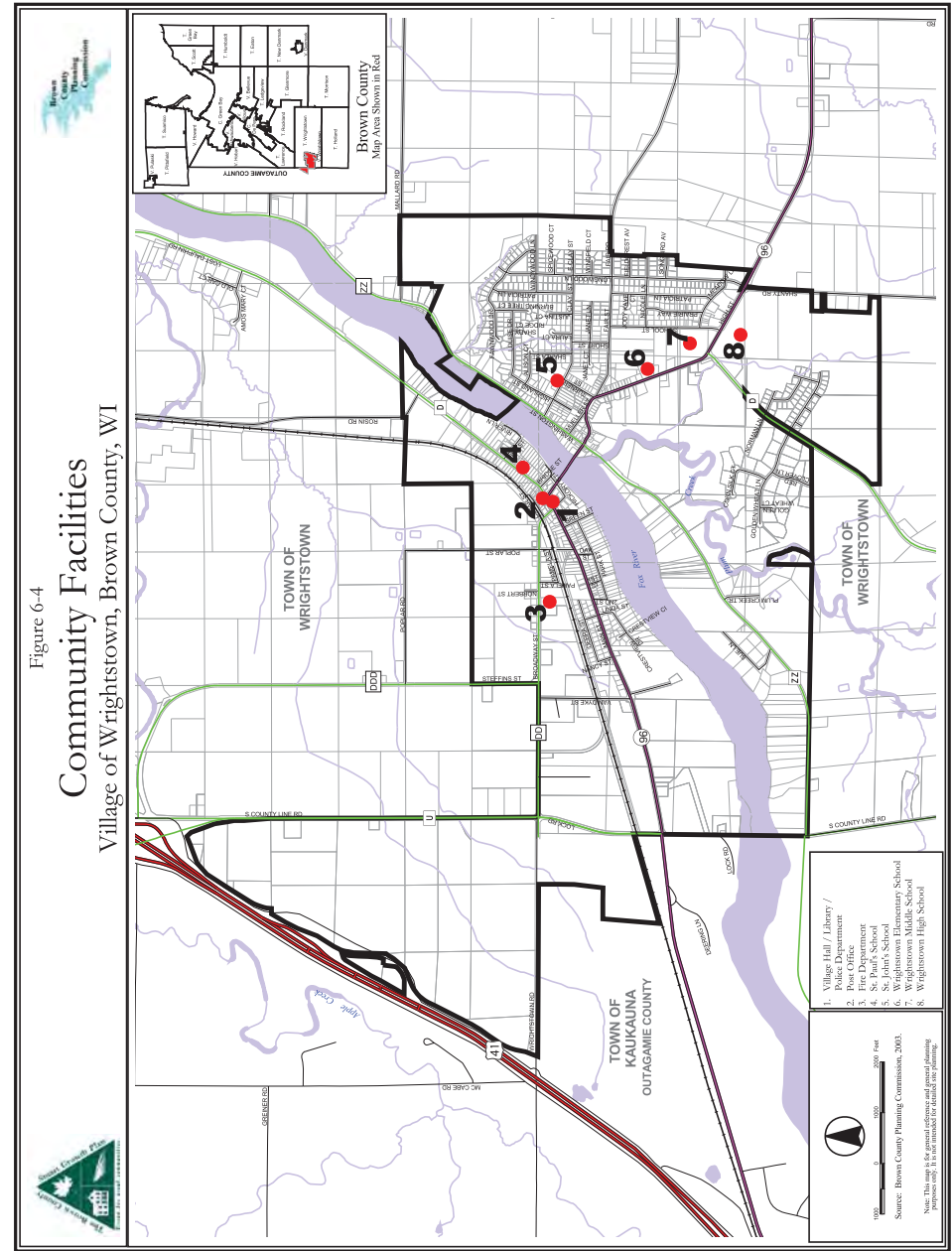
The Village of Wrightstown Branch of the Brown County Library currently shares office space with the village hall. The library is currently very cramped for space for both programming and collection. The Village should work with the library committee to either identify a new site for the library in the downtown on either side of the river, consider a possible consolidation of the branch library and the high school library, or continue to share a building should the Village find a location for a new joint village hall and library in the downtown.

Schools

The Village is located within the Wrightstown Community School District. In addition to the Village, the school district also encompasses parts of the Towns of Brillion, Buchanan, Holland, Kaukauna, Lawrence, Morrison, Rockland, and Wrightstown. The school district provides a comprehensive K-12 grade educational program. All students are bused to and from school.

The Wrightstown Community School District includes the following schools, all of which are located within the southeastern portion of the Village of Wrightstown:

- Wrightstown High School. This facility is located southwest of the intersection of STH 96 and Shanty Road. It was constructed in 2000, is designed to accommodate 500 students, and can be expanded to accommodate 750 students. It encompasses about 50 acres and currently houses grades 9 through 12 with an enrollment of about 350 students. It has a staff of 60 and has more than 30 academic classrooms, in addition to a technology center, a library, an interactive distance education classroom, a production studio, and a community room (available for use by the



public). The school's field house seats over 1,500 people and contains four separate stations, as well as a four-lane running track.

- Wrightstown Middle School. This facility is located northwest of the intersection of STH 96 and School Street. It was constructed in 1964 and was remodeled in 2000. It encompasses about 25 acres and currently houses grades 5 through 8 with an enrollment of 333 students. It has a staff of 40.
- Wrightstown Elementary School. This facility is located east of STH 96 between School Street and Fair Street adjacent to the Middle School. It was constructed in 1972. It encompasses about 10 acres and currently houses kindergarten through grade 4 with an enrollment of 320 students. It has a staff of 40.

The Wrightstown Community School District last undertook projections in 1997 to determine school age populations. That information indicated that a high growth trend would result in the Village's population of 2,444 people by 2015. It can be noted that this population projection is significantly less than the year 2020 population projection of 5,600 people set forth in this comprehensive plan. It appears that such growth, if realized, would have a considerable impact upon the school district's facility planning efforts. While land is available at its current school sites for further expansion of each of the three schools and enough land is also available at the new high school for a new school building, any such expansion would result in a loss of ball fields that are already heavily used. Furthermore, facility planning for such expansions has not been undertaken by the school district, and funding is not available.

To address the impacts of the Village of Wrightstown's future growth upon the school district, it is recommended that new population projection and enrollment projections be immediately undertaken by the school district and that facility planning be immediately initiated afterward. It is further recommended that the Village work closely with and assist the school district in any additional land acquisition needs, as well as the consideration of possible joint school/park sites.

In addition to the public schools, two private schools are also located within the Village. They include the Saint John's Evangelical Lutheran School and the Saint Paul's Congregation School.

Government

The Village of Wrightstown Village Hall is located at 529 Main Street in the west-central portion of the Village. The village hall is used primarily for small governmental meetings and gatherings and contains offices for the clerk/treasurer and the building inspector/zoning administrator. It also contains a small village library.

The village hall is showing its age and is also not large enough to provide adequate space for Village staff and public meetings. Currently, official Village meetings are held at the fire station located on Broadway Street. The Village of Wrightstown Visioning Session attendees identified the development of a new centrally located village hall/community center as their top third issue. Village of Wrightstown staff and officials have begun consideration of this issue. However, it is recommended that a committee be established to formally review this situation and to propose alternative courses of action. Review of

this situation should include consideration of consolidation of other Village services, such as the police and fire departments, with a new village hall/community center or continued reliance upon the existing site, most likely through relocation of the library.

Post Office

The Village of Wrightstown post office is currently located on the west side of the Village at the intersection of High Street and Main Street. The post office fulfills a vital role in the downtown of any small community. This certainly is the case in the Village of Wrightstown. It serves as a gathering point for residents to meet and converse, as well as providing an anchor in the downtown. However, the building the post office is currently located in may not be large enough to handle the increased population and associated demands on the post office. The Village should begin discussions with the U.S. Postal Service regarding renovating an existing structure as a post office or building a completely new structure. However the post office and Village decide to go forward, it is essential that the post office, as well as other public institutional uses (such as the library and village hall), remain in the downtown.

Policies and Programs

There are many approaches the Village of Wrightstown can take to achieve the utilities and community facilities goal and objectives listed in this plan's Issues and Opportunities chapter. They range from specific one-time actions to broad ongoing programs. A summary of those actions and programs as they pertain to the Utilities and Community Facilities chapter of this plan is provided in this section.

In addition, while not specifically addressed within this plan, it is generally understood that the Village should review its administrative practices to ensure their compatibility with the policies, programs, and actions set forth in this plan. Examples of this would include the employment of an adequate number of staff to carry out the programs recommended in this plan, the provision of continuing professional and technical education for Village staff, and the division of department and individual staff duties to ensure an efficient operation.

A summary of this chapter's policies and programs is provided.

Sanitary Sewer Service

- Immediate preparation of a facilities plan to determine the long-range needs for and current demands upon the Village's sanitary sewerage system. It is important to understand that implementation of some of the recommendations from such a study may be necessary during the timeframe of the comprehensive plan.
- Consistent preparation and use of a Capital Improvements Program to prioritize and calculate the costs associated with maintenance and expansion of the sanitary sewerage system.
- Support an update of the 2002 *Brown County Sewage Plan* to reflect the recommendations contained within this comprehensive plan.

Onsite Sewage Disposal Systems

- Support Brown County's private sewage system ordinance that requires inspections of all existing onsite sanitary systems at the time of sale of the associated residence or building.

Water Supply

- Implement the recommendations of the Water System Evaluation for the Village of Wrightstown, Brown County, Wisconsin, prepared by McMahon Associates Inc.
- Consistent preparation and use of a Capital Improvements Program to prioritize and calculate the costs associated with maintenance and expansion of the water supply system.
- Prepare and adopt a Vulnerability Assessment to protect and preserve the Village's source of drinking water.

Recycling

- Establish a drop-off site for recyclable materials, possibly behind the Village's WWTP.

Stormwater Management

- Prepare and adopt a stormwater management plan. Based upon the recommendations of that plan, it may also be necessary to prepare and adopt a stormwater management ordinance to implement the plan and to create a stormwater management utility to fund the construction and maintenance of various stormwater management facilities.

Parks and Recreation

- Continue development and maintenance of the Village's park sites.
- Develop parks to serve new neighborhoods as identified on the Future Land Use Plan map.
- Create a community park for active and passive recreation activities, as well as community-wide picnics and festivals, as identified on the Future Land Use Plan map.
- Prepare and adopt a village park and open space plan. It is important to understand that based upon the amount and rate of growth and development anticipated within the Village, acquisition and development of various parks, outdoor recreation and open space sites, and facilities may be necessary during the timeframe of this comprehensive plan. General needs have been identified within this comprehensive plan and the *Brown County Open Space and Outdoor Recreation Plan* but should be verified and detailed in the Village's own park plan.

- Establish a permanent working relationship with the Wrightstown Community School District to investigate greater cooperation between the Village and the School District, particularly regarding joint school/park sites.
- Investigate the implementation of a park impact fee.
- Consider creation of a village recreation department.

Telecommunications

- Investigate opportunities to recommend or require collocation and design standards for telecommunication facilities.

Power Generation

- Investigate the feasibility of utilizing Kaukauna Utility to meet the Village's future electrical power needs.

Healthcare

- Encourage and promote the location of healthcare providers, clinics, etc. within the community, and a particular focus should be provided to the downtown area.

Elderly Care

- Encourage and promote the location of elderly care providers within the community, and a particular focus should be encouraging these uses in residential areas.

Childcare

- Encourage and promote the location of childcare providers within the community, and a particular focus should be provided to residential areas.

Emergency Services

- Maintain the Village's current standard of fire protection. This is likely to require replacement of a pumper truck within the next couple of years.
- Explore options to the Village purchasing a ladder truck. Possibilities include pursuing mutual aid agreements with nearby communities that already have a ladder truck or the joint purchase of a ladder truck with a nearby community.
- Maintain the Village's current standard of police protection. This is likely to require establishment of a fulltime position in the Police Department.

Libraries

- Conduct a study of the Village's library needs. Relocation of the current village library, consolidation with the Wrightstown High School's library, or continued location with the village hall should a new village hall/community center be developed are the most likely options.

Schools

- The Village should work closely with the Wrightstown Community School District in the preparation of new population and enrollment projections and a facility study. This should be undertaken immediately to enable the Village and the school district to plan well in advance of any future facility needs. It is important to understand that implementation of some of the recommendations from such a study may be necessary during the timeframe of the comprehensive plan due to the anticipated growth and development of the Village.

Government

- A committee should be established to consider the current demands upon and future needs of the village hall. The committee should look at all the options for the village hall, including relocating the library and expanding the existing building or developing a new joint village hall/community center and library within the downtown on either side of the river.
- Begin a cost of development study to determine the total cost in services, as well as the total benefit in tax base, of different types and densities of developments in the Village.

Post Office

- The Village should begin discussions with the U.S. Postal Service regarding redeveloping an existing structure as a post office or building a new post office in the downtown on either side of the river.

CHAPTER 7

Agricultural, Natural, and Cultural Resources

Introduction

In growing communities like the Village of Wrightstown, planning often focuses on such issues as land use, transportation, and infrastructure. Issues pertaining to agricultural,



natural, and cultural resources tend to receive less attention, and sometimes cohesive and consistent goals and policies regarding these features are lacking in a growing community's plan. The Village of Wrightstown, however, recognizes the importance of planning for these resources. The results of the public visioning session and citizens advisory committee discussion specifically indicated that the compatibility of agricultural, natural, and cultural resources with continued

development of the community is important to the residents of Wrightstown. Since these resources also help define a community and strongly affect its quality of life, they must be examined as a part of the planning process.

Because of the vital functions performed by agricultural, natural, and cultural resource features, unplanned urban development into these areas is often inappropriate and should be discouraged. The incompatibility of urban development within natural resource areas, for instance, can be evidenced by the widespread, serious, and costly problems that are often encountered when development occurs within these areas. Examples of such problems include failing foundations of pavements and structures, wet basements, excessive operation of sump pumps, excessive clear water infiltration into sanitary sewers, and poor drainage.

Historically, the Village has been a service center for the surrounding area: first as a way station for the shipment of supplies along the military road between Fort Howard and Fort Winnebago, then for fur traders, then for the lumber industry, and last for local farmers. More recent, it has become a bedroom community for workers who commute to the Green Bay and Fox Valley Metropolitan Areas. Throughout this time, the community's population has generally increased, with a rather significant increase over the past ten years.

Agriculture has historically been the dominant land use within Wrightstown. It remains an important feature of the Village today and is anticipated to continue to influence the Village's character for some time to come. Because of the proximity of existing and new development to these agricultural lands, conflicts have occurred in the past and may occur in the future. This comprehensive plan acknowledges that fact and will attempt to minimize and, where possible, resolve such conflicts. In that regard, the Village will

need to determine which types of agricultural uses are still appropriate as the community develops over the next 20 years and how to ensure the orderly conversion of farmland into other uses as development continues.

The Village of Wrightstown also contains a number of unique natural and cultural resources, the largest and most important of which is the picturesque Fox River. Such resources contribute to the community's identity, add to its quality of life, and provide numerous educational, recreational, and social opportunities for Village residents and visitors alike.

The Village can be described as a small but steadily growing community. In order to adequately consider and address the issues related to such growth, it is important to examine the Village's existing agricultural, natural, and cultural resources. This plan will also examine ways to build upon these resources to establish and promote Wrightstown's community identity.

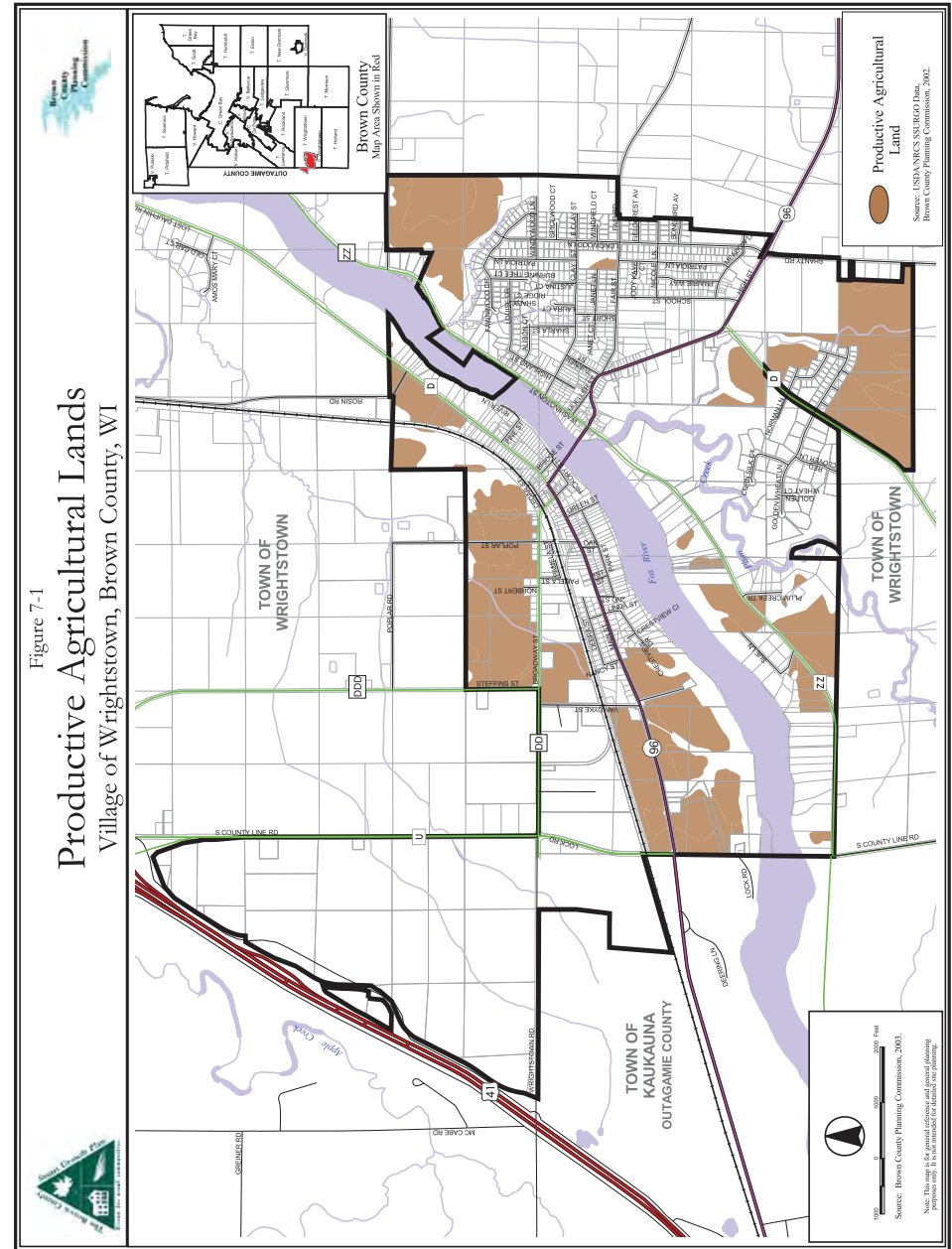
Inventory and Analysis

This section of the Village of Wrightstown Comprehensive Plan identifies the agricultural, natural, and cultural resources present within the Village, notes current and future issues associated with each resource, and proposes actions and programs that the Village should undertake to address those issues.

Productive Agricultural Lands

Based on the Brown County Year 2000 Land Use Inventory, the Village of Wrightstown contains about 725 acres of farmland. This amounts to 31 percent of the community. However, almost all of the existing agricultural land within the Village is in the process of being developed for residential, commercial, and recreational uses. Wrightstown's areas identified as currently agricultural are identified on Figure 7-1.

Based upon previous land use inventories, while the amount of farmland within the Village has remained stable or increased slightly over the past 30 years (from 646 acres in 1970 to 726 acres in 2000), the percentage of the community encompassed by these agricultural lands has slowly but steadily decreased (from 47 percent in 1970 to 31 percent in 2000). The greatest loss of agricultural land during those three decades, 12 percent, occurred between 1990 and 2000 even though hundreds of acres of agricultural land were annexed to the Village during that time. The reason was that many of the agricultural lands within or annexed to the Village during the 1990s were quickly developed for residential and other uses.



According to the Wisconsin Department of Revenue, 12 property owners within the Village of Wrightstown claimed tax credits under both the Farmland Tax Relief Credit Program and the Farmland Preservation Credit Program in 2001, for an average credit of about \$269. This was a slight increase compared to the previous five years. However, the number of acres of assessed agricultural land and the number of parcels of agricultural land associated with these claimants has decreased over the past five years. Specifically, the number of acres decreased from 644 in 1997 to 438 in 2001, and the number of parcels decreased from 45 in 1997 to 41 in 2001.

Based upon the 1974 Soil Survey of Brown County, most of the Village of Wrightstown is comprised of prime farmland (Class I and II soils). However, large areas of this farmland have been developed. The *Brown County Farmland Preservation Plan*, prepared by the Brown County Planning Commission in 1992, also defined much of the Village as prime agricultural soils and recommended that the undeveloped outskirts of the Village be placed within an Agricultural Preservation Zone. However, the farmland preservation plan was prepared before the current development boom occurred within the Village and should be updated on a county-wide basis to reflect current trends, as well as the recommendations within the comprehensive plan.

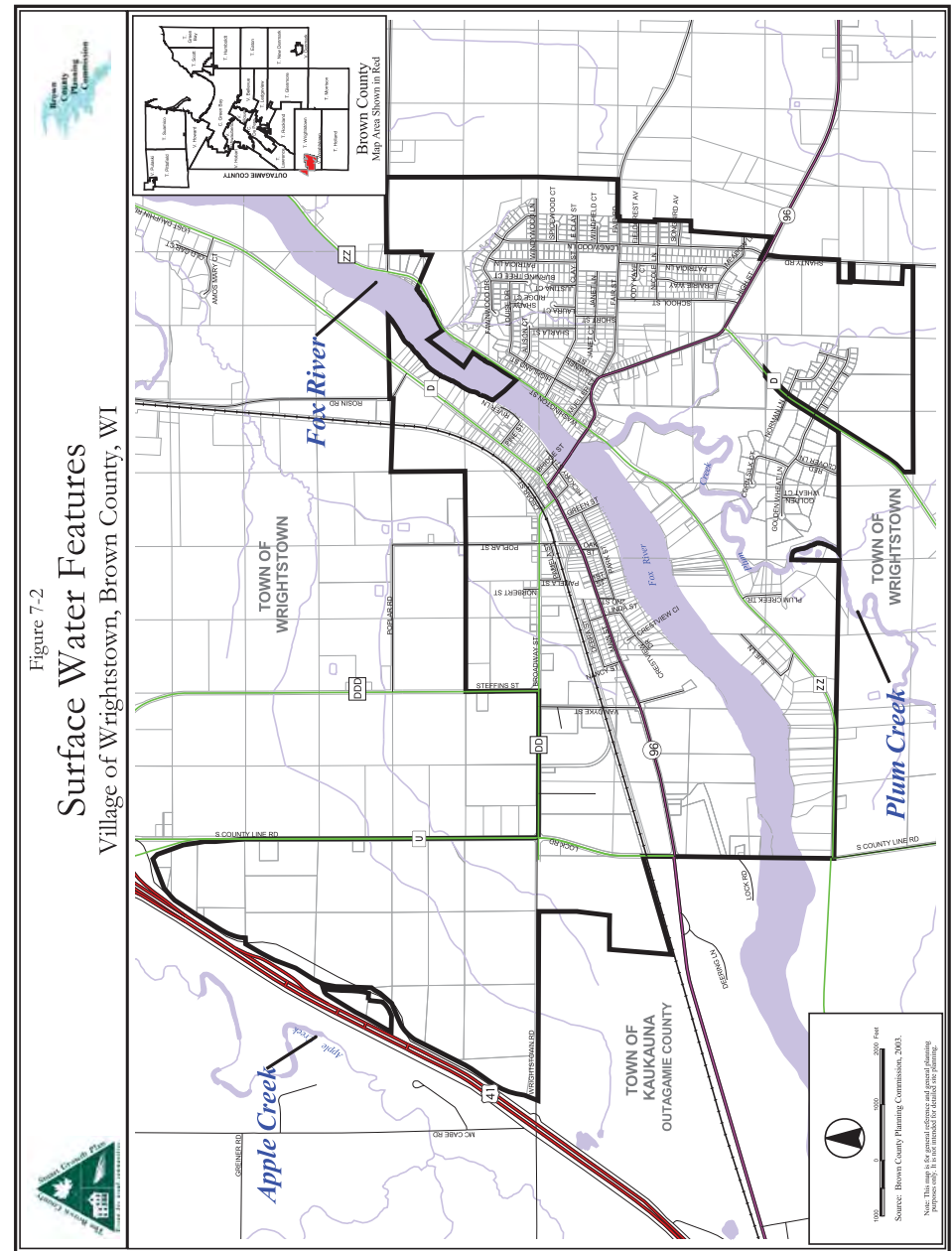
Surface Water

Lakes, rivers, and streams offer enjoyment, peace, and solitude. These surface waters provide such opportunities to anglers, boaters, hunters, water skiers, swimmers, sailors, and casual observers alike. They also drain the land after heavy rains, provide habitat for countless plants, fish, and animals, are a source of drinking water for many communities, and are a source of process water for industry and agriculture. Lands immediately adjacent to such waters have an abundance of cultural and archeological significance because they were often the location of Native American and early European settlements. For all these reasons and more, surface waters are typically the most important natural resource a community can contain.

Because of this importance, numerous federal, state, and local laws and regulations have been created to protect surface waters. They range from the commerce clause of the United States Constitution to local floodland zoning regulations. The most heavily regulated waters are those that are determined to be natural and navigable.

As shown on Figure 7-2, the Village of Wrightstown contains several significant surface water resources, the largest and most important of which is the Fox River. Another important surface water resource within the Village is Plum Creek. Six other smaller unnamed streams tributary to the Fox River, Plum Creek, and Apple Creek (located north of the Village) are also located within the Village. There are no lakes or ponds within or adjacent to the Village. The Brown County Year 2000 Land Use Inventory indicated that surface waters encompassed about 160 acres or about 7 percent of the Village.

The Fox River is the largest and most important river in northeastern Wisconsin. It is a navigable river that extends 155 miles from its headwaters in southern Green Lake County in east-central Wisconsin to the Bay of Green Bay. Its basin drains over 2,700 square miles of east-central and northeastern Wisconsin. In Brown County, it extends 19



miles from the Village of Wrightstown to its downstream end at the Bay of Green Bay and drains about 311 square miles or almost half of the county. Within Wrightstown, it extends 2.5 miles through the center of the Village, is approximately 600 feet wide, and encompasses about 150 acres (about 94 percent of all surface water in the Village). The Fox River and its tributaries drain all of the land within and adjacent to the Village.



The Fox River is historically significant because for centuries Native Americans occupied the banks of the river and used it as a source of food and drinking water, as well as for recreation, transportation, and crop irrigation. The Fox River also served as the route into the interior of the state for European explorers and was the location of many early European settlements. As such, many historical, cultural, and archeological sites are located adjacent to it. In addition, many of Wisconsin's oldest communities, including the Village of Wrightstown, are located along its banks.

By the 1940s, however, pollution in the river had increased to the point where its fisheries were severely damaged, and its scenic and recreational value was lost. With passage and implementation of the Clean Water Act in the early 1970s, the Fox River's water quality began to improve, which in turn has resulted in recovering fish populations and increased recreational use. However, due to over 50 years of urban development and its associated water quality impacts, fish consumption advisories still exist on the Fox River.

The Fox River's water is hard and very turbid. The river bottom is mostly comprised of sand and silt. The river itself is classified as a warm water sport fishery. The Fox River continues to be exposed to many adverse environmental impacts, including excessive sedimentation, nutrient enrichment, and turbidity, due to nonpoint source pollution, urban stormwater runoff, and storm sewer discharges. PCB accumulation and fish consumption advisories due to past industrial point source discharges have also occurred. Reduction of these impacts would improve the overall health and appearance of the Fox River.

The Village's second most important surface water feature is Plum Creek. It is a major tributary of the Fox River, extends 19 miles from the Fox River to the southern border of Brown County, and drains about 84 square miles. Within Wrightstown, it extends southward about two miles from its confluence with the Fox River in the center of the Village. Plum Creek's water is hard and very turbid. The creek bottom is mostly comprised of clay and silt; although, areas of rubble and gravel are present. Its banks are in very poor condition due to overgrazing. The creek itself is classified as a warm water sport fishery. Although few water quality studies of Plum Creek have been undertaken, historical data indicates that Plum Creek is exposed to many adverse impacts, including habitat degradation (lack of cover, sedimentation, scouring, etc.), sedimentation, aquatic plants/algae degradation, nutrient enrichment, stream flow fluctuations caused by unnatural conditions, bacteriological contamination, turbidity, and low levels of dissolved oxygen due to nonpoint source pollution, cropland erosion, stream bank

erosion, and urban stormwater runoff. Reduction of these impacts would improve the overall health and appearance of Plum Creek.

The six unnamed streams within Wrightstown have not been studied. However, field visits of these streams over past years by staff of the County Planning and Zoning Departments have noted evidence of many of the same environmental impacts as occur to the Fox River and Plum Creek.

Due to the overwhelming importance to the quality of life, identity, and character of the Village of Wrightstown, the protection and preservation of the Village's surface waters should be its highest natural resources priority. In addition to the general floodplain, shoreland, conservancy, park, parkway, and historic preservation recommendations that follow, the Village should also incorporate the conservation by design, pedestrian-oriented transportation, architectural design standards, and landscaping recommendations set forth in other chapters of this comprehensive plan. One action that the Village could start at minimal cost is to work with local conservation or school groups to stabilize the shoreline along the Plum Creek and/or Fox River by planting native grasses and plants in order to reduce shoreline erosion.

While these actions are important for all of the Village's surface waters, particular focus should be provided to the Fox River. Doing so will establish the Fox River as the central attraction of the community and will address many of the objectives of this plan and many of the important issues raised by the public during the visioning process.

Floodplains

Floodplains are natural extensions of surface waters. They store floodwaters, reduce flood peaks and velocities, and reduce sedimentation. They also provide wildlife habitat and serve to filter out pollution from water.

Like surface waters, the importance of floodplains is also recognized and is regulated by federal, state, and local governments. The State of Wisconsin mandates floodplain zoning for all communities under Wisconsin Administrative Code NR 117. These minimum standards must be implemented in order to meet eligibility requirements for federal flood insurance programs.

For regulatory, insurance, and planning purposes, the 100-year recurrence interval flood hazard area (also referred to as the regional flood) is most often used. This is the land that has a 1 percent chance of being flooded in any given year. Although all rivers and streams possess floodplains, the only mapped floodplains within the Village are those associated with the Fox River, Plum Creek, and the two unnamed streams located within the northwestern portion of the Village. Based on floodplain mapping completed by the Federal Emergency Management Agency (FEMA), it appears that the floodplain associated with the Fox River is contained between its bluffs and does not extend far from the river's banks. The floodplain mapped by FEMA for Plum Creek is also contained within its ravine but often extends hundreds of feet beyond the banks of the creek to the base of the ravine. Additionally, local flood studies have been completed for the two streams located within the Royal St. Patrick's development in the northwestern portion of the Village.

Figure 7-3 presents a diagram of a floodplain and identifies its constituent parts, including both the floodway and flood fringe.

There are several threats to floodplains and the resource values that they represent:

- **Filling**, which might diminish the flood storage capacity of the floodplain, could have the effect of increasing the elevation or velocity of floodwaters to the detriment of upstream or downstream properties.
- **Grading**, which can degrade the resource functions of floodplains, could have the effect of decreasing the ability of the floodplain to filter pollutants or provide habitat.
- **Impediments**, which include the encroachment of buildings or the construction of undersized culverts and bridge openings in the floodplain, can adversely affect the size and proper functioning of the floodplain and can pose potential hazards to adjacent residents and passersby.
- **Impervious surfaces**, which can increase the velocity of the flood flows, increase the amount of pollutants, reduce the amount of natural wildlife habitat, and limit the amount of infiltration of stormwater runoff into the ground.

The Village's 100-year floodplains are shown in Figure 7-4.

Due to the importance of floodplains for environmental, regulatory, and insurance purposes, it is recommended that flood studies be undertaken for all rivers and streams. Such flood studies should map both the floodway and the flood fringe portions of the 100-year recurrence interval flood hazard area, should be based upon full development of the drainage basin, and should be reviewed and approved by both the Wisconsin Department of Natural Resources and FEMA. If detailed flood studies are not undertaken and do not take into consideration the effects of future development of the drainage basin, future flooding events may be more extensive and cause greater property damage.

It is also recommended that the Village's Floodplain Zoning Ordinance be reviewed and revised as necessary to reflect such flood studies and to ensure the ordinance's continued viability. It is further recommended that the Village prepare and implement a comprehensive stormwater management plan to address the adverse water quality and water quantity impacts often associated with development and establish a scientific basis for its surface water, floodplain, and shoreland protection efforts.

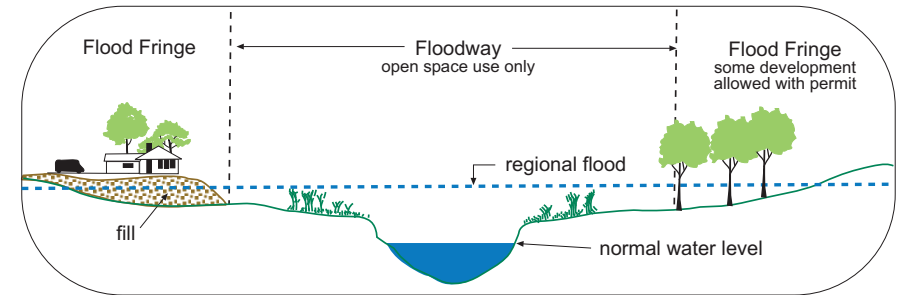
Shorelands and Stream Corridors

Shorelands are the areas of interface between land and water. In its natural condition, these shorelands are comprised of thick and diverse vegetation that protect lakes, rivers, and streams. If these areas are developed, this vegetation is lost, and fish, wildlife, and water quality is damaged.

Like floodlands, the importance of shorelands is recognized, but they are regulated only by state and local governments. Wisconsin mandates shoreland zoning for all unincorporated communities under Wisconsin Administrative Code NR 115 and recommends that all other communities adopt similar standards. Figure 7-5 presents a

Figure 7-3

Floodlands and Floodplain Zoning



Definitions

Floodplain - That land which has been or may be covered by floodwater during the regional flood. The floodplain includes the floodway and floodfringe areas.

Floodway - The channel of a river or stream, and those portions of the floodplain adjoining the channel, required to carry the regional flood discharge. The floodway is the most dangerous of the floodplain, it is associated with moving water.

Floodfringe - The portion of the floodplain outside of the floodway, which is covered by floodwater during the regional flood, it is associated with standing water rather than flowing water.

Regional Flood - That area where large floods are known to have occurred in Wisconsin, or which may be expected to occur, at a frequency of one percent during any given year. Also referred to as the 100-year floodplain, or 100-year recurrence interval flood hazard area.

Source: Wisconsin Department of Natural Resources

Figure 7-4
Floodplains
 Village of Wrightstown, Brown County, WI

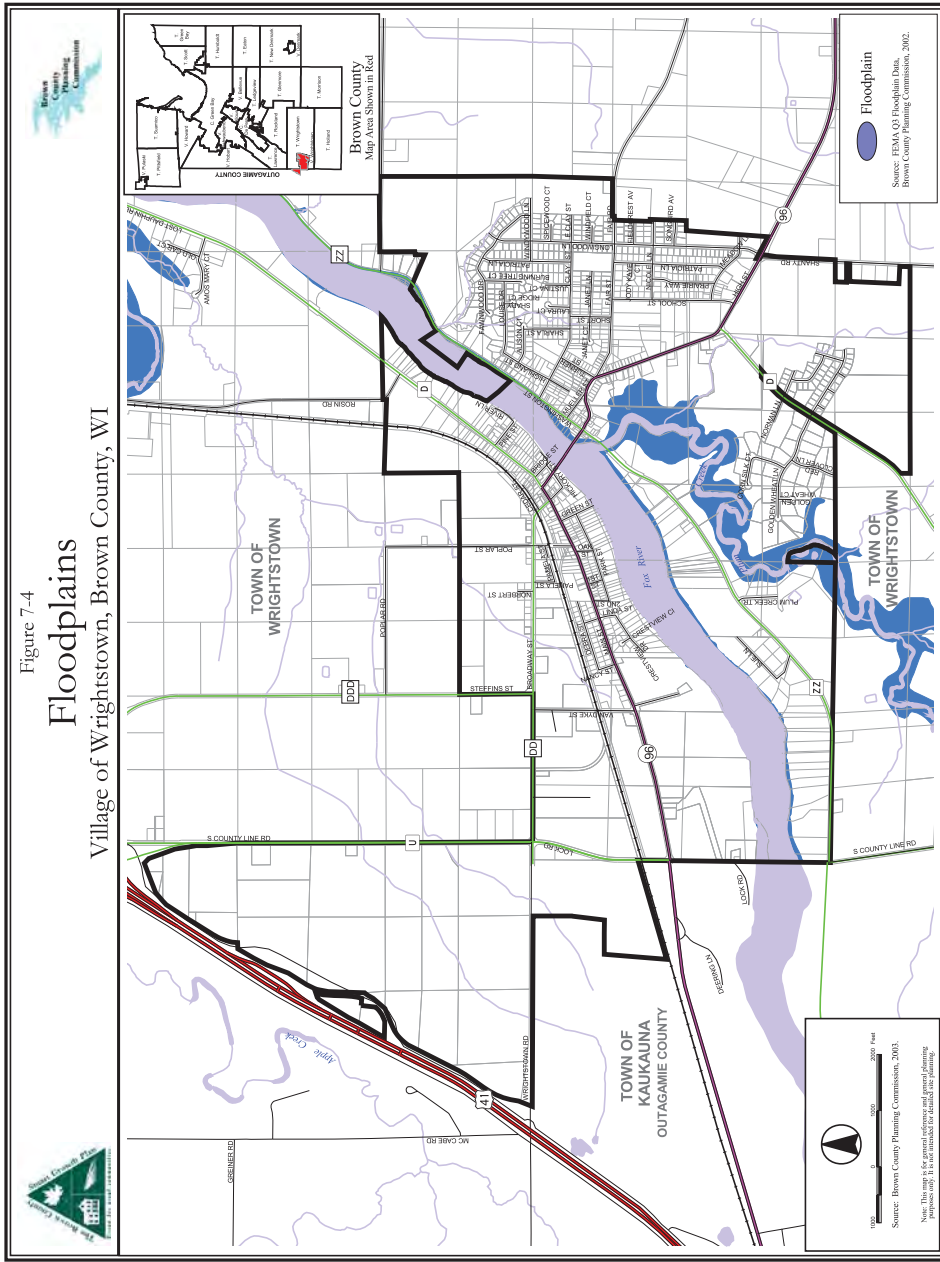


diagram of the state-mandated minimum shoreland zoning requirements. Shoreland zoning is primarily intended to control the intensity of development near and to create a buffer around lakes, rivers, and streams. The buffer is intended to remain an undeveloped strip of land that protects the water from the physical, chemical, hydrological, and visual impacts of nearby development. The Brown County Zoning Department (with oversight provided by the Wisconsin Department of Natural Resources) is the agency within unincorporated communities that typically enforces these standards.

These regulations do not apply to incorporated communities like the Village of Wrightstown except for those lands annexed by the Village after May 7, 1982. Those lands that were annexed from a town after this date must abide by the same state-mandated shoreland zoning requirements previously noted, and enforcement (with oversight by the DNR) must be provided by the incorporated community. However, these standards do not apply to non-navigable waters. All lakes, rivers, and streams - no matter their size - should be assumed to be navigable until determined otherwise by the DNR.

As shorelands are closely related to floodplains, so are the threats to the resource values of shorelands. In addition, research being conducted by the DNR and others indicates that current state-mandated shoreland zoning standards might not be adequate to properly protect water quality and shoreland ecosystems.

Because of the importance of surface waters to the Village of Wrightstown, it is recommended that Village-wide shoreland zoning be implemented. Doing so will not only provide greater assurance for the establishment of protective buffers around the Village's surface waters, but it will also add to the Village's character, identity, and attractiveness. It will also provide uniform regulation and enforcement within the Village in regard to protection of its rivers and streams.

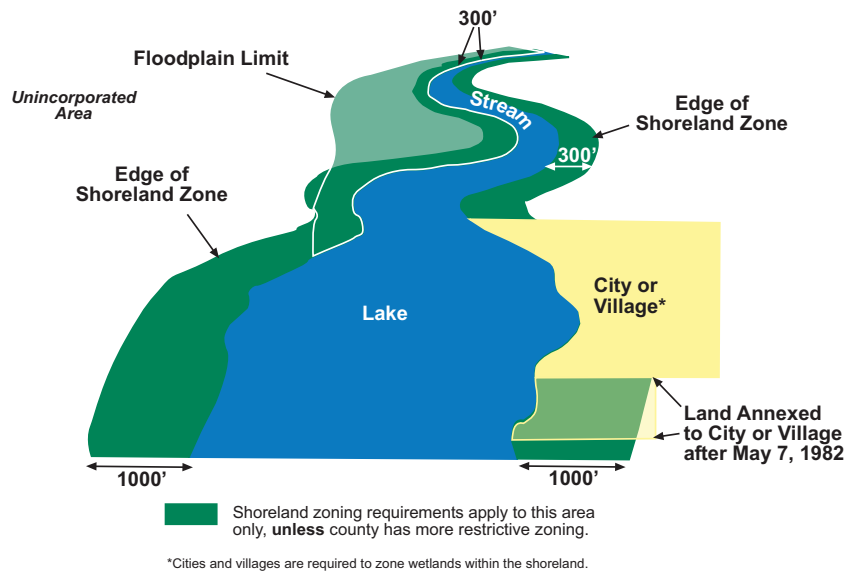
Wetlands

Wetlands are characterized by water at or near the surface of the ground, by soils exhibiting physical or chemical characteristics of waterlogging, or by the presence of wetland-adapted vegetation. Wetlands are a significant natural resource that has several important functions. They enhance water quality by absorbing excess nutrients within the roots, stems, and leaves of its plants and by slowing the flow of water to let suspended pollutants settle out. Wetlands help regulate stormwater runoff, which minimizes floods and periods of low flow. They also provide essential habitat for many types of wildlife and offer recreational, educational, and aesthetic opportunities to the community.

Pursuant to federal and state regulations, all cities and villages, including the Village of Wrightstown, are required to protect (through shoreland-wetland zoning) all unfilled wetlands that are within their community's shoreland areas, which are five acres or larger, that are shown on the Wisconsin Wetlands Inventory map.

Figure 7-5

Shorelands and Shoreland Zoning



Definitions

Shoreland Zone - The shoreland zone is located within 1,000 feet of the ordinary high water mark (OHWM) of a "navigable" lake, pond or flowage or within 300 feet of the OHWM of a "navigable" stream or river or to the landward side of the floodplain, whichever distance is greater.

Ordinary High Water Mark - The ordinary high water mark is the boundary between upland and lake or riverbed. It is the point on the bank or shore up to which the presence and action of the water is so continuous as to leave a distinct mark either by erosion, destruction of terrestrial vegetation, or other easily recognized characteristics.

Navigable - Generally, a waterway is navigable if it has a bed and banks and can float a canoe at some time each year - even if only during spring floods. Even small intermittent streams that are seasonally dry may meet the test of navigability. Navigable lakes and streams are public waterways protected by law for all citizens.

Unincorporated Areas - Lands lying outside of incorporated cities or villages.

Source: Wisconsin Department of Natural Resources

shoreland zoning.fh10

The Wisconsin Wetlands Inventory map does not identify any wetlands within the Village of Wrightstown. However, past field visits by Brown County Planning Department and Zoning Department staff, as well as by DNR staff, have found wetlands adjacent to Plum Creek and adjacent to a few of the stream corridors and isolated and scattered shallow depressions within the Village.

The primary threat to wetlands is filling. Although an array of federal, state, and local regulations help protect wetlands, wetlands (especially smaller ones) are still lost to road construction and other development activities. The draining of wetlands can also occur through tiling and the rerouting of surface water. Some agricultural areas are actually former wetlands that would probably revert back to wetland character if left undisturbed.

Even if wetlands are not directly filled, drained, or developed, they still can be impacted by adjacent uses. Sedimentation from erosion or pollutants entering via stormwater runoff can destroy a wetland. Under these conditions, previously healthy and diverse wetlands can be reduced to degraded "muck holes" where only the hardiest plants (like cattails) can survive. Invasive plant species, such as purple loosestrife (on left), can also negatively affect wetlands. The Village should consider working with the WDNR and local service groups to remove invasive species of plants from the Village's wetland, shoreland, and floodplain areas.



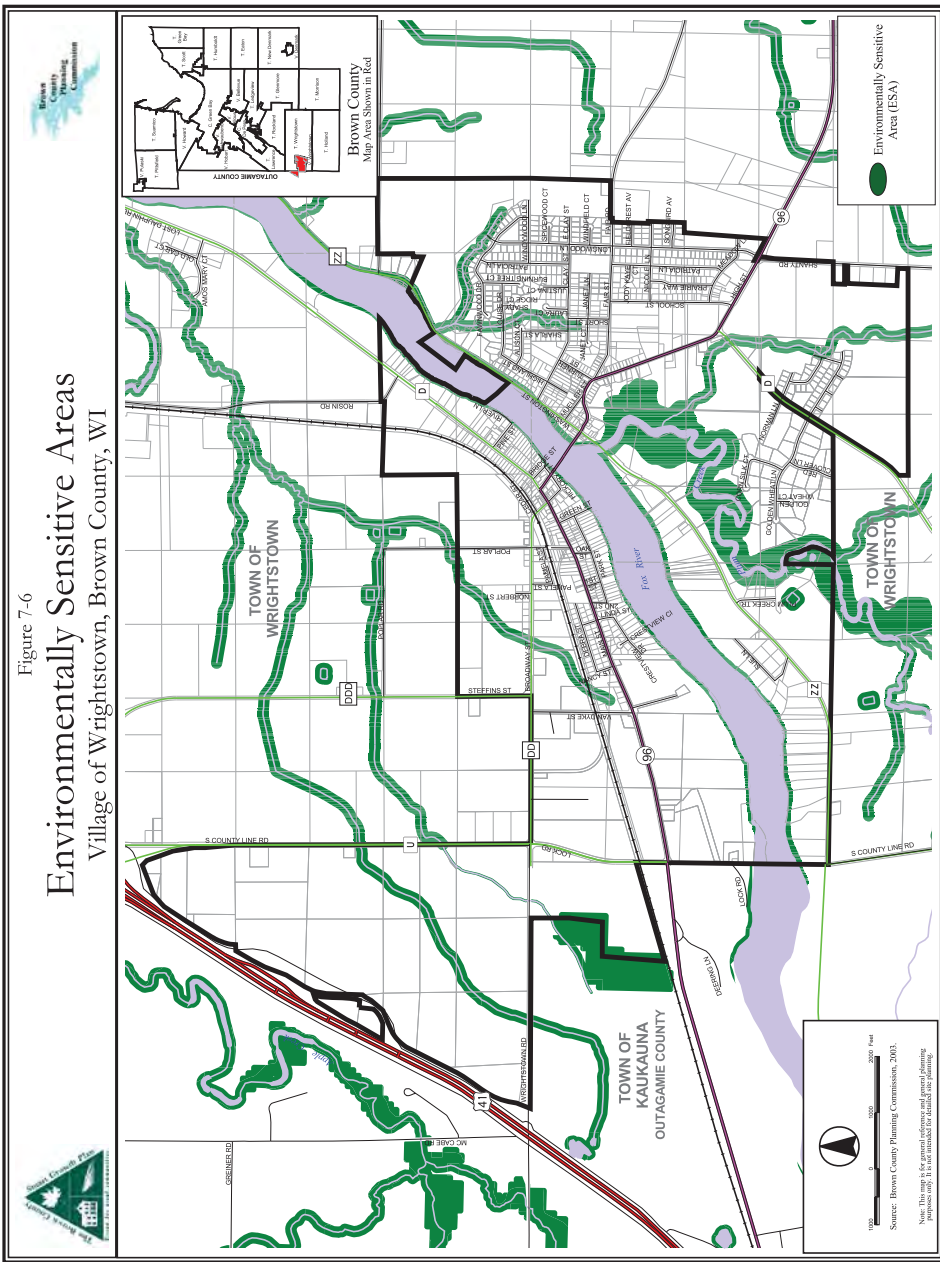
Because of the importance of wetlands and because of state mandates, it is recommended that the Village of Wrightstown field verify and map all wetlands five acres or larger within the shoreland areas of the Village. These wetlands should then be identified within its state-mandated shoreland-wetland zoning and protected as required.

Environmentally Sensitive Areas

Environmentally sensitive areas (ESAs) are defined by the Brown County Planning Commission as portions of the landscape consisting of valuable natural resource features that should be protected from intensive development. They include all lakes, rivers, streams, wetlands, floodways, and other locally designated significant and unique natural resource features. ESAs also include a setback or buffer from these features. In addition, they also include areas of steep slopes (slopes 12 percent or greater) when located within or adjacent to any of the features previously addressed (see Figure 7-6). Research and experience from throughout Wisconsin indicate that the potential exists for significant adverse water quality impacts if these areas are developed.

Identification and protection of ESAs are required by both state and county regulations under Wisconsin Administrative Code NR 121 and the *Brown County Sewage Plan*. The Wisconsin Department of Natural Resources and the Brown County Planning Commission enforce them during the review and approval of all public sanitary sewer

Figure 7-6
Environmentally Sensitive Areas
 Village of Wrightstown, Brown County, WI



extensions. The intent of the ESAs is to protect water-related natural resource features from the adverse impacts often associated with development. However, due to the specifics of the Wisconsin Administrative Code that pertain to these ESAs, these rules and regulations apply only to sewered development and related activities. Development utilizing private onsite sewage disposal systems is not subject to these regulations.

In general, sewered development and associated filling, excavation, grading, and clearing are prohibited within ESAs. However, certain non-intensive uses, such as public utilities and public recreation, are often allowed within these areas. In conjunction with proper erosion control and stormwater management practices both during and subsequent to development within and adjacent to these areas, protection of the ESAs can provide numerous benefits, including:

- Recharge of groundwater.
- Maintenance of surface water and groundwater quality.
- Attenuation of flood flows and stages.
- Maintenance of base flows of streams and watercourses.
- Reduction of soil erosion.
- Abatement of air pollution.
- Abatement of noise pollution.
- Favorable modification of micro-climates.
- Facilitation of the movement of wildlife and provision of game and non-game wildlife habitat.
- Facilitation of the dispersal of plant seeds.
- Protection of plant and animal diversity.
- Protection of rare, threatened, and endangered species.

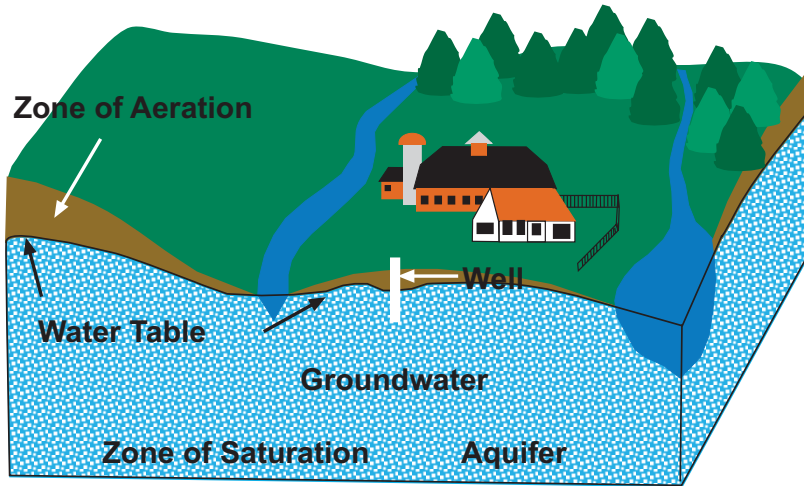
Threats to ESAs are similar to those of floodplains and shorelands. In addition, the quality and effectiveness of ESAs can be severely reduced should adjacent development change drainage patterns or remove native vegetation from the lands within or immediately adjacent to the ESAs. Such disturbances can also introduce invasive plant species to the ESAs, which can result in loss of native vegetation, diversity, and habitat.

It is recommended that the Village of Wrightstown work proactively with the Brown County Planning Commission to identify and educate the Village's residents about the importance of ESAs.

Groundwater

As shown in Figure 7-7, groundwater begins as precipitation. This precipitation (rain or snow) falls upon the land, and some runs off into lakes, rivers, streams, or wetlands. Some evaporates back into the atmosphere, and plants take some up. Groundwater is that precipitation that soaks into the ground past plant roots and down into the

Figure 7-7
Groundwater



Definitions

Groundwater -The water below the water table contained in void spaces (pore spaces between rock and soil particles, or bedrock fractures).

Water Table - The water surface in an unconfined aquifer; the level below which the pore spaces in the soil or rock are saturated with water; the upper surface of the zone of saturation.

Aquifer - A saturated geologic formation (rock or sediment) capable of storing, transmitting and yielding reasonable amounts of groundwater to wells and springs.

Zone of Saturation - The zone in which the pore spaces between soil and rock particles are completely filled with water. The water table is the top of the zone of saturation.

Zone of Aeration - The zone between the land surface and the water table in which the pore spaces between soil and rock particles contain water, air and/or other gases.

Source: Portage County Groundwater Citizens Advisory Committee

subsurface soil and rock. A layer of soil or rock that is capable of storing groundwater and yielding it to wells is called an aquifer. There can be a number of aquifers within an area, one above another. The top of the aquifer closest to the ground's surface is called the water table. The water table is the area below in which all the openings between soil and rock particles are saturated with water.

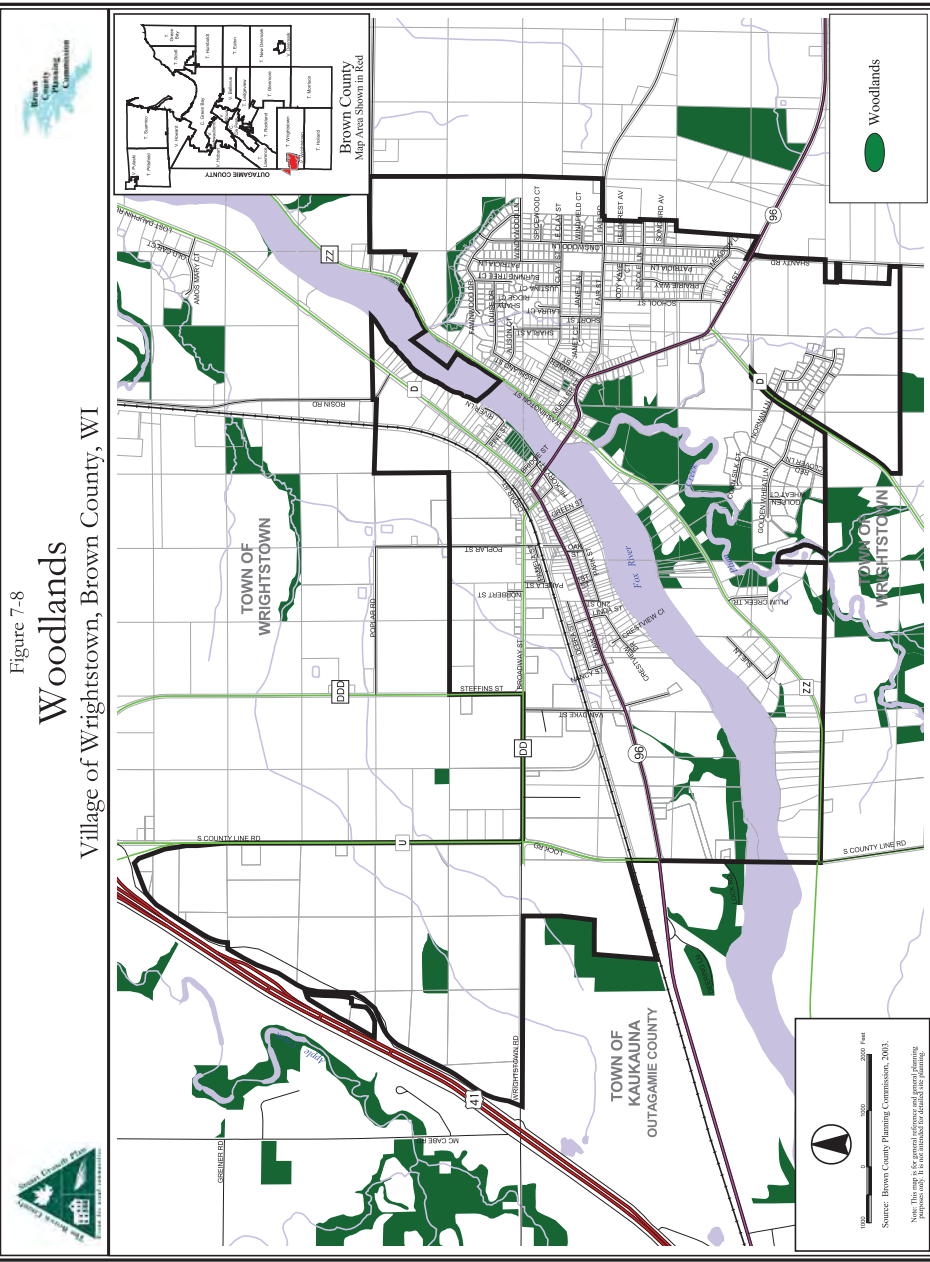
Like surface water, groundwater moves from high areas to low areas. It discharges at those places where the water table intersects the land's surface, such as in lakes, streams, and wetlands. The distance such groundwater travels is generally not far.

Groundwater is the source of the Village of Wrightstown's drinking water. It originates as precipitation that soaks into the ground south of the Village, generally outside of Brown County in Calumet and Outagamie Counties. Drinking water for the Village is drawn from the groundwater through municipal and private wells. This groundwater is also used by local agriculture and industry. In addition, the groundwater sustains the streams within and adjacent to the Village.

Overall, groundwater quality within northeastern Wisconsin is generally considered good, but localized problems, such as high levels of arsenic, do occur. Wrightstown's groundwater is generally in poor condition primarily due to high levels of naturally occurring fluoride. However, other groundwater problems within the aquifer the Village uses, such as high levels of radium and low groundwater levels, are not present within the Village.

It is very important that the groundwater, the Village of Wrightstown's only source of drinking water, be protected. The greatest threats to groundwater are contamination and overuse. As with any urban or urbanizing community, the most common sources of contamination include sludge and wastewater disposal, landfills, sanitary sewers, above ground storage of chemicals, contaminated stormwater, underground tanks, septic disposal, junkyards, septic systems, highway deicing salt, lawn fertilizers, pesticides, and improperly constructed wells. Because a significant amount of agricultural land is located within and adjacent to the Village, agricultural sources of contamination are also possible, including feedlots, manure storage and spreading, manure pits, irrigation, fertilizers, and pesticides. Overuse of the groundwater is not envisioned to be a problem within the foreseeable future for the Village.

To help communities meet the requirements of the federal Safe Drinking Water Act and to protect their drinking water supply, the Wisconsin Department of Natural Resources recommends that all communities undertake Vulnerability Assessments and Wellhead Protection Plans. The Village of Wrightstown has a Wellhead Protection Plan with elements of the Vulnerability Assessment within it. The Village should work with the DNR when an update of this plan becomes necessary due to development. It can also be noted that the DNR is preparing Source Water Assessments for every public water system in the state. These assessments, which can be used to help prepare Vulnerability Assessments and Wellhead Protection Plans, will be provided to communities in 2003. These assessments review the susceptibility of the public water system to contamination and review geologic and well construction data.



The Village of Wrightstown should undertake those studies and should obtain assistance from the DNR to do so. It is also recommended that the Village support Brown County’s “time of sale” program of inspecting private onsite wastewater treatment systems to guard against failing systems for those areas not served by municipal sewer. Ensuring functioning septic systems will protect groundwater used for private wells in these areas. If areas with multiple failing systems are found, the Village should consider the feasibility of extending sewer lines to correct these situations.

Woodlands

According to the Brown County Year 2000 Land Use Inventory, 163 acres, or about 7 percent of the Village of Wrightstown, was encompassed by woodlands. However, the majority of forested land in Wrightstown is associated with its streams, particularly Plum Creek. As such, it is probable that many of these woodlands are actually wooded wetlands. The Village’s woodlands are shown in Figure 7-8.

Based upon previous land use inventories, the amount of woodlands within the Village has decreased over the past 30 years from 210 acres (or 15 percent) in 1970 to about 163 acres (or about 7 percent) in 2000. The greatest loss of woodlands occurred between 1990 and 2000 when the percentage of woodlands within the Village decreased by 6 percent. A large reason for that change was that many of the woodlands associated with the Klister Ravine were developed for residential uses.

The woodlands that remain in Wrightstown are typically less ecologically diverse and more disturbed than the woodlands that existed prior to settlement of the Village. Although not present to any significant degree within the Village, valuable urban forests can and do occur. An urban forest includes tree-lined streets and trees in home landscapes, schoolyards, parks, stream banks, cemeteries, etc. The shrubs, flowers, and grasses often associated with these woods are also a part of the urban forest and play an important role in the community’s ecosystem, as well as in its identity and appearance.

Continued development is the key threat to Wrightstown’s remaining woodlands. Since these areas are prized as settings for residential subdivisions, they are often targeted for development. Intensive development, especially if improperly planned, can destroy the scenic and natural values of the woodland resource and can disrupt the blocks and corridors of vegetated land necessary to provide refuge and passage for wildlife. However, a well-planned and well-maintained urban forest can mitigate many of these adverse impacts and can reduce air pollution, slow stormwater runoff, and conserve energy.

Other threats to the woodlands within Wrightstown include improper management (such as the over harvesting or under harvesting of trees), haphazard utility and road construction and maintenance, the introduction of exotic species, pest infestations, and disease.

It is recommended that the Village of Wrightstown consider adoption of a Conservancy Zoning Overlay District and/or a tree preservation ordinance. Conservancy zoning is strongly recommended if shoreland zoning within the Village is not pursued and preservation of woodlands and wetlands, as well as other natural resource features, is

desired. The conservancy district should only allow uses consistent with the protection and preservation of natural resources and should have standards, such as setbacks and erosion control practices, to protect the value of the resource within the conservancy zone. To be most effective, the woodlands, wetlands, and shorelands should be accurately located and mapped. A tree preservation ordinance is recommended if protection of only woodlands is considered or a focus upon an urban forestry program is desired.

These districts would provide several benefits relating to the protection of natural resources. For instance, they would allow the zoning map to more clearly identify the areas where development can and cannot occur. Without an actual mapped district, areas, such as wetlands, could be mistakenly identified or entirely missed within other zones, such as commercial or residential districts. Even though other governmental regulations would help prevent development or loss of the wetland, it is misleading to the existing property owner or prospective developer who thinks the land is developable. Other benefits of the Conservancy District are that it can preserve areas for stormwater management, recreation and open space, and can act as a buffer between adjacent land uses.

In addition to the Conservancy Zoning and tree preservation ordinance, it is recommended that the Village of Wrightstown pursue designation as a Tree City USA to help preserve its more important woodlands and to help establish an urban forest. The Tree City USA designation is a voluntary program administered by the National Arbor Day Foundation and the USDA Forest Service. Currently, there are 2,700 tree cities across the country, with 139 in the State of Wisconsin. To receive the designation, a community must have a tree board, commission, or municipal department that has legal authority for the care of public trees and for developing and administering a community tree management program. The community must also have a tree ordinance, an annual budget for administering, managing, and implementing the community forestry program, and an Arbor Day observance and proclamation.

Wildlife Habitat

Since most of the Village of Wrightstown is either developed or actively farmed, existing wildlife habitat is generally found along the Village's streams, primarily Plum Creek and the Fox River. These lands consist of both upland and lowland vegetation. Such lands, because of their location, are conducive to forming large linear tracts of open space lands that are essential for biodiversity and for providing wildlife corridors.

Much of the wildlife habitat along these waterways is threatened by continued loss of habitat due to adjacent development and the introduction of exotic species.

The floodplain, shoreland, and conservancy recommendations noted above should be implemented since they would also provide more than adequate protection of wildlife habitat.

Threatened and Endangered Species

Federal and state law protects endangered and threatened species. Both levels of government prepare their own separate lists of such plant and animal species but do so working in cooperation with one another, as well as with various other organizations and universities. An endangered species is one that is in jeopardy and may become extinct. A threatened species is one that is likely, within the foreseeable future, to become endangered. A special concern species is one about which some problem of abundance or distribution is suspected but not yet proven. The main purpose of the special concern category is to focus attention on certain species before they become endangered or threatened. The Wisconsin Department of Natural Resources Bureau of Endangered Resources monitors endangered, threatened, and special concern species and maintains the state's Natural Heritage Inventory. This program maintains data on the locations and status of rare species in Wisconsin. Because some species are very sensitive, their actual locations are kept vague in order to protect them. Data for these species are only available at the county level.

Brown County currently contains over 50 plant and animal species that the state indicates are either threatened or endangered. While there are no federally-listed endangered or threatened species within or adjacent to the Village of Wrightstown, there is one state-listed threatened plant species (Handsome Sedge) and one state-listed plant species of special concern (American Gromwell), both located north of the Village along the east side of the Fox River. The primary threats to these two species are the loss of woodlands and associated habitat due to development and other factors, such as pollution.

It is recommended that the Village of Wrightstown contact (or require developers to contact) the Wisconsin Department of Natural Resources Bureau of Endangered Resources and review the state's Natural Heritage Inventory prior to any development adjacent to the Fox River north of the current Village limits. It is further recommended that should the type of habitat needed by either of the two plant species in this area be encountered (woodlands), the appropriate agencies be contacted and protection measures implemented. Due to the importance of the Fox River and its floodplain, shoreland, habitat, and scenic values, public acquisition should be considered.

Scenic Resources and Topography

The Village of Wrightstown has a generally level topography, which very gradually rises as one moves away from the Fox River. However, the Village also has two very distinctive topographical features: the bluffs associated with the Fox River and the Plum Creek ravine. Much smaller ravines are also associated with the tributary to Plum Creek, located immediately south of STH 96, and with a tributary to the Fox River, located at the north end of the Village on the east side of the river. The majority of the Village has an elevation of approximately 660 feet above sea level but very gradually rises to 680 feet at its far eastern and far western limits. The Fox River's elevation is approximately 590 feet above sea level, and its bluffs within the Village range from 50 feet in height along the northern reaches of the river to about 70 feet in height along the southern reaches of the river. The Plum Creek ravine is approximately 50 feet deep, while the two other noted ravines are approximately 20 feet deep. The highest point within the Village, at about

690 feet, is at the intersection of USH 41 and CTH U. Thus, there is about 100 feet of elevation difference between the highest and lowest points.

The topography of the Village has a significant impact on its natural and scenic resources, as well as on stormwater management and erosion control. While highly subjective, scenic beauty is also an important element of many successful communities. Surveys have shown that most people enjoy open spaces and vistas of unspoiled nature, but what that specifically means is often difficult to define. To some, the most beautiful scenic resources are views of blue skies, green hills, shorelines, and woodlands, while others prefer park or golf course settings or pastoral settings.

The areas of extreme topography within the Village can be scenic resources of great value to the community. The shoreline of the Fox River, in particular, is a significant scenic resource. The high elevation of the STH 96 bridge over the Fox River and the location of CTH D along the west side of the river and CTH ZZ along the east side provide the best scenic views within the Village. The same value applies, but to a somewhat lesser extent, to the Plum Creek ravine. The large expanse of wooded land in the central portion of the Village also provides great scenery. Being so close to the center of the Village, the rural nature of this region can provide a pleasant diversion.

Seeking ways to maintain these scenic characteristics of the community should be considered because of the contrast they provide from the surrounding landscape and the vistas they provide.

Mineral Resources

The Village has no known metallic or non-metallic mineral resources, and there are no mines, pits, or quarries located within or immediately adjacent to the Village.

Should such resources be discovered or such operations considered, the Village should consider adoption of applicable ordinances to regulate that activity. In that regard, Brown County's non-metallic mining ordinance (which applies to reclamation activities) does apply within the Village until such time as the Village adopts its own ordinance which is at least as restrictive as that mandated by the State of Wisconsin.

Historic Buildings

Historic sites are those sites or places worthy of preservation and determined to be significant to the nation's, state's, or local community's heritage in terms of history, architecture, archaeology, engineering, and/or culture. To be listed on a national or state registry of historic sites, the site or place must be nominated, and it must meet applicable federal and/or state requirements. Although listing does not place any restrictions on the site or place, it does enable it to become eligible for special income tax credits for rehabilitation and for other grant and aid programs. However, special restrictions to the site or place may apply if a unit of government owns it.

The Mueller-Wright House, which is located on Washington and Mueller Streets, is the only property within the Village of Wrightstown that is listed on the national and state registries of historic places. This Greek revival home was constructed in the mid-1850s



and added to the registry in 1978. However, according to the State of Wisconsin Historical Society's Architecture and History Inventory, there are a total of 26 structures in the Village that have some historic/architectural significance and may be eligible for inclusion on the state and national registers.

Wrightstown's buildings vary greatly in age. While approximately 40 percent of its housing units were built in the last 10 years, approximately 10 percent were built in each preceding decade back to 1940, and the remaining 20 percent were built prior to 1940. Therefore, many could be eligible for historic status. Deterioration, development, and redevelopment threaten these older units. Also, as former farms are subdivided, the original farmhouse and outbuildings are often razed to make way for the new streets and lots. Old commercial buildings are also torn down as business areas redevelop. Many of the older buildings in Wrightstown may no longer be structurally sound and may no longer be good candidates for rehabilitation, but some could be restored or maintained as reminders of Wrightstown's days as a rural community.

Wrightstown should periodically review and revise its Historic Preservation Ordinance to ensure its continued viability. The Village should also conduct a survey of its older buildings to determine if any qualify for historic status like the Mueller-Wright House. Buildings that function as cultural icons should also be identified. The research that went into the preparation of *Trip Back In Time, Wrightstown 1901- 2001*, which was prepared for the Village's centennial celebration, would provide a very good starting point for such an effort. The Village should establish priorities for protection of historic and cultural buildings and strive for rehabilitation and maintenance rather than demolition. Grants and tax incentives for qualifying buildings should be taken advantage of. The integration of the Village's older buildings and architectural styles within new developments adds character to the Village and should be supported.



Archeological Resources

A literature search by the Neville Public Museum has found few records of archeological resources within the Village of Wrightstown, and little archeological work has been done in this area of Brown County. The state Archeological Site Inventory does identify a mound group within the Village along the west side of the Fox River that was found in 1903 but was never field checked. In addition, records indicate that a burial site (probably Native American) was unearthed along Park Street in this area of the Village in 1996, providing further evidence that this area was likely used as a cemetery in the

distant past. Furthermore, the Neville Public Museum has numerous artifacts in its collections that are noted to have been found in the vicinity of the Village. Historic accounts indicate that the Wrightstown area, particularly in the vicinity of the confluence of the Fox River and Plum Creek, may have contained an Indian camp.

Archeological sites are windows to the past. They provide information and insight as to the culture of the previous residents of Wrightstown. Current state law gives protection to all human burial sites. There are also programs and restrictions relating to other archeological sites. Developing these sites before they can be catalogued and studied is the major threat to this resource.

Wrightstown should capitalize on the value of these resources, perhaps through including these sites within public neighborhood parks and educating citizens about pre-European settlement life in the Wrightstown region. The Village should work with the Wisconsin Historical Society and the Neville Public Museum to identify these sites. Processes for dealing with these sites during construction of new development should then be established, particularly for burial sites, which are currently protected under state law.

Community Identity and Design

Issues related to community identity and community design appeared often during the public visioning sessions that were conducted early in the planning process. Residents were concerned about improving or establishing the Village's identity and design elements, such as signage, landscaping and buildings, and maintaining its small community atmosphere. Therefore, these issues became a foundation for this plan's vision statement and for many of its objectives.

At the moment, the Village of Wrightstown does not capitalize upon its own distinctive identity. For instance, there is no uniform appearance to its signage, roadways, or downtown, and there is no particular focus or emphasis placed upon the Fox River. Therefore, there is a danger that Wrightstown's identity will not be distinctive enough to set it apart from any other community.



Its cultural landmarks, especially public gathering places, also portray Wrightstown's identity. Churches, libraries, dance halls, and similar institutions are what often spring to mind when one thinks of a community. Within Wrightstown, its churches serve as cultural landmarks due to their central location, architectural scale and design, and status as a focal point for residents during most of the history of the community.

To create a distinct and attractive identity, to foster community pride, and to promote the Village, it is proposed that:

- The Village's entrance corridors and downtown should be a focal point of Wrightstown's efforts to achieve good design and a distinct identity.
- Two village squares, one on each side of the Fox River and connected by pedestrian-oriented facilities, should be created downtown. The village squares should consist of such land uses as public buildings, shops, and restaurants, which surround a central feature like a fountain, gazebo, or small park. The land uses surrounding the squares and the squares' central features should be specifically designed to be attractive and friendly to pedestrians, encourage longer visits to these areas, and provide a community gathering place. Special streetscaping (road and/or sidewalk pavers, lights, plantings, etc.) and building architecture (colors, windows, sizes, etc.) should be used to create a distinctive identity and to highlight these village squares. The two village squares would be connected by High Street and the STH 96 bridge over the Fox River. STH 96 should also be redesigned to be more attractive, safe, and pedestrian-friendly to encourage slower traffic speeds and more pedestrian use. Both squares should be located downtown as close to the Fox River and High Street as possible. The purpose of the two village squares and its pedestrian connection is to revitalize the downtown by making it more attractive, friendly, and safe to both visitors and residents who would wish to work, shop, or sightsee. Construction of the village squares and pedestrian connection should occur whenever an opportunity arises, and it could occur in phases. Examples of such opportunities are the former M&I Bank property and during major road or utility construction or reconstruction in the vicinity of High Street or the bridge.
- A downtown business association should be considered to assist the Village in the establishment of design, architectural, and building and landscaping criteria to revitalize, beautify, and restore the character of the downtown area and, in particular, the village squares. In terms of natural and cultural resources, this would include establishment of design and building standards to encourage rehabilitation of the older, more architecturally interesting buildings and the establishment of greenspace requirements to facilitate an urban forest and attractive landscaping.
- Planting street trees should be encouraged as a means of beautifying the built environment and providing neighborhood character. In the older neighborhoods of Wrightstown where street trees were originally planted, the now mature trees are a significant amenity. Wrightstown should require the planting of street trees for new subdivisions. In addition, the Village should seek to preserve selected existing trees either by working with developers to design around such trees or through a tree preservation ordinance. The Village should also consider the establishment of a Tree Board.
- Even small areas of greenspace within residential developments are cultural resources that add value to neighborhoods. New development should contain small



neighborhood parks or greenspace either through the use of conservation subdivisions or by setting aside small areas as neighborhood green or recreation areas.

- Where public acquisition is appropriate or a larger setback/buffer adjacent to surface water is desired, establishment of natural corridors or parkways should be considered. By keeping intensive development out of the stream corridors, water quality is improved, habitat is maintained, and recreational opportunities are preserved. Parkway also maintain scenic values. It is specifically recommended that parkways be created along the Village's primary drainage corridors, the Fox River and Plum Creek. Parkway along the other tributaries of these surface waters should also be considered. The parkways should, at a minimum, include the floodway/shoreland buffer portion of the corridor and should ideally contain additional lands. These parkways would allow the corridors to remain mostly undeveloped as wildlife corridors, preserve natural beauty, provide stormwater management areas, and link parts of the Village together. The parkways would also enhance public access and allow the Village to capitalize on the intrinsic value of its most notable natural features. Acquisition of parkways could occur anytime that an opportunity arises. Generally, it could occur at the time adjacent lands are developed and could be accomplished either through dedication or purchase. If public acquisition is not feasible, private ownership subject to conservation easements could be considered. Lands within the parkways should be used only for passive recreation, such as trails.
- Alternative development approaches, such as conservation subdivisions, should be encouraged near environmentally sensitive areas. New subdivisions can be designed to preserve natural drainage patterns, reduce fragmentation of wildlife habitat, and limit the amount of impervious surfaces, such as roads. By clustering development on a site, large blocks of environmentally sensitive areas can be left as preserved open space. To promote such development practices, greater flexibility and incentives should be inserted into Wrightstown's development codes, such as allowing reduced lot sizes, smaller setbacks, and/or narrower streets in exchange for preservation of natural resources.
- Agricultural, natural, and cultural resources education should be encouraged. Spreading knowledge of the importance of the Village's agricultural, natural, and cultural resources and ways to maintain them are essential implementation tools. For example, educating property owners along creeks about nonpoint source pollution and providing tips on landscaping and buffering to prevent this pollution can help to achieve improved water quality. Periodic newsletters could be mailed to Wrightstown residents to provide information on topics, such as not dumping pollutants down storm sewers, tree trimming tips, and other issues relating to natural resource protection. Water resource educational materials are available from the WDNR and the UW-Extension. Another example is to erect signs that identify the names of creeks at road crossings. These signs are an excellent way to raise awareness of drainageways. Unnamed creeks could have names established, perhaps by honoring landowners along them or through school naming contests. This is also another way of raising awareness of the importance of these features.

Recommended Policies, Programs, and Actions

It is important to note that many of the policies, programs, and actions identified in this chapter have been specifically formulated to also address recommendations within the Land Use and Community Facilities chapters of this plan. Not only is such an approach economical and efficient for the Village, but also such considerations are required under the Smart Growth legislation.

Agricultural Resources Recommendations

- Rezone lands from exclusive agriculture only when development begins to approach that portion of the community.
- Support an update of the *Brown County Farmland Preservation Plan* after completion of this Village of Wrightstown Comprehensive Plan to ensure that the recommendations of the two plans are consistent with one another.
- Work with the surrounding towns to undertake comprehensive agricultural planning to ensure the orderly and timely conversion of agriculture to other uses and to maximize the compatibility and minimize the conflicts between agriculture and adjacent land uses.

Natural Resources Recommendations

- Preservation and protection of the Fox River should be the Village's highest natural resources priority. This would also include preservation and protection of the cultural and scenic resources associated with the Fox River.
- Flood studies should be undertaken for all drainageways within the Village. This can be accomplished on a case-by-case basis by developers as development occurs, but it may be more appropriate as part of a comprehensive stormwater management plan.
- Prepare and implement a comprehensive stormwater management plan.
- Periodically review and revise when necessary the Village's Floodplain Zoning Ordinance to ensure its continued viability.
- Work with school or local conservation groups to utilize natural shrubs, grasses, and trees to stabilize the shoreline and improve the filtration of pollutants of Plum Creek and the Fox River, where possible.
- Adopt a shoreland-wetland zoning ordinance. Under state law, such an ordinance is required for all communities for at least those wetlands five acres or larger in size located within a shoreland area. These wetlands, primarily located along Plum Creek, should be field verified and mapped. The Village should also expand the ordinance to provide uniform protection, preservation, regulation, and enforcement of setbacks/buffers along the shores of its rivers and streams.
- Work with the WDNR and local conservation or school groups to remove invasive plant species, such as purple loosestrife, from the Village's wetlands, shorelands, and floodplains.

- Support an update of the *Brown County Sewage Plan* to ensure that it is consistent with the recommendations of this comprehensive plan, particularly as it applies to the environmentally sensitive area designations.
- Undertake a Vulnerability Assessment and a Wellhead Protection Plan to ensure protection of the Village's drinking water supply.
- Support Brown County's "time of sale" program of inspecting private onsite sewage disposal systems to guard against failing systems in those areas not served by public sanitary sewers.
- Consider inclusion of a Conservancy Zoning Overlay District within the Village's zoning ordinance for any natural resource features it wishes to protect and preserve that are not included within the floodplain and shoreland ordinances, particularly if shoreland-wetland zoning is not implemented.
- Consider adoption of a tree preservation ordinance, particularly if a Conservancy Zoning Overlay District is not implemented.
- Apply for designation as a Tree City USA. This would require the establishment of a Tree Board or Commission, a community tree management program, a tree preservation ordinance, and an annual budget for administering, managing, and implementing the community forestry program.
- Consider official mapping of the location of the state-listed threatened plant species and public acquisition of the area if and when it becomes annexed. In the meantime, the Village should establish a procedure to inform potential developers of the importance and restrictions associated with development of the area should the area be identified within the Village's future growth area.
- Consider adoption of its own nonmetallic mining ordinance should such resources ever be found within the community.

Cultural Resources Recommendations

- Create two village squares, one on each side of the Fox River and connected by pedestrian-friendly facilities, to revitalize the downtown, to provide a community meeting place, and to encourage more shopping and sightseeing.
- Periodically review and revise the Village's Historic Preservation Ordinance to ensure its continued viability.
- Undertake an effort to survey the Village's older buildings and archaeological sites, establish priorities for their protection, and pursue grant and other funding assistance opportunities to accomplish these efforts.
- Promote the Village's uniqueness through educational efforts focused on its citizens, businesses, and tourists. Topics that should be addressed include its special natural, cultural, and historical aspects.
- Focus the Village's design and beautification efforts first upon its downtown and entrance corridors and then by similar efforts upon its neighborhoods and major natural resources. Specific actions should include:
 - Street tree requirements.

- Establishment of small neighborhood parks, areas of greenspace, plazas, etc.
- Establishment of a downtown business association.
- Establishment of parkways, walkways, trails, etc. along major natural resource, recreation, or pedestrian corridors.
- Promotion of alternative development methods, including conservation subdivisions, traditional neighborhood developments, and mixed-use developments.

CHAPTER 8

Intergovernmental Cooperation

Cooperation between neighboring and overlapping units of government is one of the primary goals of the Wisconsin Comprehensive Planning Law, as well as the multi-jurisdictional planning effort, of which this plan is a component. In order for the Village to grow in an orderly and efficient manner, it is necessary for the Village to work with its neighbors, Brown County, the state, and other units of government. Working cooperatively is especially important since many issues, such as stormwater management and traffic, do not recognize municipal boundaries. What one municipality does can have significant impacts on its neighbors.

The intent of the Intergovernmental Cooperation chapter is to analyze the existing relationships between the Village and other units of government and identify means of working cooperatively toward the goals and objectives identified in the Issues and Opportunities chapter of the plan.

Analysis of Governmental Relationships

Wrightstown School District

A meeting was held with the Wrightstown School District Superintendent on June 11, 2003, to discuss the comprehensive plan. The superintendent noted that there is a need for additional active park and recreation facilities in the Village. Currently, the Village utilizes the school district facilities for recreation programming. However, the availability of the facilities, such as the baseball, softball, and soccer fields, is increasingly rare. The plan recommendations of neighborhood parks and a larger community park south of the high school would help to alleviate this issue.

A second issue that was discussed was the rate of growth in the Village and the need for better communication between the school district and the Village. This is especially important when there are proposals for duplex or multifamily housing units in the Village, since these can have a large impact on the school district's class size planning. In order to address this issue, it was agreed that the Village would include the school district on the mailing list for meeting agendas and minutes.

Another item discussed was the need to create closer ties between the local business community and the school district, particularly in terms of mentoring and after school programming. Currently, there are no programs with any of the businesses in Wrightstown. However, developing a closer link between the businesses and students would likely be beneficial to both parties.

The school district has a number of clubs that could be utilized as resources to provide service to the Village, such as the school's environmental club and Future Farmers of America (FFA). Currently, the environmental club is active in cleaning and maintaining the Fox River Trail in the Greenleaf area, and the FFA grows flowers and shrubs, which the Village could purchase for plantings. These cooperative ventures could be expanded

to include exotic plant species abatement, such as purple loosestrife, and the maintenance of Village plantings and beautification efforts. Cooperative efforts such as these would provide an educational opportunity and a valuable public service at the same time.

Adjacent Local Governments

Town of Wrightstown

The Town of Wrightstown bounds the Village on the northern, eastern, and southern sides. A joint meeting of the Village of Wrightstown Board and Town of Wrightstown Board was held on April 29, 2003, at the Village Fire Station. A number of issues were discussed, but the discussion centered around the need for better communication between the Village and Town, as well as a general consensus that a boundary agreement between the two communities should be pursued. The boundary agreement discussions are planned to take place after completion of the Village of Wrightstown Comprehensive Plan. As a first step in accomplishing this goal, the Village has identified a "Joint Village/Town Planning Area" for the lands between CTH U and CTH DDD on the Future Land Use Plan map in the Land Use chapter.

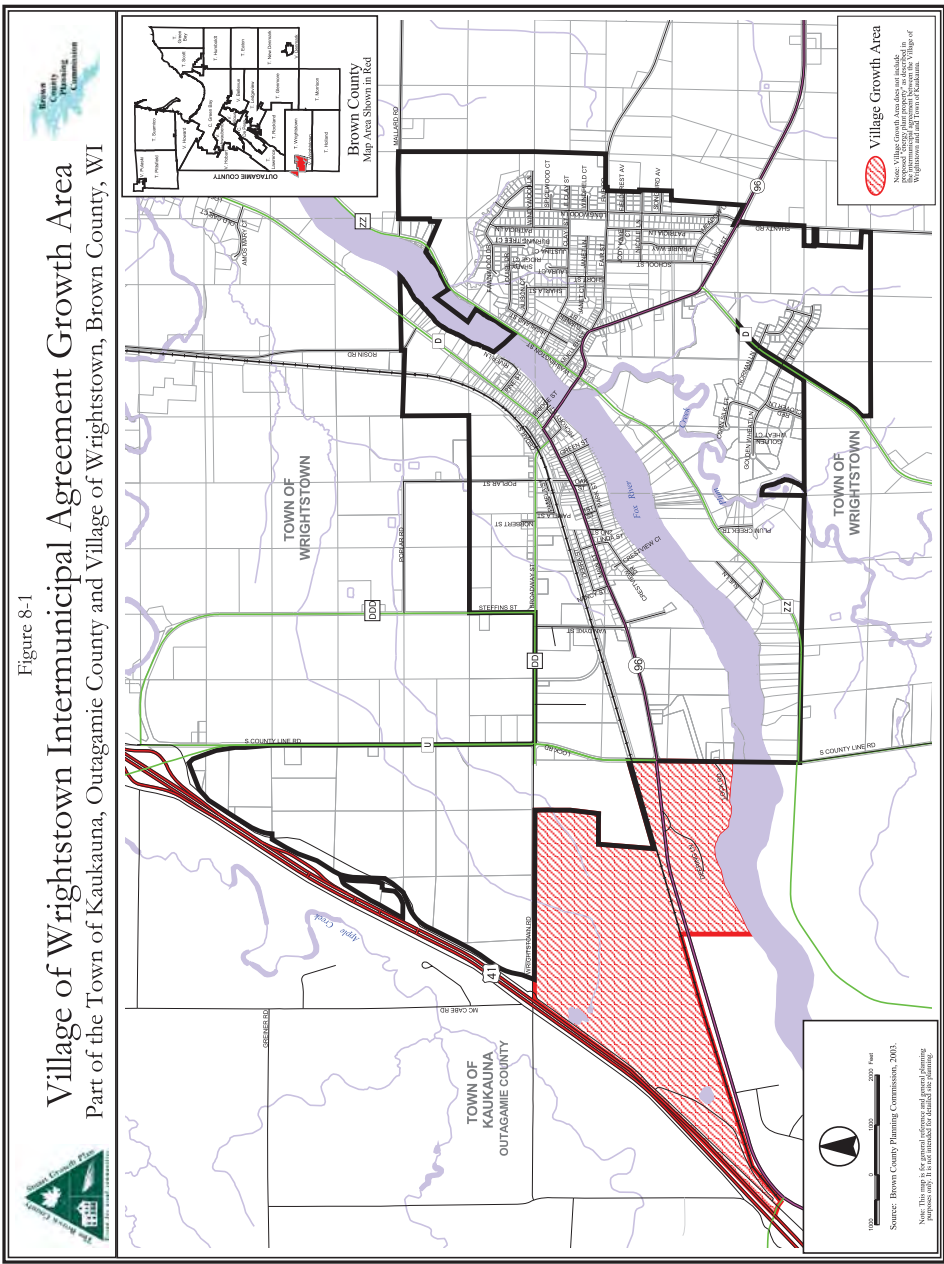
Secondary issues that were discussed include the possible formation of a joint park and recreation department and cooperation regarding the possible development of a new fire department substation located either on the far east side of the Village or within the Town. The Village and the Town also agreed that continuing to meet every six months (or more often if necessary) would be in the best interest of both communities.

Town of Kaukauna

The Town of Kaukauna bounds the Village of Wrightstown along its western boundary. The Town and Village entered into an inter-municipal agreement on March 19, 2002, to provide for orderly land development. The agreement created a 20-year boundary between the Village and the Town. It was agreed that over time the Village could annex land with property owner consent without Town opposition. In return, the Village agreed to not annex any land where a potential gas-fired power plant would be located and to not annex any land west of the high voltage power line easement, south of the Canadian National Railroad tracks, or any land west of USH 41. This agreement allows for both the Village and Town to orderly plan their communities. In the event that there would be any major changes within either the Town or Village boundaries or in the event that a major development would be discussed, the other community would be notified and a joint meeting held. Figure 8-1 identifies the agreement area between the Town of Kaukauna and the Village of Wrightstown.

Brown County

The Brown County Planning Commission staff, as part of a multi-jurisdictional planning effort, facilitated the development of the Village of Wrightstown Comprehensive Plan. Therefore, Brown County is very supportive of the recommendations contained within the Village of Wrightstown Comprehensive Plan, particularly those that relate to the redevelopment of its downtown, traffic calming measures, and the development of neighborhoods rather than just subdivisions. As this is a multi-jurisdictional planning



effort, the Village’s comprehensive plan will be adopted as a component of the Brown County Comprehensive Plan when the County plan is completed.

Outagamie County

The Village of Wrightstown is currently working with the Outagamie County Highway Department to implement a recommendation in the comprehensive plan. CTH U from USH 41 to Broadway is being discussed for conversion to a two lane boulevard in order to increase capacity and improve safety for the development that is taking place in Royal St. Patrick’s and the planned expansion of the Village’s industrial park. Creating a boulevard along CTH U will present a very pleasing entryway into the Village, as well as tie the Royal St. Patrick’s development into the rest of the Village. The Village will continue to keep Outagamie County informed of its development trends and issues as they arise.

Region

The Village of Wrightstown is primarily within the Bay-Lake Regional Planning Commission (Bay-Lake RPC) jurisdiction, which covers an eight-county region and includes Brown, Door, Florence, Kewaunee, Manitowoc, Marinette, Oconto, and Sheboygan Counties. Bay-Lake RPC provides planning, ordinance writing, economic development, mapping, environmental studies, and grant writing to member communities within its region. To date, the Village of Wrightstown has not utilized the services of the Bay-Lake RPC. However, Bay-Lake RPC is willing to work with the Village on future projects should a request be made.

The recently annexed portion of the Village that contains the Royal St. Patrick’s development is in Outagamie County and, therefore, within the region of the East Central Regional Planning Commission (East Central RPC). East Central RPC provides the same services that Bay-Lake RPC does. However, the East Central region includes Calumet, Fond du Lac, Green Lake, Marquette, Menominee, Outagamie, Shawano, Waushara, Waupaca, and Winnebago Counties. The Village should work with East Central RPC and Outagamie County when identifying potential trail connections or transportation improvements within or extending into Outagamie County.

State

The Village has a number of cooperative relationships with state agencies. The Department of Natural Resources and Department of Transportation were provided with copies of the draft chapters that are relevant to their areas of expertise for review and comment.

Wisconsin Department of Natural Resources

Wisconsin Department of Natural Resources staff was asked to comment on the draft Utilities and Community Facilities chapter, as well as the draft Agricultural, Natural, and Cultural Resources chapter. The WDNR staff provided additional background and technical information for both of the chapters.

The Village is located in a rather unique setting in terms of its natural resources with the Fox River running through the middle of the Village and with Plum Creek and its associated ravine emptying into the Fox River at the Brown County boat landing. The Village will need to continue working with the WDNR to find ways to improve the water quality of both of these major waterways, as well as their smaller tributaries.

WDNR staff can also provide the Village with a wealth of knowledge related to the Village's water and sewage systems. As the Village continues to grow, additional stress will be placed on these utilities, possibly creating a need for expansion of the existing facilities. WDNR staff should also be utilized to provide insight and technical expertise on how the Village could most efficiently use its existing community utilities without causing environmental damage to the Village's natural resources.

Wisconsin Department of Transportation

WisDOT staff was asked to comment on the draft Transportation chapter, and they provided additional information regarding a proposed functional classification change involving upgrading CTH U and CTH DD to major collectors. WisDOT staff also noted the importance of a paved shoulder connection for bicycles along STH 96 between Wrightstown and Greenleaf as a connection to the Fox River Trail.

It is very important that the Village continue to work with the Department of Transportation to implement the traffic calming recommendations along STH 96 contained within the Transportation chapter. The Village should also continue to keep WisDOT informed of development and redevelopment activity along the STH 96 and USH 41 corridors. WisDOT should consult the Village's comprehensive plan and board when considering improvements to its transportation facilities.

Wisconsin Department of Administration

Although the relationship between the Village of Wrightstown and the Wisconsin Department of Administration was formed rather recently, it has proven to be a fruitful one for the Village. The Comprehensive Planning Grant program helped the Village fund the development of its first comprehensive plan and meet the requirements of s.66.1001. The Village should continue to develop this relationship and rely on the Department of Administration for technical expertise for the implementation of this plan, as well as a potential funding source for future projects.

Wisconsin Department of Commerce

The Village of Wrightstown was recently awarded a Community Development Block Grant for Public Facilities (CDBG-PF) from the Wisconsin Department of Commerce. The Village will be utilizing the grant to replace a number of storm sewer, water, and sanitary sewer mains in the downtown to reduce the amount of clear water inflow and infiltration into the system, thereby reducing the loadings on the Village's sewage treatment plant. Commerce should continue to help fund improvements and provide technical expertise to Wrightstown.

Intergovernmental Plans or Agreements

The Village of Wrightstown and Town of Kaukauna have an intergovernmental agreement that describes where Town residents may petition the Village of Wrightstown for annexation without Town opposition and, conversely, where the Town may develop without the threat of Village annexation for 20 years. The agreement has been in force since March 19, 2002, and to date, both communities are abiding by it. The agreement makes a clear statement that the Village and Town are cooperating with regard to development and will work together should a situation arise.

The Town of Wrightstown and Village of Wrightstown have a draft agreement for the area bounded by CTH U, CTH DD, and CTH DDD. However, it has not been officially adopted. At the joint Village Board/Town Board meeting, this area was again discussed, and the need for a common vision for the area was raised. As a result, the Town and Village will again be meeting at the conclusion of this planning effort to try and work out a boundary agreement for not just the CTH U corridor but for the entire shared border.

Existing and Potential Intergovernmental Conflicts

Potential Annexations

The most likely potential intergovernmental conflict would be Town of Wrightstown property owners petitioning the Village of Wrightstown for annexation. This would become more of an issue as the Village continues to grow at a steady rate and the demand for services (public water, sewer, etc.) and land to house the increasing population continues to grow. Annexation disputes often pit villages and towns against each other with only the developer coming out ahead. Often the development is detrimental to the overall character and quality of either community.

The Village of Wrightstown and Town of Kaukauna have avoided this situation through the development of a comprehensive inter-municipal agreement covering the next 20 years. The agreement specifies which areas the Village may annex without Town opposition and where the Town may develop without the possibility of it being annexed.

Processes to Resolve Conflicts

There are a number of processes that the Village and the surrounding communities could utilize to resolve or prevent conflicts in the future outside of the legal system, which should be the last resort. These methods include cooperative planning, informal negotiation, facilitated negotiation, mediation, and binding arbitration.

A boundary agreement with the Town of Wrightstown should be a goal for both the Town and the Village. The Village has a proven track record in successfully negotiating a boundary agreement with the Town of Kaukauna and should work with the Town of Wrightstown to achieve an agreement. However, for a boundary agreement to be reached and to be effective, both parties must negotiate in good faith so that a settlement agreeable to both sides can be attained.

Summary of Recommendations

To achieve the goal and objectives of this element of the plan, the Village should:

- Continue discussions with representatives of the Town of Wrightstown regarding cooperative planning for future land uses and street patterns within the Village's extraterritorial area.
- Begin comprehensive boundary agreement discussions with the Town of Wrightstown.
- Continue to follow the adopted intergovernmental agreement with the Town of Kaukauna.
- Continue to work with the Brown County Parks Department to plan for the boat landing, as well as a series of interconnected trails linking the park to other parts of the County as displayed on the Future Land Use map and within the Brown County Open Space and Outdoor Recreation Plan..
- Work with Outagamie County to provide future trail linkages to the CE Trail and the Fox Cities.
- Establish an ongoing meeting schedule with representatives of the surrounding communities to discuss land use, transportation, stormwater, and other planning issues that transcend municipal boundaries.
- Share meeting agendas and minutes with the surrounding communities and school district to increase intergovernmental cooperation and awareness of planning issues.
- Maintain an open line of communication between the Village and Wrightstown School District.
- Continue to participate in intergovernmental agreements for fire, police, and emergency rescue services.
- Request incorporation of the Village of Wrightstown Comprehensive Plan into the Bay-Lake Regional Planning Commission Master Plan for the region.
- Utilize the resources of the Bay-Lake and East Central Regional Planning Commissions, especially when dealing with issues that transcend local and county boundaries.
- Work with Advance (the economic development arm of the Green Bay Area Chamber of Commerce) and the Bay-Lake and East Central Wisconsin Regional Planning Commissions to promote cooperative intergovernmental economic development activities and strategies to strengthen the region's economic vitality.
- Continue to work with the Wisconsin Department of Transportation to cooperatively plan for safe, efficient, and visually appealing STH 96 and USH 41 corridors.

CHAPTER 9 Implementation

The completion of a comprehensive plan should be celebrated as a significant milestone in providing guidance for the future development of the Village of Wrightstown. However, the key to the success of a comprehensive plan is its implementation. There are several land use regulatory tools, as well as administrative mechanisms and techniques, which can be utilized as implementation tools for the plan. While the Implementation chapter does not include all of the recommendations of the comprehensive plan, it does summarize the various implementation tools and related action steps toward its implementation.

Downtown Design Plan

A design plan focusing on STH 96 from Broadway to Turner Street would provide a clear vision of what downtown Wrightstown could look like. The design plan should incorporate the concepts contained in the comprehensive plan of creating a "walkable, livable, and varied" community with a vibrant downtown. The content of the design plan should focus on façade and streetscape improvements while incorporating the views and public uses of the Fox River and traffic calming concepts that are recommended within the comprehensive plan.

Action Steps:

- Budget approximately \$30,000 to \$50,000 for the development of a downtown design plan.
- Send out a request for proposals to qualified design consultants.
- Begin design process with the selected consultant and a committee consisting of downtown business owners, Village residents, and a WisDOT representative.

Zoning

Zoning is the most common regulatory device used by municipalities to implement plan recommendations. The major components of zoning include a written zoning ordinance and zoning district map. The zoning ordinance includes specific language for the administration of the regulations. Included in the text are definitions, district use requirements, administrative procedures, sign and parking regulations, and other elements. The companion zoning district map defines the legal boundaries of each specified zoning district of the zoning ordinance.

Action Steps:

- When the Village considers future rezoning, conditional use, or variance requests, it is important that the various comprehensive plan goals, objectives, and

recommendations be considered and used as a guide in the rezoning determination process. Whenever a decision is reached either approving or disapproving rezoning requests, the specific goals, objectives, policies, or other comprehensive plan concepts that the decisions are based upon should be noted as part of the record.

- The Village's zoning ordinance should be revised to promote concepts from the comprehensive plan, such as mixed land uses, zero setback commercial development, and traditional neighborhood developments.
- Utilize the Planned Development District to develop new mixed-use neighborhood nodes as the defining element of each new neighborhood.
- The Village zoning ordinance should be revised to expand and establish design requirements for all commercial and industrial development in the Village.
- Develop a housing maintenance code to ensure an adequately maintained housing stock.
- Adopt a shoreland-wetland zoning ordinance as required by state law.
- Amend the zoning ordinance to include a district that allows traditional neighborhood developments based on the model ordinance developed by the state.

Subdivision Ordinance

Subdivision regulations govern the process by which lots are created out of larger tracts of land. These regulations seek to ensure that the subdivisions appropriately relate to the geography of the site and existing and future public facilities. New subdivisions must also be consistent with the community vision as outlined by the comprehensive plan.

Action Steps:

- The Village should review the comprehensive plan components and recommendations and use them as a guide in the review process when considering land divisions. Whenever a decision is reached either approving or disapproving land division requests, the specific goals, objectives, policies, or other comprehensive plan concepts that the decisions are based upon should be noted as part of the record.
- The subdivision ordinance should be revised to ensure that new development is consistent with the comprehensive plan. It is especially important in regards to encouraging neighborhood developments that are "walkable," "livable," and "varied," as stated in the plan. The subdivision ordinance should be revised to also contain design standards for open space, street widths and connectivity, sidewalks, trails, street trees, stormwater management, and other components of the comprehensive plan.
- Amend the subdivision ordinance to include standards for conservation by design subdivisions where the preservation of environmental features is desired.

Official Map

An Official Map is a regulatory tool utilized by a community to project and record future municipal improvements. It is commonly used to identify existing streets and planned improvements, but an Official Map can also be utilized to identify planned school sites, recreation areas, and municipal facilities. Once an area is identified on an Official Map, no building permit for a use other than the proposed use on the Official Map may be issued for that site unless the map is amended.

Action Steps:

- The Official Map should be revised to reflect the recommendations of the Village's comprehensive plan. Items that should be mapped include transportation improvements (grid-like street extensions), future park sites, future fire department substations, utility rights-of-way, schools, and other facilities.
- Future amendments to the Official Map should be reviewed to determine if they are consistent with the recommendations of the comprehensive plan.

Capital Improvements Program

Another important device for comprehensive plan implementation is the development of a Capital Improvements Program (CIP). The program is designed to annually schedule public works projects within a specified period of time, which usually encompasses a period of five to ten years. A CIP that is consistent with the comprehensive plan will provide a monitoring tool to ensure that public works projects are located and scheduled with thorough consideration of each of the plan's chapter recommendations.

Action Steps:

- Based on the comprehensive plan's recommendations, the Village should update and review the priorities and schedules for public works projects, such as road construction and maintenance, park development and acquisition, sewage system upgrades, and water supply improvements.
- Utilize the comprehensive plan's 5-year growth increments when scheduling public utility and infrastructure improvements.
- Annual updates to the Capital Improvements Program should occur, and these updates should be in compliance with the recommendations of the comprehensive plan.

Building and Housing Codes

A building code is a set of regulations that describes standards for the construction of new buildings or the remodeling of existing buildings. The Village adopted its own building code in 1979 and last updated it in 1999. A housing code defines standards for how a dwelling unit is to be used and maintained after it is built.

Action Steps:

- The building inspector should review the comprehensive plan to identify opportunities to use the enforcement of the building code as a mechanism to implement the goals and objectives of the comprehensive plan.
- The Village should develop a housing code and property maintenance code to address concerns regarding substandard buildings and dwellings and their impact on surrounding properties. These codes should address concerns regarding dangerous buildings, blighting influences, neighborhood nuisances, crowding, health issues, sanitation, yard maintenance, and building deterioration on surfaces, such as paint, siding, and broken windows.

Outdoor Recreation Facilities

The Village owns and maintains a number of park and recreation facilities. With the availability of the Fox River and Plum Creek ravine for recreational opportunities, the Village should actively seek funding to take advantage of these unique natural resources. As the Village continues to develop, it should also develop neighborhood parks for nearby residents and children to walk to, congregated at, and visit with their neighbors.

Action Steps:

The Village should:

- Develop a comprehensive outdoor recreation plan to provide an overall vision for recreational uses and provide eligibility to the Village for WDNR stewardship funds for recreational activities and land purchases.
- Utilize the comprehensive plan as a guide for the potential locations of new parks either through active acquisition or parkland dedication.
- Amend the subdivision ordinance to require parkland dedication or park fees in lieu of dedication when subdivisions are approved in order to ensure an adequate supply of parkland for the growing community.
- Solicit the input of the Wrightstown School District in identifying potential combination park/school sites, as well as in recreational programming in the Village.
- Begin discussions with the Town of Wrightstown regarding joint development of parks and recreational programming.
- Utilize the Future Land Use Plan map to site future neighborhood parks throughout the community and the larger community park in the southern part of the Village.

Erosion and Stormwater Control Ordinances

Communities can adopt erosion and stormwater control ordinances to control the impact of development on runoff, groundwater recharge, and overall water quality. The ordinance should include standards for compliance and guidelines to assist developers in choosing appropriate stormwater management techniques. In order to provide a basis

for the formulation of the ordinance, a stormwater management plan is typically developed first. The ordinance should also identify how smaller management practices can be designed to be compatible with the overall plan. The erosion control ordinance primarily addresses the reduction of sediment runoff associated with construction.

Action Steps:

- Complete a stormwater management plan for the Village of Wrightstown and review the plan for consistency with the general goals and objectives of the comprehensive plan and the incorporation of stormwater management facilities within the identified greenway corridors.
- Amend the erosion control and stormwater management ordinance, the subdivision ordinance, and the capital improvements program to be consistent with the stormwater management plan.
- Designate and train staff and revise procedures to effectively implement a stormwater management strategy.
- Work with school and conservation groups to enhance natural erosion control measures and remove invasive plant species along the Fox River and Plum Creek.

Historic Preservation Ordinance

Historical preservation ordinances are designed to help maintain the character of historically important buildings by preserving existing structures and facades, providing alternatives to demolition, and improving the compatibility of new adjacent buildings. A historical preservation ordinance can also be a catalyst for collecting and preserving the local history of the community.

Action Steps:

- Complete a survey of older buildings in the downtown to determine if any qualify for historic status.
- Establish priorities for historic and cultural buildings and encourage rehabilitation and maintenance rather than the demolition of these structures.
- Seek sources of grant funding to assist property owners in the rehabilitation and maintenance of historic structures.
- Work with volunteers to capitalize on the value of these historic resources and information through integration into the community park system and through local history programs with the Wrightstown School District.

Potential Funding Sources

Some of the recommendations in the plan may be implemented with the help of various sources of funds besides local property taxes. There are a number of grant programs administered by state and federal agencies, including the Wisconsin Department of Administration, Wisconsin Department of Commerce, Wisconsin Department of Natural

Resources, and Wisconsin Department of Transportation. At the federal level, the Environmental Protection Agency, Department of Agriculture-Rural Development, and the (U.S.) Department of Commerce-Economic Development Agency all provide sources of funding.

Typically, the grant programs require a local match. However, the local match can usually include a combination of local tax dollars, in-kind services, and/or private donations. Each grant program has its own set of guidelines regarding eligible projects, as well as financing mechanisms, and should be reviewed before applying.

In addition to the following sampling of programs, the State of Wisconsin is currently updating the Wisconsin Catalog of Community Assistance (WCCA), and when available, it will provide a comprehensive list of state aid programs. If the Village decides to pursue any of the grant programs listed in this section, the Village should first contact the appropriate state or federal agency for details.

Wisconsin Department of Administration

The Wisconsin Department of Administration offers the federal HOME Investment Partnership Program (HOME). HOME was created to help produce housing opportunities for households that earn not more than 80 percent of County Median Income (CMI). The Department of Administration-Division of Housing & Intergovernmental Relations (DHIR) annually receives approximately \$13 million of HOME funds.

The State of Wisconsin provides HOME funds through the Division of Housing & Intergovernmental Relations to local governments, housing authorities, and nonprofit organizations through several different subprograms. The state distributes these funds through a variety of decentralized approaches using formula and competitive application processes. Former grant recipients also accumulate funds through receipt of program income. Local sponsors have considerable flexibility in developing the affordable housing opportunities that are most needed in their respective communities. Applicable programs include:

- Homebuyer Rehabilitation (HBR) Program
- Homeowner Rehabilitation & Accessibility (HRA) Program
- Rental Housing Development (RHD) Program
- Rental Rehabilitation Program (RRP)
- Wisconsin Fresh Start Program

Detailed information regarding the HOME programs offered through the Wisconsin Department of Administration can be found at www.doa.state.wi.us/dhir or the Bay-Lake Regional Planning Commission.

Wisconsin Department of Commerce

The Wisconsin Department of Commerce (COMMERCE) has a broad range of financial assistance programs to help communities undertake economic development. COMMERCE maintains a network of area development managers to offer customized services to each region of Wisconsin (Brown County is located in Region Three).

COMMERCE-administered programs include:

- **Brownfields Initiative** - Provides grants to individuals, businesses, local development organizations, and municipalities for environmental remediation activities for brownfield sites where the owner is unknown, cannot be located, or cannot meet the cleanup costs.
- **Community-Based Economic Development Program (CBED)** - Designed to promote local business development in economically distressed areas. The program awards grants to community-based organizations for development and business assistance projects and to municipalities for economic development planning. The program helps the community or community-based organizations plan, build, and create business and technology-based incubators, and it can also capitalize an incubator tenant revolving loan program.
- **CDBG-Blight Elimination and Brownfield Redevelopment Program** - Can help small communities obtain money for environmental assessments and remediate brownfields.
- **CDBG-Emergency Grant Program** - Can help small communities repair or replace infrastructure that has suffered damages as a result of catastrophic events.
- **CDBG- Public Facilities (CDBG-PF)** - Helps eligible local governments upgrade community facilities, infrastructure, and utilities for the benefit of low-moderate income residents.
- **CDBG-Public Facilities for Economic Development (CDBG-PFED)** - Offers grants to communities to provide infrastructure for a particular economic development project.
- **CDBG-Economic Development (CDBG-ED)** - Provides grants to communities to loan to businesses for startup, retention, and expansion projects based on the number of jobs created or retained.
- **Community Development Zone Program** - A tax benefit initiative designed to encourage private investment and job creation in economically distressed areas. The program offers tax credits for creating new fulltime jobs, hiring disadvantaged workers, and undertaking environmental remediation. Tax credits can be taken only on income generated by business activity in the zone.
- **Wisconsin Main Street Program** - Is a comprehensive revitalization program designed to promote the historic and economic redevelopment of traditional business districts in Wisconsin. Communities are selected to participate on an annual basis and are judged on a submitted application. These communities receive technical support and training needed to restore their main streets to centers of community activity and commerce.

Additional information regarding the brownfields or CDBG programs can be found at <http://www.commerce.state.wi.us/MT/MT-COM-4200.html>. Information regarding the Wisconsin Main Street Program can be found at <http://commerce.state.wi.us/CD/CD-bdd-overview.html>. The Wisconsin Department of Commerce Area Development Manager (Region 3 in Brown County) or Bay-Lake Regional Planning Commission can also answer questions about these programs.

Wisconsin Department of Natural Resources

The Wisconsin Department of Natural Resources offers a number of grant programs that can be used to provide additional recreational opportunities to residents of the Village of Wrightstown. The Village should contact the Northeast Region office of the WDNR to determine eligibility and availability if the Village decides to pursue any of the following grant programs:

Stewardship – Aid for the Acquisition and Development of Local Parks (ADLP)

The ADLP program funds are available to acquire land, rights in land, and develop public outdoor recreation areas for nature-based outdoor recreation purposes. Funds are allocated on a DNR regional basis so applicants compete only against other applicants located in their region.

Stewardship – Urban Rivers

Funds are available to acquire land, rights in land, or develop shoreline enhancements on or adjacent to rivers that flow through urban or urbanizing areas in order to preserve or restore urban rivers or riverfronts for the purposes of economic revitalization and nature-based outdoor recreation activities. Funds are allocated statewide so applicants compete against other applicants statewide in the project selection process.

Stewardship – Urban Greenspace

Funds are available to acquire lands to provide natural space within or near urban areas, protect scenic or ecological features, and provide land for nature-based outdoor recreation, including noncommercial gardening. Funds are allocated statewide so applicants compete against other applicants statewide in the project selection process.

Acquisition of Development Rights

Funds are available to acquire development rights (easements) in areas where restrictions on residential, industrial, or commercial development would enhance nature-based outdoor recreation.

Land and Water Conservation Fund (LAWCON)

LAWCON is a federal program administered through the WDNR. However, projects funded under LAWCON are not restricted to nature-based outdoor recreation projects as the Stewardship program funds are. Eligible projects include:

- Land acquisition.
- Development of recreational facilities.
- See eligibility list on WDNR website for ADLP program eligible projects.

Recreational Trails Act (RTA)

RTA is also a federal program administered through the WDNR. RTA funds may only be used on trails which have been identified in or which further a specific goal of a local, county, or state trail plan included or referenced in a statewide comprehensive outdoor recreation plan required by the federal LAWCON program. Eligible projects in order of priority are maintenance and restoration of existing trails, development and rehabilitation of trailside and trailhead facilities and trail linkages, construction of new trails (with certain restrictions on federal lands), and acquisition of easements or property for trails.

Additional information regarding community assistance programs can be found at the following WDNR Bureau of Community Financial Assistance (CFA) website at <http://www.dnr.state.wi.us/org/caer/cfa/cfindex.html>.

Wisconsin Department of Transportation

In addition to the Local Road Aids Program, which the Village already participates in, the Wisconsin Department of Transportation has additional programs to help fund transportation activities in the Village.

- **Local Roads Improvement Program (LRIP)** – Assists local governments in improving seriously deteriorating county highways, town roads, and city and village streets. As a reimbursement program, LRIP pays up to 50 percent of total eligible costs, with local governments providing the balance.
- **Surface Transportation Program-Rural (STP-R)** – Allocates federal funds to complete a variety of improvements to rural highways eligible for federal aid (primarily county highways classified higher than rural minor collector).
- **Flood Damage Aids** – Assist local governments with improving or replacing roads and roadway structures that have sustained major damage from flooding. The program helps defray the costs of repairing major flood damage to any public highway, street, alley, or bridge not located on the State Trunk Highway System.
- **Wisconsin Information System for Local Roads (WISLR)** – Ongoing effort that provides WisDOT and local governments convenient and secure access to comprehensive geographic information system data on Wisconsin's road network. Local units of government and counties are required to submit pavement ratings to WisDOT on a biennial basis.

Additional information regarding grant programs and other resources administered by the Wisconsin Department of Transportation can be found at the Programs for Local Governments web page: <http://www.dot.state.wi.us/localgov/index.htm>.

Comprehensive Plan Review and Update

Planning is not static. It is a continuous, ongoing process that is subject to change. It is also at the mercy of many forces over which a municipality has very little or no control (economic conditions, weather, birth rates, etc.). Therefore, if the Village's comprehensive plan is to remain a useful document, the plan should be reviewed on an annual basis to ensure that it reflects the conditions present at the time and any changes and developments that may have occurred over the last year.

Action Steps:

1. The public will be notified and provided an opportunity to comment on proposed amendments to the comprehensive plan. The Village should consider neighborhood opinion while keeping in mind the goals of the Village as a whole in evaluating how a proposed amendment would meet the amendment criteria. Options for soliciting public opinion could include direct mail survey forms, neighborhood meetings, and open house meetings.
2. Criteria should be adhered to when considering amendments to the comprehensive plan. Amendments should be approved only if they are determined to be in the public's best interest, and this determination should be based on a review of all applicable principles from the following:
 - a. How the proposal is more consistent with applicable policies of the comprehensive plan than the existing designation.
 - b. How the proposal is more consistent with each of the following objectives than the existing designation. Consistency is not required where the objective is clearly not applicable to the type of proposal involved.
 - Encourage the development of distinct neighborhoods served by commercial nodes, and discourage urban sprawl and strip commercial development.
 - Provide uses that are functionally integrated with surrounding areas and neighborhoods in terms of local shopping, employment, recreational, or other opportunities.
 - Provide development that is compatible and integrated with surrounding uses in terms of scale, orientation, pedestrian enhancements, and landscaping.
 - Conserve or enhance significant natural and historical features.
 - Provide adequate transportation, water, sewer, and other public services.
 - Provide significant economic development opportunities and broadening of the Village's economy.
 - Provide for the formation and enhancement of neighborhoods.
3. Changes should also demonstrate that a substantial change in circumstances has occurred since the original designation.
4. Scope of Review. The review and evaluation of proposed comprehensive plan map changes should consider both the likely and possible future use of the site and associated impacts.
5. Cumulative Impacts. The review of individual comprehensive plan map or policy amendments should consider the cumulative transportation, land supply, and environmental impacts of other plan amendments proposed within the same annual cycle.
6. The Village of Wrightstown Regional Planning Committee should prepare a brief annual report. This report should summarize how the comprehensive plan was used to direct major spending, regulatory, and construction decisions, how development has or has not coincided with the recommendations of the plan, and how community circumstances have changed which have necessitated recommendations for appropriate comprehensive plan amendments by the Village Board.
7. The Village should consult annually with other governmental agencies and neighboring communities to get their input regarding how their community activities relate to the recommendations of the comprehensive plan.
8. The Village should complete a formal review of the entire comprehensive plan at least once every five years. Based on this review, revisions should be made to sections of the plan determined to be out of date and sections that are not serving their intended purpose.
9. At least once every ten years, the plan should be reviewed and rewritten using a formal process that includes a citizens' advisory committee similar to the committee used to develop this plan.

Appendix A: Ordinance to Adopt the Village of Wrightstown Comprehensive Plan

ORDINANCE NO. 10212003
An Ordinance to Adopt the
Village of Wrightstown Comprehensive Plan

The Village Board of the Village of Wrightstown does ordain as follows:

Section 1. Pursuant to Section 61.35 and 62.23(2)(3) of the Wisconsin Statutes, the Village of Wrightstown is authorized to prepare and adopt a Comprehensive Plan as defined in Section 66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes.

Section 2. The Village Board of the Village of Wrightstown, Wisconsin, has adopted written procedures designed to foster public participation in every state of the preparation of a Comprehensive Plan as required by Section 66.1001(4)(a) of the Wisconsin Statutes.


Section 3. The Regional Planning Committee of the Village of Wrightstown, by a majority vote of the entire Committee recorded in its official minutes, has adopted Resolution No. RegPlan 10092003 recommending to the Village Board the adoption of a document entitled "Village of Wrightstown Comprehensive Plan" containing all of the elements specified in Section 66.1001(2) of the Wisconsin Statutes.


Section 4. The Village of Wrightstown has held at least one public hearing on this ordinance in compliance with the requirements of Section 66.1001(4)(d) of the Wisconsin Statutes.

Section 5. The Village Board of the Village of Wrightstown, Wisconsin, does by enactment of this ordinance, formally adopts the document entitled "Village of Wrightstown Comprehensive Plan" pursuant to Section 66.1001(4)(c) of the Wisconsin Statutes.

Section 6. This ordinance shall take effect upon passage by a majority vote of the members elect of the Village Board and publication as required by law.

Adopted this 21st day of October, 2003.


Stephen M. Johnson
Village President


Jean A. Brandt
Village Clerk/Treasurer

SEAL

Appendix B: Regional Planning Committee - Village of Wrightstown

RESOLUTION # RegPlan 10092003

REGIONAL PLANNING COMMITTEE
VILLAGE OF WRIGHTSTOWN
Brown / Outagamie Counties, Wisconsin

WHEREAS, the Regional Planning Committee has developed the Village of Wrightstown Comprehensive Plan to guide and coordinate decisions and development within the Village; and

WHEREAS, the Comprehensive Plan has been prepared by the Brown County Planning Commission in accordance with the contract with the Village of Wrightstown; and

WHEREAS, numerous public meetings have been held with respect to Village goals and public opinion including the establishment of a Citizens Advisory Committee that met on a monthly basis, a Visioning Session held on July 23, 2002, to gather information from Village residents, and a final public hearing held on October 7, 2003;

NOW, THEREFORE BE IT RESOLVED, the Regional Planning Committee hereby recommends to the Village of Wrightstown Board of Trustees the adoption of the Village of Wrightstown Comprehensive Plan as developed and reviewed, inclusive of maps and descriptive information.

Introduced, adopted and approved this 9th day of October, 2003.


Keith Block Regional Planning Chair


Rick Blair Committee Member


John Hendricks Committee Member

Appendix C: Village of Wrightstown Visioning Session Results

Village of Wrightstown Visioning Session Results	
Rank	Issue
1	Encourage businesses that provide community services (medical, restaurants, pharmacy, hardware, retail, etc.)
2	Promote cost-effective service of quality sewer and water utilities
3	Need community center/Village hall
4	Clarify and define zoning to achieve consistency (Avoid patchwork of zoning)
5	Improve traffic intersections
6	Downtown revitalization
7	Full time police service
8	Keep village property taxes stable
9	Improve existing streetscape - curb, street, lighting, landscaping, flowers
10	Maintain quality school system
11	Improve appearance of downtown and historical buildings
12	Expand tax base
13	Encourage new businesses in business park
14	Balanced growth positive, but maintain rural integrity
15	Reduce/eliminate the growth of multi-family residential development
16	Want a recreation department
17	Appearance of property and buildings, especially along major thoroughfares should be improved (residential, commercial)
18	Maintain the value of the river to the community
19	Improve air quality in village; reduce farm odors
20	Attract riverfront businesses
21	Require new subdivisions to have park/open space at developer's expense
22	Plan shouldn't burden existing taxpayers
23	Planning needed for emergency service expansion
24	Encourage more community forming activities
25	Need a new post office with more and safer parking.
26	Fill existing buildings with businesses (redevelopment)
27	Control speed limits on roads as growth occurs in immediate area
28	Develop sidewalk policy
29	Maintain sense of community
30	Develop a recreational trail to connect with trail in Greenleaf
31	More urbanization on main roads (urban cross-section)
32	Build a large park
33	Keep the village safe

Appendix D: Public Participation Process for the Wrightstown Comprehensive Plan

RESOLUTION #04162002A

**PUBLIC PARTICIPATION PROCESS FOR THE
WRIGHTSTOWN COMPREHENSIVE PLAN**

Steering Committee

The plan's steering committee will advise staff during the plan development process, review plan recommendations, discuss the plan elements with public meeting participants, and recommend a final draft of the comprehensive plan to the Village's planning commission and board.

Website

A web page on the Brown County website will be established for the Village of Wrightstown Comprehensive Plan. Residents will be encouraged to log onto the Village's website to obtain information about each plan element and provide input to the process. The website will be established at the beginning of the process to allow people the chance to contribute immediately.

Flier

To officially start the planning process, a flier will be mailed to each household that summarizes the process and provides questions for people to answer to get them thinking about planning issues. The flier will also invite residents to the upcoming Community Visioning Session.

Community Visioning Session

Once the project is underway, a community visioning session will be held during the evening to establish many of the goals, objectives, and policies that will serve as the foundation of the comprehensive plan. All Wrightstown residents will be invited to attend the sessions to offer and discuss their ideas of how the Village should develop over the next several years.

Stakeholder Interviews

The Citizens Advisory Committee will be asked to provide a list of stakeholders within the Village. These people will be interviewed to obtain their personal views and opinions on the direction of the plan and of the Village in general.


Public Information Meetings

Once the visioning sessions and surveys are completed and the plan is starting to take shape, public information meetings will be held to present various sections of the plan. Meeting participants will also have the opportunity to discuss the recommendations with planning staff and steering committee members and to suggest modifications.

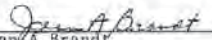
Planning Commission and Village Board Meetings

Once the comprehensive plan is completed in draft form and approved by the steering committee, the Village's planning commission and board will hold public meetings to discuss and adopt the plan.

Introduced, approved, and adopted this 16th day of April, 2002.



Stephen M. Johnson
Village President



Jean A. Brandt
Village Clerk/Treasurer

SEAL

Brown County



Park and Outdoor Recreation Plan 2008-2013



WISCONSIN COASTAL
MANAGEMENT PROGRAM



Adopted August 20, 2008

Brown County Park and Outdoor Recreation Plan 2008-2013

August 20, 2008

Prepared by the

**Brown County Planning Commission
and
Brown County Facility and Park Management**

In cooperation with the

Brown County Education & Recreation Committee

**Funded by the Wisconsin Coastal Management Program and the
National Oceanic and Atmospheric Administration, Office of Ocean and
Coastal Resource Management under the Coastal Zone Management Act,
Grant #NA07N0S4190064
and
Brown County**

Brown County Planning Commission
Planning and Land Services Department
305 E. Walnut Street
P.O. Box 23600
Green Bay, WI 54305-3600
www.co.brown.wi.us/planning

Park and Outdoor Recreation Plan Development Team

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Tom Hinz

Brown County Board of Supervisors:

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Thomas DeWane	Dave Kaster
Andy Nicholson	Joe Backmann (through April 2008)
Tony Theisen	Julie Knier (April 2008 - present)
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Daniel W. Haefs	Andrew Williams (April 2008 - present)
Bernie Erickson	Mike Fleck
Harold Kaye (through April 2008)	Bill Clancy
Jesse Brunette (April 2008 - present)	Pat Wetzel
Guy Zima	Christopher Zabel (through April 2008)
Patrick Evans	Richard Langan (April 2008 - present)
John Vanderleest	Mary Scray
Kathleen Johnson	Patty Hoeft
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Tom DeWane (through April 2008)	Joe VanDeurzen (through April 2008)
Kathy Johnson	Adam Warpinski (April 2008 - present)
Tony Theisen (through April 2008)	Pat Wetzel (April 2008 - present)

Brown County Park & Outdoor Recreation Plan Citizen Advisory Committee:

Bill Clancy	Peter Flucke
Paul Hartman	Dick Resch
Kathy Johnson (through May 2008)	Sean Ryan
Dick Koltz	Jerry Vandersteen
Bill Landvatter	Adam Warpinski (May 2008 - present)
Mary Jo Nash	

Brown County Planning Commission:

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Diane LeBoeuf, MHC	Pat Hennes, Park Ranger
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Mark Rowe, MHC/Jail Facility Supervisor	Dan Gillis, Park Ranger
Larry Echard, Laundry Supervisor	Matt Nilson, Park Ranger
Karen Beno, Document Specialist	Larry Dettlaff, Park Ranger
	Randy Cunningham, Park Ranger
	Karen Nuthals, Office Manager
	Kim Koenig, Clerk II
	Julie Daul, Clerk II

Special acknowledgement is due to Bill Dowell, Director, and Doug Hartman, Assistant Park Director, of Brown County Facility & Park Management, for their contributions to this plan.

RESOLUTION

HONORING & ACKNOWLEDGING MARK KIAR

WHEREAS, the BROWN COUNTY BOARD OF SUPERVISORS honors and thanks Mark Kiar of the Parks Department for his dedicated service to Brown County from March 27, 2006 to July 14, 2008.

WHEREAS, Mark Kiar was hired as a full-time Park Ranger, initially working at the Brown County Fairgrounds for about six months, and then was stationed at the L.H. Barkhausen Waterfowl Preserve. Recently, he completed the trailhead kiosk which stands on the northwest side of the Interpretive Center; was involved with building the marsh overlook boardwalk; installation of memorial benches; reconstruction of the log cabin roof; installation of the exterior water fountain; and installation of the interpretive signs along the trail system.

WHEREAS, Mark Kiar was a positive role model for many area students who participated in environmental education programs at the L.H. Barkhausen Waterfowl Preserve. He also worked at the Suamico Boat Landing, Fox River State Trail, and the Mountain Bay State Trail.

WHEREAS, Mark Kiar was one of those employees that everyone wishes they had the opportunity to work with because of his excellent attitude and work ethic. He was one of the type of work he performed, and it showed through in the projects he completed. He used a methodical approach when working on projects, which resulted in quality work in the end. Mark possessed the skills and knowledge to do any job, in all trades. He was an excellent team player and willing to offer an extra hand when needed. He always went above and beyond what was expected, but at the same time, enjoyed putting a smile on the faces of the people he worked with. He is greatly missed by all staff at the L.H. Barkhausen Waterfowl Preserve.

WHEREAS, Mark Kiar died unexpectedly on Monday, July 14, 2008 while working on a project for Brown County. All great employees who were recently missed.

NOW, THEREFORE, BE IT RESOLVED by the Board of Supervisors that it hereby expresses its appreciation for Mark Kiar as a Brown County employee for his hard work, ability, and condolences to his family and loved ones due to the death of this amazing man.

In Witness Whereof, I have hereunto set my hand and seal this 20th day of August, in the year 2008.

Thomas J. King
Chair
County Executive

Mary Ann Kraft
Vice Chair
Clerk of Brown County

106



August 20, 2008

TO THE HONORABLE CHAIRMAN AND MEMBERS
OF THE BROWN COUNTY BOARD OF SUPERVISORS

Ladies and Gentlemen:

RESOLUTION ADOPTING THE BROWN COUNTY PARK AND OUTDOOR RECREATION PLAN 2008-2013

WHEREAS, the Brown County Board of Supervisors adopted the Brown County Open Space and Outdoor Recreation Plan 2001 on September 19, 2001; and

WHEREAS, the provision of open space and recreation facilities is important to the quality of life of the residents of, and visitors to, Brown County; and

WHEREAS, county adoption of a current open space and recreation plan is required for Brown County to remain eligible for cost sharing aid programs administered through the State of Wisconsin; and

WHEREAS, the Brown County Planning Commission and Brown County Facility and Park Management have jointly prepared an update of the county's open space and outdoor recreation plan; and

WHEREAS, the Brown County Park and Outdoor Recreation Plan 2008-2013 encompasses a general outline and plan for the recreational development of the county; and

WHEREAS; The Brown County Park and Recreation Citizens Advisory Committee completed a final review of the plan during after a public open house on June 26, 2008; and

WHEREAS, the Brown County Planning Commission Board of Directors recommended approval of the plan on August 6, 2008; and

100

WHEREAS, the Brown County Education & Recreation Committee recommended approval of the plan on August 14, 2008; and

NOW, THEREFOR, BE IT RESOLVED that the Brown County Park and Outdoor Recreation Plan 2008-2013 is hereby adopted by the Brown County Board of Supervisors.

Respectfully submitted,

EDUCATION & RECREATION COMMITTEE

Approved by:

Thomas J. King
COUNTY EXECUTIVE

Date Signed: 8/27/08

Final Draft Approved By Corporation Counsel

BOARD OF SUPERVISORS ROLL CALL # ___

Motion made by Supervisor Lund

Seconded by Supervisor hussa

SUPERVISOR NAMES	DIST. #	AYES	NAYS	ABSTAIN
WARPINSKI	1	}		
DE WANE	2			
NICHOLSON	3			
TIESEN	4			
KRUEGER	5			
HAEFS	6			
BRICKSON	7			
BRUNETTE	8			
ZIMA	9			
EVANS	10			
VANDER LEESE	11			
JOHNSON	12			
DANTINNE, JR	13			

SUPERVISOR NAMES	DIST. #	AYES	NAYS	ABSTAIN	
LA VIOLETTE	14	}			
ANDREWS	15				
KASTER	16				
KNER	17				
WILLIAMS	18				
FLECK	19				
CLANCY	20				
WETZEL	21		Excused		
LANGAN	22				
SCRAY	23				
HOFT	24				
LUND	25				
FEWELL	26				

Total Votes Cast 25
Motion: Adopted Defeated Tabled

100

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1. INTRODUCTION, PURPOSE AND PHILOSOPHY

Introduction

Outdoor recreation and open spaces lend form and function to Brown County, enhancing the attractiveness and sense of civic pride in the county. The provision of areas, facilities, and activities to accommodate public recreational needs on a county and regional scale have long been demonstrated to promote the general health, welfare, and safety of our communities, residents, and visitors.

The public's desire for passive recreation within open spaces has grown over the years to the point that today's residents commonly expect government to satisfy a large proportion of these needs for the provision of county parks and regional open spaces.

To respond to this need, Brown County and various local communities have provided park, open space and recreational opportunities to their citizens. To provide these recreational services in an efficient and effective manner, planning principals and guidelines are often included as an integral element of park and recreation programs. That process is formalized in the Brown County Park and Outdoor Recreation Plan.

Purpose

The purpose of the Brown County Park and Outdoor Recreation Plan is to provide a planning document to guide future park and recreation needs within the county. The plan provides a goal, objectives, and policies for recreational opportunities to meet the county's current and future recreational requirements. The plan includes a description of the primary service area and the level of service the community may require. With an adopted plan the county becomes eligible to submit and receive grants from the State of Wisconsin and federal government for acquisition, preservation and development of park lands and natural open spaces. The county needs to continue planning efforts for the provision of park and recreational opportunities due to the potential for increasing growth over the next 5-20 years.

Existing parks and the need for park development was identified within the county's 2004 Smart Growth Comprehensive Plan. The county also has a park plan which was developed in 2001. The 2001 park plan expired past the five year limit that allows the plan to be used for certain grant applications. The elements of the former park plan and the Compressive Plan have been incorporated into this new park plan because parks and recreational opportunities are viewed as an integral part of the county and are important to the quality of life for its residents.

The goal, objectives, and policies of the park plan reflect the need for retention of natural open space and preservation of fish and wildlife habitat as well as the need to acquire and develop parks as the county continues to develop.

Philosophy

The mission of Brown County Facility and Park Management is to enrich the quality of life in Brown County through a comprehensive system of open space and outdoor recreational facilities with an emphasis on natural resources, recreation, and outdoor education.

The park plan represents a comprehensive update to Brown County's formal park and recreation plan. The county should strive to provide high quality, safe and accessible recreational facilities, link natural areas with trail connections and wildlife passages, and preserve natural resources, including waterways and the Niagara Escarpment.

The park plan establishes concepts and strategies for the provision of parks, open space and recreational opportunities. The following are key concepts:

- Provision of park facilities and recreational opportunities for residents of all ages in the county, now and in the future.
- Protection and preservation of county parks and open space areas and natural resources by providing one of the finest and most dynamic park systems in the region.
- Provision of park facilities and recreational opportunities for all county residents in a safe environment.
- Protection of scenic and visual resources within Brown County boundaries.
- Provision of park facilities that take advantage of nature based tourism for county residents and tourists.
- Provision of sustainable development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

The park plan is the culmination of a cooperative effort undertaken by the Brown County Planning Commission and the Brown County Education & Recreation Committee during the winter and spring of 2007-2008. It is intended to serve as a guide for the county in its provision of park, outdoor recreation, nature based tourism, and open space sites and facilities for at least the next five years.

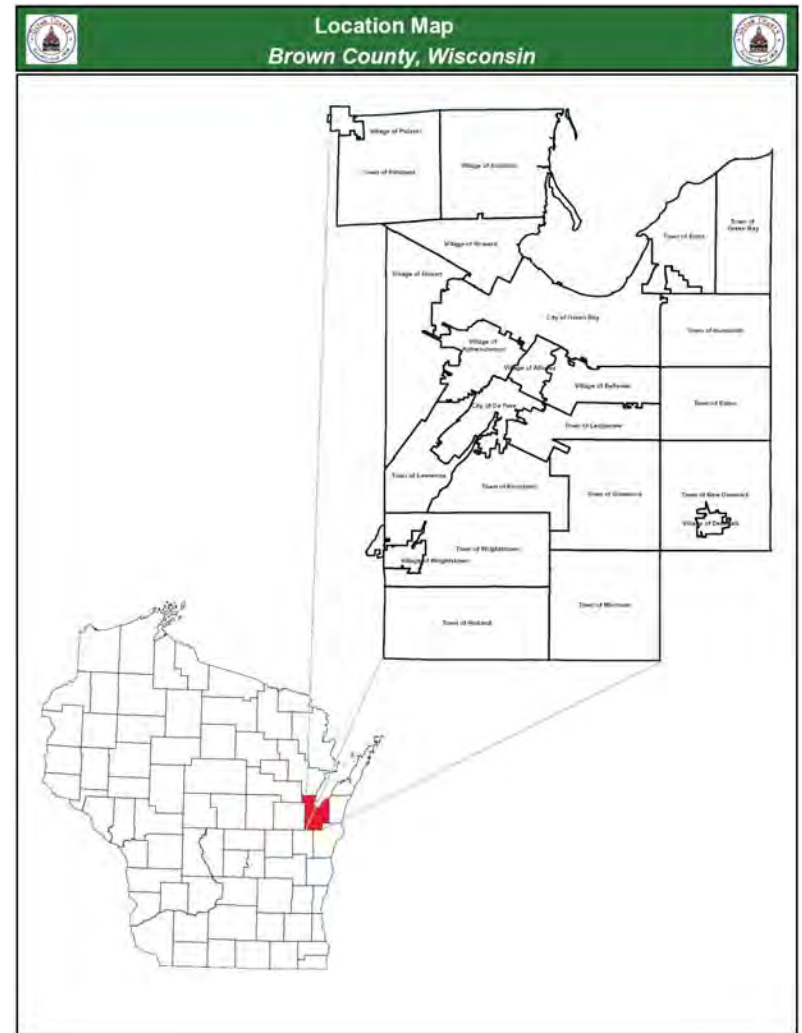
Consistent review and implementation of the park plan over time will ensure the cost-effective and coordinated provision of park, open space, and outdoor recreation opportunities to the residents and visitors of Brown County.

Brown County has many opportunities to enhance cultural, historical, and natural amenities. It is important that Brown County and community groups actively plan and

support the acquisition, development, and improvement to Brown County Park and Recreation facilities, programs, and natural open space areas for the benefit of current and future generations.

The 2001 Plan

The needs identified in the 2001 plan have not all been accomplished and should not be abandoned due to the new 2008 plan. There is a significant difference between the two plans: The 2001 plan includes very long-term projects and goals, whereas the 2008 plan includes action items that can and should be addressed over a short-term with many long-term projects. For this reason, the goals, objectives, and projects in the 2001 plan are also part of the 2008 plan. For convenience, the goals of the 2001 plan have been included in the Appendix of this plan.



2. GOAL, OBJECTIVES, AND POLICIES

The Goal, Objectives, and Policies Chapter of the Brown County Park and Outdoor Recreation Plan support the variety of needs and desires, in the form of parks, recreation and open space that foster and support the stewardship of cultural, historical, and natural resources throughout the community and surrounding area. The chapter further defines and supports Brown County's vision and philosophy.

Land Acquisition

Acquisition of property within Brown County to meet existing and future park needs is partially dependant on property availability. Because of the high potential for future increased development, suitable property may quickly disappear within Brown County. Thus, acquisition should be of top priority. The plan will identify the types, sizes, and quantity of acres needed to provide and meet the cultural and recreational facilities needs of the residents of Brown County.

Park Development

Development of acquired and undeveloped park lands for recreational opportunities should be of significant priority. To meet recreational demand for park facilities, the county has a critical need to acquire and develop sites for passive recreational programs for residents in both urban and rural communities. Many communities have individual neighborhood or community parks for recreational and sports programs.

Brown County sites should be accessible, safe, identifiable, and efficient to maintain. While reviewing new development options, the county should also be aware of the need to renovate, repair, and upgrade existing parks and recreational facilities.

Brown County has a limited inventory of developed and undeveloped parks and recreation facilities, which serve the needs of residents and visitors. The park facilities provide benefits for individuals of varying ages and abilities, mostly with passive recreation sites, indoor and outdoor facilities, and spontaneous activities. There are some active recreation sites. The plan identifies areas, acreage, and where the county may be deficient, based on national Level of Service standards, and provides recommendations for the acquisition and development of properties to meet the county's recreational needs. The plan identifies the benefits of a complete and interconnected park system, which, besides providing active recreational opportunities, provides passive recreation, trails, environmental protection, and cultural enrichment.

Partnerships

Partnerships with agencies such as the State of Wisconsin, adjacent counties, local municipalities, school districts, businesses, developers, non-profit organizations, and neighborhood groups, will play an important role in the acquisition and development of active and passive recreational opportunities for Brown County.

Oftentimes, schools and local municipalities offer fields, gymnasiums, and other amenities that potentially could be used to offer active recreational programs. Sites owned by the State of Wisconsin and adjacent counties could be used to offer additional passive recreational programs, particularly if the sites are interconnected.

Privately owned spaces or parks in planned communities or neighborhoods may supplement recreational opportunities but these facilities typically do not offset public recreational needs. Privately held open space may add to a community's scenic and visual resources and quality of life character.

It is essential that the county consider developing certain partnerships with developers through developer's agreements or other policies identified within Objective 8 of this chapter. Parks and recreational facilities level of service is based upon the expected population of the development. Through the design of business areas, developers may provide public spaces, plazas, trails and other pedestrian/bicycle connections that link with the county's trail system.

County, municipality, and business group partnerships can provide land or facilities for parks and recreation for the county. This might include cost sharing for acquisition and development, furnishing materials or equipment, or provision of maintenance and security. Some examples include the purchase of play equipment for a park by community groups, or existing businesses might contribute trees, plantings, street furniture, or funds to maintain these elements for parks near business areas.

Intergovernmental Coordination

Brown County is located in northeast Wisconsin. The central core of the county is rapidly developing due to the metropolitan area of the Cities of Green Bay and De Pere. Likewise, many of the rural areas are developing because individuals may not want to live in the urbanized areas of the county.

As the cities, villages and towns within Brown County continue to develop, the county will experience growth and a growing population rate. Thus, the county's role in the accommodation of recreational areas must be defined. The county is also impacted by natural features such as the Bay of Green Bay, Niagara Escarpment, Fox River, East

River, Duck Creek, Baird Creek, Suamico River, wetlands and trails that traverse several municipalities in Brown County and the State of Wisconsin.

Some of the above-mentioned natural feature lands are public and some are not. There are many similar issues that face state, county, city, village, town, and federal agencies. Development of committees to address natural feature management and enhancement should be developed, enhanced and insured to include representation from Brown County Education & Recreation Committee. This management should include recreational uses, stewardship, and environmental protection.

Community Participation

Involving the citizens of Brown County is imperative in providing a responsive, effective, and high quality park and recreation system. Citizen participation in the development of recreational programs and facilities ensures that the park system will reflect community needs and values. Because Brown County is growing, citizen participation is encouraged in order to provide facilities and programs that meet the needs of the community.

Citizen volunteers are an important component in community participation. Not only do they provide needed services efficiently and cost effectively, they also develop a strong commitment toward community ownership of park resources.

Safety and Security

Brown County's park and recreation facilities should provide a sense of security, safety, and wellbeing. The safety and security of park and recreation areas are critical to the success of recreational programs and managing the park system. Identifying potential concerns, providing designs with these concerns in mind, and developing programs for these facilities accordingly, can help avoid or limit unwanted activities. This could be as simple as age appropriate play equipment, multiple age-group facilities, or a well-balanced set of passive recreation facilities. Park signage and regulations help publicize rules and guidelines for acceptable behavior, appropriate times of use, and identify safe ways in which to use the county's recreational facilities.

Recreational Services

Brown County has a formal park program for its facilities. Many services are also available for public use without participating in a specific program. Parks should be designed for varying ages that help educate and build healthy productive lives. The expansion of programs to facilitate the services should be considered.

A survey of the general public identified that 15% of Brown County residents in urbanized municipalities utilize Brown County Parks, and 28% of Brown County residents in rural municipalities utilize Brown County Parks. Approximately 25% from both the urban and rural groups utilize county park programs outside of Brown County, mostly in Door County. A focus on special park features that make Brown County unique from other counties should be considered in the expansion of Brown County park programs, perhaps a program in combination with an adjacent county.

The diversity of the county's land allows for an excellent park system, from both an environmental and facility standpoint. There are many areas that are appropriate for education, socialization, fitness, sports, and leadership development, as well as the preservation of natural resources. All of these elements help to build a community identity.

Objectives and Policies

Even with the parks and trails that have already been developed, the county needs to continue the planning effort for the provision of park and recreation opportunities due to the expected population growth that will occur over the next 5-20 years. This planning effort includes a public involvement process, identifying a park and recreation service area and determination of the appropriate level of service to meet the county's recreational needs.

The main components of the Parks and Recreation Plan include the following:

- Identification of primary park areas.
- Inventory of existing facilities.
- Public involvement.
- Recommended opportunities and needs.
- Strategies to obtain recommendations and needs.

The following goal, objectives, and policies support the needs and desires of the residents of Brown County, and promotes stewardship of parks, recreation facilities and natural open areas.

GOAL: To promote the stewardship of natural, historical and cultural resources throughout the county in the form of a park and outdoor recreation system that serves the needs of the residents of Brown County and the surrounding area.

Objective 1: Balanced Needs

The county's Park and Recreation Plan shall be used to ensure that the development of parks is balanced with environmental protection. The county shall promote and protect environmental quality, open space and wildlife habitat, and multi-use recreational opportunities.

Policies

- *Access and Education.* Provide access and education about the county's natural environment, historical and cultural heritage throughout the park system.
- *Natural Integrity and Heritage.* Preserve and protect the natural integrity of the environment as well as resources and artifacts of historical and agricultural heritage within the park system.
- *Wildlife Corridors.* Maintain wildlife corridors to provide adequate linkage for wildlife movement between and about wildlife habitat areas.
- *Recreation and Habitat.* When providing recreational facilities, ensure that these facilities are consistent with and do not adversely affect the preservation and protection of wildlife habitat areas.

Objective 2: Resource Management

Preserve and protect the county's natural resources through provision of resource management strategies and programs.

Policies

- *Natural Resources.* Preserve and protect natural resources through open space and wildlife management and other environmental programs for the benefit of future generations.
- *Forest Management.* Protect forestlands through forest management for the benefit of future generations.
- *Native Biological Diversity.* Implement proper management strategies to maintain wildlife population levels and encourage native biological diversity.
- *Stewardship.* Promote stewardship projects throughout and along the Bay of Green Bay, Niagara Escarpment, Fox River, East River, Duck Creek, Baird Creek, Suamico River, other tributaries, corridors, wetlands and upland open space areas.
- *Native Vegetation.* Native species of vegetation should be emphasized and used where appropriate within the county's designated open space and natural areas.

Objective 3: Visual Environment

Preserve and enhance the beauty of the county through the parks and recreation areas that make up the county's park system.

Policies

- *Visual Relief and Tranquility.* Bring visual relief and tranquility to mitigate the impacts of the urban environment, including noise, traffic, concrete, and congestion, through the use of maintained parkways and greenways, including streets, gardens, lawns, woods, and water through the park system.
- *Natural Beauty of the Area.* Promote retention and replication of the area's natural beauty and ecology (escarpment, native plantings, water, etc.) in the park system.
- *Scenic and Visual References.* Preserve the quality and integrity of the surrounding scenic and visual resources provided by natural open space areas such as the Niagara Escarpment, prairie land, wetlands, etc., near and within the park system.

Objective 4: Sustainability

Ensure the county's park system has a strong orientation toward providing parks, with a focus on present and future sustainability.

Policies

- *Planning for Present and Future Sustainability.* Provide sustainable development that meets the needs of the present without compromising the ability of future generations to meet their own needs.
- *Encourage "Green" and LEED Facilities.* Whenever possible, encourage the use of environmentally friendly materials and products and encourage LEED oriented development in the park system.
- *Discourage Development Near Natural Areas.* Discourage private development encroachment upon nature, including special land, water, forest, soil, and ecosystems that are part of or adjacent to the park system.
- *Natural Beauty of the Area.* Promote retention and replication of the area's natural beauty and ecology (escarpment, native plantings, water, etc.) in the park system.

Objective 5: Future Generations

Ensure the county's park system has a strong orientation toward providing parks, recreation and open space facilities and opportunities for future generations.

Policies

- *Planning for Future Generations.* Acquire and preserve land for coming generations, and develop parks to meet both existing and future demand including multi-use activities and open space preservation.
- *Planning for a Future Park Program.* Develop and implement a formal park program for effective use of county facilities. Enhance and organize existing and future park services that are available for varying ages that help build healthy productive lives.
- *Planning for Year-Round Park Usage.* Develop and implement a park maintenance program that effectively utilizes county facilities on a year-round basis.
- *Planning for Future Growth.* Plan the park system through population projections to determine future growth and growth patterns. Designate, when possible, future locations for county owned parks, should the ability to acquire property occur in the near future.
- *Planning for Future Area Development Plans.* Coordinate and designate, when possible, locations for county owned parks with local municipalities when municipalities prepare or update Area Development Plans and Official Maps.

Objective 6: Accessibility

Make the county's park system easily accessible for as many recreational users as possible.

Policies

- *Active and Passive Park Facilities.* Make both active and passive park facilities available to as many individuals as possible.
- *Multi-Use Recreational Opportunities.* Provide multi-use recreational opportunities at park facilities consistent with the intended use of the particular park facilities when appropriate.
- *Planning for Year-Round Park Usage.* Develop and implement a park maintenance program that effectively utilizes county facilities on a year-round basis.
- *Planning Facilities for Residents with Special Needs.* Give special consideration to people with limited financial resources, youth at risk, the elderly, the disabled, and others with special needs.

Objective 7: Service and Management

Ensure the county's park facilities are safe and well managed while providing all segments of the community with quality park and recreational facilities and services.

Policies

- *Service and Management.* Provide natural open space, multiple-use parks, and recreational opportunities and services to a variety of age groups, interests, and abilities throughout the park system on a year-round basis.
- *Park Services.* Develop a variety of services to meet the community's diverse needs. The services should be characterized by quality and efficiency.
- *Park Programs.* Consider the development of a park program, either independently or jointly with a nearby county or local park program that further enhances the community's diverse needs.
- *Safety.* Promote the opportunity for use and minimize user and adjacent property conflict, through the provision of safe and well-managed park facilities. Anticipate the security and safety concerns of users, and design parks and park services with these concerns in mind. Strategies to alleviate potential security and safety concerns include: requesting police patrols, posting signage with regulations for behavior and appropriate times and ways to use parklands and park facilities, regular maintenance, appropriate outdoor lighting and landscaping.
- *Resident Involvement.* Utilize Brown County resident involvement and participation in planning, developing, operating, stewarding and maintaining the county's park system. A variety of residents and recreational users should be included in the review of strategies and implementation of park planning projects. County sanctioned volunteer activities should be encouraged for maintenance and stewardship of natural resources.
- *Trails.* Develop trail plans to be used as a background and guideline for future planning of trails, expansion of existing trails and supplemental recreational facilities within the county's parks, open space, and recreation areas. Place emphasis on connecting trails to existing and proposed local, regional and state trail systems to avoid trail duplication and dead ends.
- *Integrated Pest Management and Plant Health Care.* Design, develop and manage park facilities utilizing plant health care and pest management approaches and strategies. Establish control measures for invasive plant, animal, and aquatic species. Match appropriate plants to their respective sites, emphasize proper site preparation to ensure plant establishment, promote long term success with a minimum of artificial inputs, conserve water, reduce use of chemical pesticides, herbicides and fertilizers and protect water quality, endangered species and public health, while also considering public safety, economic, legal and/or aesthetic requirements.
- *Facility Management.* Design, develop, construct, maintain and operate facilities in an efficient and sustainable manner, which minimizes impacts and improves the quality of the environment, community and economy.

Objective 8: Acquisition and Development

Acquire land for future parks, trails, and trail connections and natural open space, when such lands are available and affordable, to meet present and future community and user demand and needs.

Policies

- *Park Land Acquisition.* Acquire suitable land, when available and affordable, to meet present and future community and user demand and needs.
- *Inventory and Identification.* Inventory existing developed and undeveloped parks and determine appropriate recreational uses and facilities at these sites.
- *Minimal Access in Passive Areas.* Provide minimum access, such as trails, where full development is not appropriate or possible within areas where natural area preservation and/or protection of environmentally sensitive areas are a necessity.
- *Acquisition Consideration.* Consideration should be placed on acquiring land adjacent to existing parkland to augment the potential uses of those facilities and to improve linkages between parks.
- *Acquisition of Natural Areas.* When feasible, priority should be given to the identification, acquisition, and preservation of natural open space areas and wildlife corridors in order to allow migration from place to place and to avoid isolation to habitat connectivity.
- *Development of County Parks.* When the opportunity arises, consideration may be given to county parks that are no longer desired to be kept in ownership of Brown County. Former county parks should first be incorporated into the service areas for existing and proposed future city, village, and town parks. County partnership opportunities should also be considered.
- *Public Donation of Parkland.* Encourage private property owners to donate lands that should be preserved as natural areas or public parks.

Objective 9: Partnerships and Regional Coordination

Create partnerships with local, state, regional and federal agencies, school districts, businesses, developers, user groups, non-profit organizations, and neighborhood groups. Encourage partnerships that provide and assist in the management and maintenance of parks, open space, and recreational facilities, services, and security.

Participate in coordination, cooperation and partnership with local, county, state, tribal, and federal agencies on a regional basis in order to provide an effective and efficient regional natural open space and park system, thus providing better recreational opportunities, services and facilities for both county residents and area park users.

Policies

Partnerships with Developers. Develop partnerships with developers to mitigate or offset the impacts of their new development by providing parkland and park facilities through processes developed within Subdivision Ordinances and/or other ordinances. In commercial areas, develop pedestrian connections through processes established by trail plans, park plans, and other county and/or local ordinances.

Neighborhood and Business Partnerships. Encourage partnerships with neighborhoods and existing businesses to provide land or facilities for parks including: Cost sharing for acquisition and development, furnishing materials or equipment, or providing maintenance or security. Promote partnerships with non-profit and service organizations. These groups provide increased expertise, interest, volunteers, and/or funding for a particular facility or program.

Cooperative Planning Efforts. Cooperate in the regional planning efforts among agencies and jurisdictions within Brown County and Wisconsin in order to provide recreational opportunities and facilities on inter-jurisdictional public lands. The county should work together with towns, villages, cities, and other counties to identify, establish, protect and steward urban and rural open space corridors of regional significance.

Specific Partnerships. Due to the local benefit of regional public open space the county should continue coordination of the Mountain-Bay State Recreational Trail and Fox River State Recreational Trail, with state governmental agencies and other groups.

3. INVENTORY OF COUNTY PARKS, TRAILS, AND NATURAL OPEN SPACES

Brown County has experienced a change in demographics and growth in population in recent years. County population will continue to increase for the next five to twenty years. This growth will continue to affect community decisions on the provision for parks, recreational opportunities and facilities.

There are many opportunities to acquire land for future park development because many areas of the county are not yet developed. The physical beauties of the area, characterized by waterways, wooded lands, the Niagara Escarpment, wetlands and other natural features that are defined in the Physical Characteristics and Natural Open Space Areas Chapter of this plan. Unique physical characteristics form a basis for people to relocate to Brown County. It is imperative that the plan anticipate the land resources needed to serve the population needs for both active and passive recreational needs.

Inventory of Brown County Owned Parks, Trails and Facilities

Brown County provides various regional parks, recreational facilities and open space opportunities, which are divided into the following categories:

- County Parks
- County Trails
- Other County Park Facilities
- Natural Open Spaces
- Undeveloped County Park Parcels

A definition for each type of above listed park is identified in the "Definitions" Chapter of this plan. Brown County may not have a park that matches all of the above categories. In this case, the park inventory is listed with the word "none." The category was left with this statement, rather than eliminating the category altogether so future park developments can easily be added to this plan in future revisions.

The following is an inventory of Brown County owned parks, trails, and facilities:

County Parks:

Barkhausen Waterfowl Preserve. A 474.78 acre public owned property located along the west shore of the Bay of Green Bay, the Barkhausen Waterfowl Preserve has forest, meadows and wetlands where prehistoric Indian tribes once hunted, fished, and camped. Today this natural area is home and refuge for a wide variety of waterfowl, wildlife, and plant species. Over 9 miles of scenic hiking trails run through the marshes and forests of the preserve. These trails are also groomed for cross-country skiing in the winter months. The Fort Howard Paper Foundation Wildlife Area is immediately adjacent to this park, which provides an additional 440.42 acres of recreational area for a total of 915.20 acres.

Also located within the preserve is the West Shores Interpretive Center, which offers a variety of educational programs throughout the year and gives visitors the opportunity to explore nature up close with exciting hands-on exhibits.

Services: Cross-country skiing, snow shoeing, ice skating, hiking, picnic area, educational study/wildlife viewing, educational programs, hunting, observation tower, photography, handicap accessible, and restrooms.

Bay Shore Park. An 81.05 acre public owned property, situated atop the Niagara Escarpment, offers a breathtaking view of the Bay of Green Bay. Scenic hiking trails follow the ledge of the escarpment - a geologic formation created 400 million years ago by an ancient sea. A breakwater and boat launch facility with protected harbor are also located within Bay Shore Park. Launching ramps and docks provide access for fishing, sailing, and boating enthusiasts.

A playground is a tremendous asset to park visitors and campers. Nautical-themed playground equipment and a huge wooden ship provide the backdrop for children to have a fun make-believe high-sea adventure.

The Bay Shore Boat Launch is a popular east shore launch facility and a favorite for recreational boaters and anglers and is designated as a harbor of refuge in case of inclement weather. Several mooring docks are available for day use as well as an overnight mooring dock which can be reserved.

Services: Playground, picnic shelter, boat launch, boating, camping, camper (RV), fishing, campfire, shower, baseball diamond, volleyball, hiking, handicap accessible, and restrooms.

Brown County Fairgrounds. A 35.86 acre public owned property that is located along the west shore of the Fox River. The Brown County Fairgrounds is home to the annual Brown County Fair. The Fairgrounds has two large exhibition buildings, as well as several smaller barn facilities, which are rented to a variety of groups throughout the year for specialty events.

Services: Boat launch, fishing, picnic area, and restrooms.

Brown County Park & Pet Exercise Area. A 24.94 acre public owned property located along Duck Creek. This wooded property creates a peaceful setting for those seeking a quiet area for picnicking and relaxing. It is home to Brown County's Pet Exercise Area for dogs, with special fenced areas designed for off-leash use. Pet owners may also walk their dogs on-leash through the rest of the park. The Pet Exercise Area is open year-round from 8:00 a.m. to sunset. An annual or daily permit is required from Brown County Park Department for pets using the pet exercise area.

Services: Picnic area, pets, and restrooms.

Fonferék's Glen. A 74.81 acre geological gem featuring a 30-foot waterfall, limestone cliffs and stone archway. Located along Bower Creek in the Town of Ledgerview, this park also includes 30 acres of former agricultural fields that have been planted to native trees and prairie. The waterfall can be viewed from a designated overlook.

Services: Hiking, photography, and wildlife viewing.

Fox River State Recreational Trail. A public owned and county operated property that stretches 20 miles from downtown Green Bay to the Brown/Calumet County line. From the trailhead, approximately 5.4 miles of the urban section of the trail is asphalt-paved. The southern portion of the trail south of Heritage Road allows horseback riding on bridle paths along side the trail corridor. A "Health Trail" along a portion of the Fox River State Recreational Trail in Allouez provides trail users with an outdoor fitness challenge course. Also located in the Allouez section of the Fox River State Recreational Trail is St. Francis Park. With its picturesque gazebo, restroom building and park benches overlooking the Fox River, St. Francis Park provides a relaxing resting spot for trail users and picnickers. Dogs are allowed on the trail on five foot leashes and owners must carry a waste pick-up device or bag with them when using the trail. Fox River State Recreational Trail hours are 5:00 a.m. - 9:00 p.m.

An Annual State Trail Pass or a Daily Pass is required for bicyclists, rollerbladers, and horseback riders over 16 years old. There is no fee for walkers. Daily Passes are available at the trailhead and at various locations along the trail. Annual State Trail Passes are available at several locations in Brown County.

Services: Biking trail, hiking, horseback riding trail, and pets.

Lily Lake Park. A 124.273 acre public owned property with a wooded park. The park includes a 43.44 acre lake which is a popular destination for local fishermen. An overhead shelter is available for picnickers and for special events. This park features a boat launch for non-motorized watercraft. Electric motors are allowed. There are two

fishing piers that provide ADA access for anglers. Catch of the day includes pan fish and small mouth bass.

Services: Boating, boat launch, fishing, picnic shelter, hiking handicap accessibility, and restrooms.

Mountain-Bay State Recreational Trail. An 83 mile public owned and county operated property that stretches from the Village of Howard to the eastern end of Wausau. Thirteen miles of this State Recreational Trail runs through Brown County atop an abandoned railroad grade with a compacted crusher dust surface for bicyclists.

An Annual State Trail Pass or a Daily Pass is required for bicyclists 16 years and older. Daily Passes are available at the trailhead and at several locations along the trail. Annual State Trail Passes are available at several locations in Brown County.

Services: Biking trail, hiking, snowmobiling (part of trail), and pets.

Neshota Park. A 257.41 acre public owned property that provides cross-country ski trails. Spring flooding required renovations and improvements. The beginning and intermediate trails include dual, side-by-side Nordic track and all trails have a full width skate track. The county has invested in new grooming equipment for better-combed trails to enhance ski experience.

A.D. Neshota Park, located where the Neshota River is joined by the King Creek, has 260 acres of riverbed, steeply sloped valleys, and wooded hills. Neshota is a pleasurable spot for the naturalist and sightseer. Several miles of trails through the woods provide a scenic walk for hikers and bridle paths for horseback riders. In the winter months, cross-country skiing, sledding, and snowmobiling are popular activities in the park. An enclosed shelter building complete with cooking facilities and a fireplace is also available to rent for special events.

Services: Picnic shelter, hiking, horseback riding trails, cross-country skiing, sledding, snowmobiling, handicap accessibility, and restrooms.

Pamperin Park. A 74.28 acre public owned property located on the limits of metropolitan Green Bay, Pamperin Park is the largest developed park in the Brown County Park System. Pamperin Park offers a quiet serenity with its gently rolling hills and wooded areas enhanced by the slowly flowing Duck Creek. Park visitors enjoy taking strolls along the scenic creek and over its picturesque suspension bridge. Pamperin Park offers a wonderful children's structured playground area, wooded picnic areas, and several volleyball courts. A large stone pavilion containing two halls with restrooms, kitchen facilities, and a fireplace can be reserved for your private function. There is also an outdoor gazebo available for rent surrounded by 10,000 square feet of beautiful landscaping with formal gardens. Pamperin Park is an ideal

area for wedding ceremonies and photo opportunities of all kinds including engagement photos and graduation pictures.

Services: Playground, picnic area, picnic shelter, volleyball, fishing, handicap accessible, and restrooms.

Reforestation Camp. A 1,543.08 acre public owned property that offers a variety of outdoor activities for every age. An observation tower allows visitors to look out over the NEW Zoo, which is located within the Reforestation Camp. Picnicking and fishing around the camp's many small ponds are popular summer activities. For the outdoor enthusiast, miles of scenic trails running throughout the camp provide the opportunity for hiking, biking, and horseback riding. A playground and two rental shelter buildings are available for family gatherings and company events. In the winter months, the Reforestation Camp is a favorite winter recreation area with its miles of groomed cross-country ski and snowmobile trails. Each autumn, hunters take advantage of the Brown County Rifle Range, located in the northeast portion of the camp, to sight-in their firearms. Assistance and spotters are provided on this excellent 100-yard range. The range is open to the public only in the fall season just prior to hunting season for sighting-in firearms. Targets are 25, 50 and 100 foot distance.

Services: Wildlife viewing/nature study, picnic areas, picnic shelter, mountain biking trails, horseback riding trails, fishing, hiking, nature trails, volleyball, playground, baseball diamond, hunting/rifle range, cross-country skiing, snowmobiling, snowshoeing, ice skating, observation tower, wildlife viewing/nature study, handicap accessibility, and restrooms.

St. Francis Park. A 5.12 acre public owned property along the Fox River State Recreational Trail. With its picturesque gazebo, restroom building and park benches overlooking the Fox River, St. Francis Park provides a relaxing resting spot for trail users and picnickers. Dogs are allowed on the trail on five foot leashes and owners must carry a waste pick-up device or bag with them when using the trail. Fox River State Recreational Trail hours are 5:00 a.m. - 9:00 p.m.

An Annual State Trail Pass or a Daily Pass is required for bicyclists, rollerbladers, and horseback riders over 16 years old. There is no fee for walkers. Daily Passes are available at the trailhead and at various locations along the trail. Annual State Trail Passes are available at several locations in Brown County.

Services: Biking trail, hiking, and pets.

Suamico Boat Landing. A 2.77 acre public owned property located on the Suamico River. The Suamico Boat Landing provides fishing and boating access to the west shore of Green Bay. A parking area and restrooms are provided on site. Shoreline fishing along the river in the spring and autumn is popular with local fishermen.

Services: Boat launch, fishing, and restrooms.

Way-Morr Park. A 27.70 acre public owned property located in a rural setting on the Branch River and has scenic wooded picnic areas complete with grills and picnic tables. Way-Morr Park's rental shelter is situated along the river and right next to a wonderful children's playground area, making it a popular choice for family reunions and other functions. Tennis courts and a baseball diamond also provide other opportunities for outdoor summer recreation at this park.

Services: Picnic shelter, picnic area, playground, baseball diamond, tennis courts, volleyball, handicap accessible, and restrooms.

Wequiock Falls. A 3.05 acre public owned property that is one of Brown County's smaller parks. Wequiock Falls contains a large ravine featuring a close-up inspection of the Niagara Escarpment rock formation.

In spring, the flow from Wequiock Creek forms a picturesque waterfall which gradually slows through the dry summer season, providing a nice place to picnic and relax along STH 57.

Services: Photography, picnic area, and restrooms.

Wrightstown Park. A 5.807 acre public owned property located along the Fox River. Wrightstown Park features a boat launching ramp and docking facilities for a scenic tour along this historic waterway. Wrightstown Park provides a picturesque wooded setting for those seeking to relax or picnic along the river.

Services: Boating, boat launch, fishing, picnic area, and restrooms.

County Trails (not within a park):

None.

Other County Park Facilities:

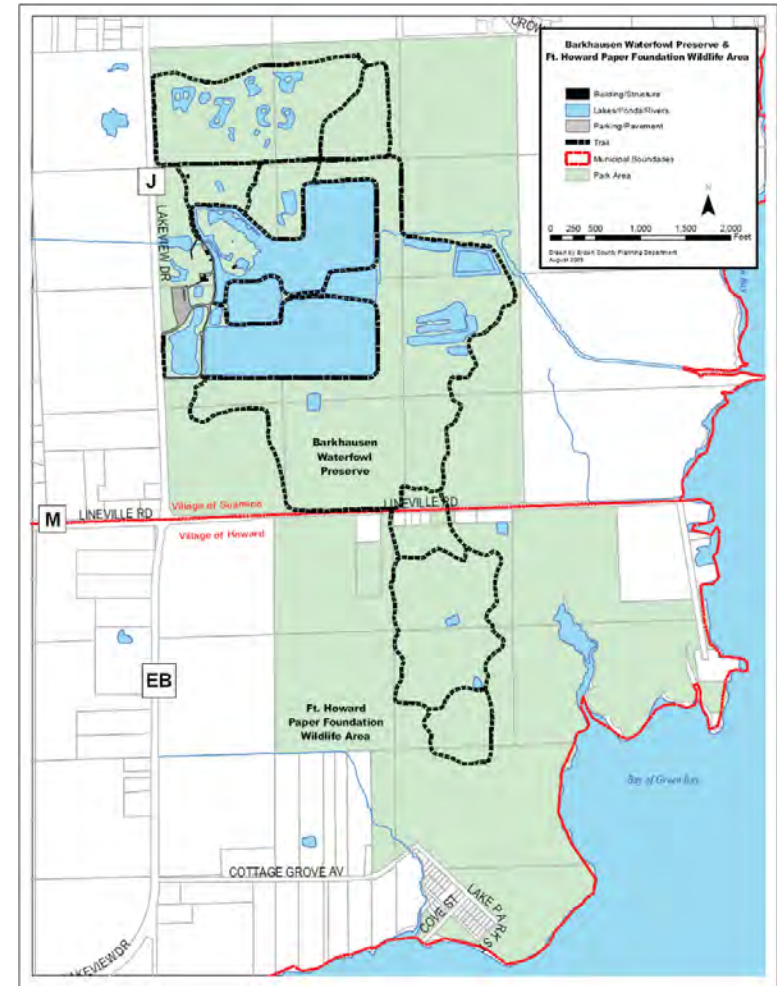
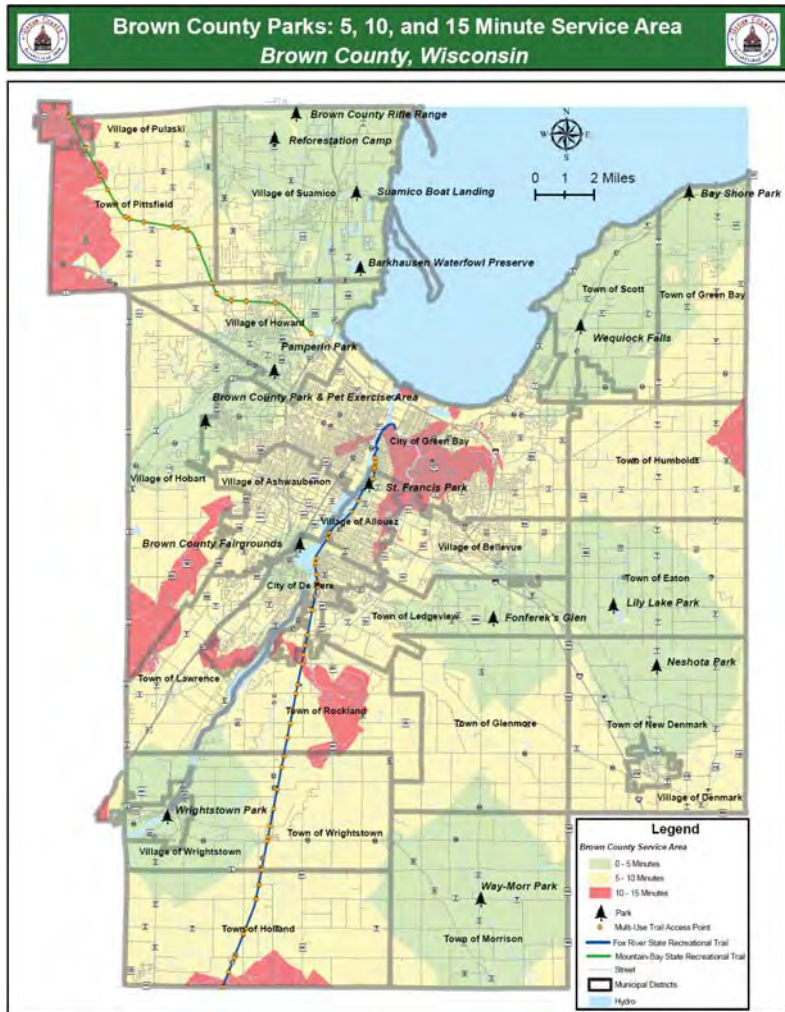
None.

Natural Open Spaces Owned by Brown County:

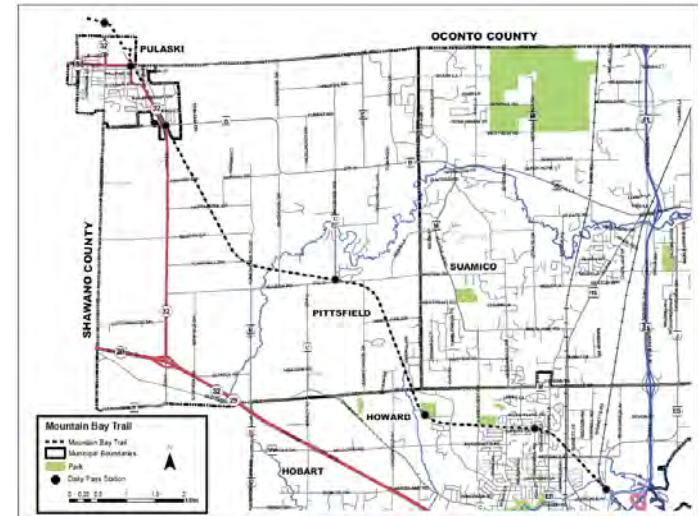
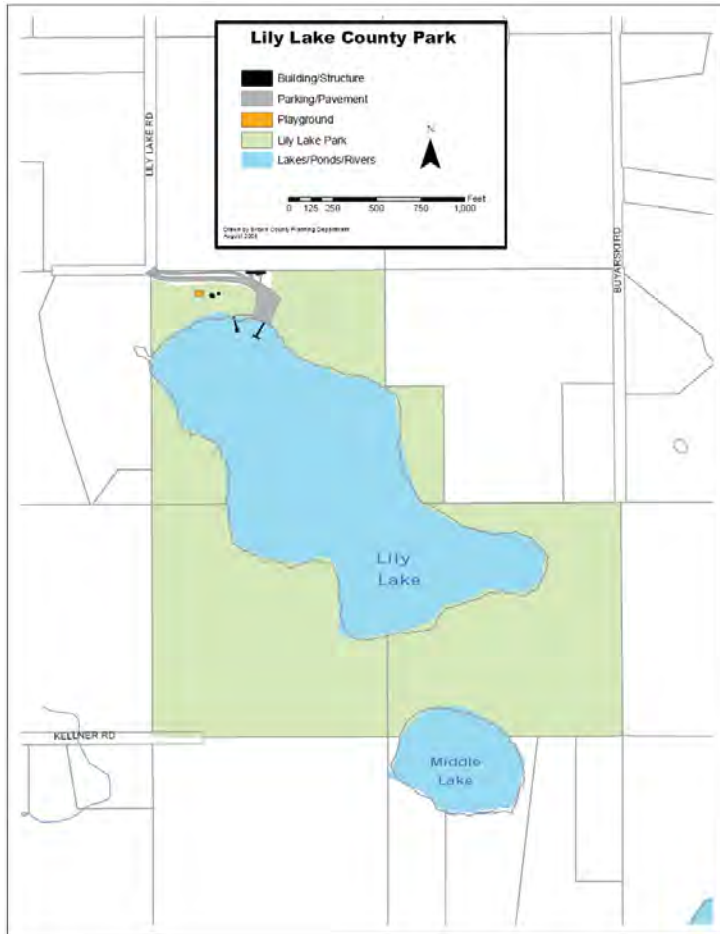
None.

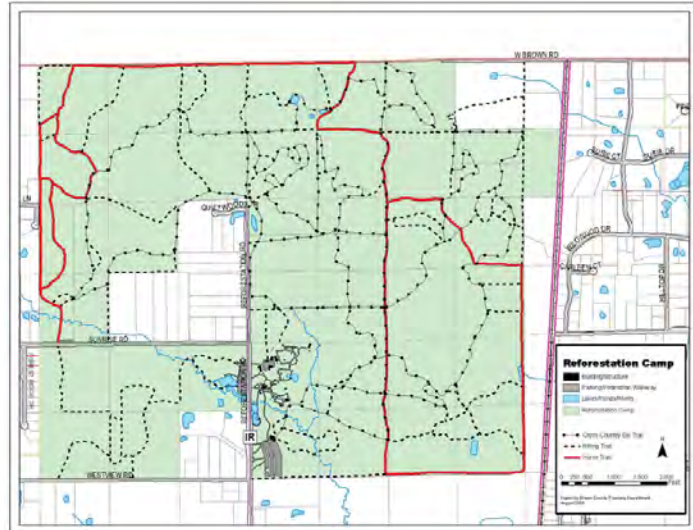
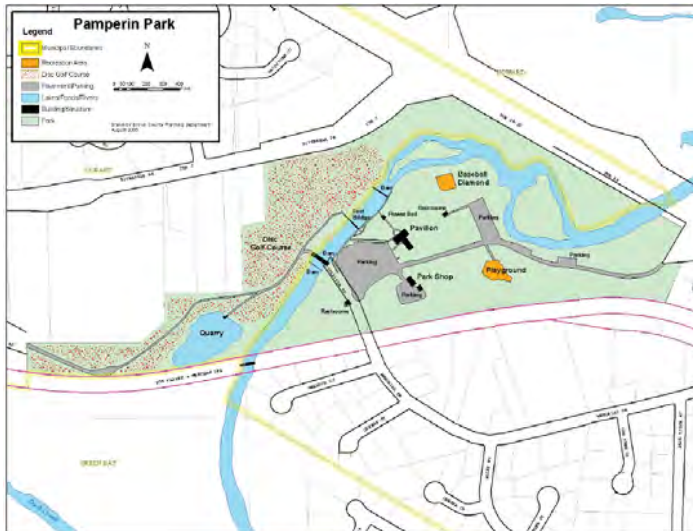
Undeveloped County Park Parcels:

VandeHei property. 74.35 acres.









4. INVENTORY OF STATE AND LOCAL (MUNICIPALITY) PARKS, TRAILS, AND OTHER FACILITIES

Brown County contains 2 cities, 9 villages, and 12 towns. Many active park activities, services, and programs are provided by the local municipalities, most of which are available to the county residents and visitors. Sharing of programs can be a cost effective method for Brown County and the local municipalities to provide a variety of services. Because active services and programs are oftentimes provided in local parks, the focus on county parks may tend to be passive, although active activities are not expected to be eliminated from this park plan.

The accessibility to parks within Brown County must be taken into consideration when developing the plan so replication of services does not occur. Particularly when locating potential sites for regional park expansion or development.

Inventory of Wisconsin State Owned Parks, Trails and Facilities

Wisconsin Parks:

Heritage Hill State Park. Heritage Hill State Historical Park is a 50 acre living history museum in Allouez on the banks of the Fox River. Heritage Hill brings history to life for thousands of visitors annually. The park preserves historical local buildings for display by the public.

Wisconsin Trails:

Devils River State Recreational Trail. The Devils River State Recreational Trail is a WDNR-owned Rails-to-Trails right-of-way located in the center of the Village of Denmark and continues south into Manitowoc County. The trail consists of crushed limestone. A train depot style trailhead will be located in downtown Denmark providing parking, restrooms, and shelter for trail users.

Fox River State Recreational Trail. A public owned and county operated property that stretches 20 miles from downtown Green Bay to the Brown/Calumet County line. From the trailhead, approximately 5.4 miles of the urban section of the trail is asphalt-paved. The southern portion of the trail south of Heritage Road allows horseback riding on bridle paths along side the trail corridor. A "Health Trail" along a portion of the Fox River State Recreational Trail in Allouez provides trail users with an outdoor fitness challenge course. Also located in the Allouez section of the Fox River State Recreational Trail is St. Francis Park. With its picturesque gazebo, restroom building and park benches overlooking the Fox River, St. Francis Park provides a relaxing resting spot for trail users and picnickers. Dogs are allowed on the trail on five foot leashes and

owners must carry a waste pick-up device or bag with them when using the trail. Fox River State Recreational Trail hours are 5:00 a.m. - 9:00 p.m.

An Annual State Trail Pass or a Daily Pass is required for bicyclists, rollerbladers, and horseback riders over 16 years old. There is no fee for walkers. Daily Passes are available at the Trailhead and at various locations along the trail. Annual State Trail Passes are available at several locations in Brown County.

Services: Biking trail, hiking, horseback riding trail, and pets.

Mountain-Bay State Recreational Trail. An 83 mile public owned and county operated property that stretches from the Village of Howard to the eastern end of Wausau. Thirteen miles of this State Recreational Trail runs through Brown County atop an abandoned railroad grade with a compacted crusher dust surface for bicyclists.

An Annual State Trail Pass or a Daily Pass is required for bicyclists 16 years and older. Daily Passes are available at the trailhead and at several locations along the trail. Annual State Trail Passes are available at several locations in Brown County.

Services: Biking trail, hiking, snowmobiling (part of trail), and pets.

Other Wisconsin Park Facilities:

Holland Wildlife Area. 536 acres in Holland.

Sensiba State Wildlife Area. 526 acres in Suamico.

Inventory of Locally (Municipality) Owned Parks, Trails and Facilities

Local parks provide various active and passive activities. The following list is divided by municipality name and park name. Details related to each park are not included because the information may not be as significant for the needs of this chapter.

City of De Pere:

Nature Center. 0.8 acres.

Rainbow Park. 1 acre.

Rusk Park. 0.9 acres.

Brashier Park. 3 acres.

DeBroux Park. 13 acres.

Wells Park. 1 acre.

Wilcox Park. 2 acres.

Bomier Boat Ramp. 1 acre.

Fox Point Boat Launch. 4 acres.

Jim Martin Park. 17 acres.

Legion Park. 16 acres.

Optimist Park. 12 acres.

Voyageur Park. 21 acres.

East River Parkway. 40 acre portion of 335 acre area in Allouez, Bellevue, De Pere, and Ledgeview.

East River Trail. Portion of a 5 mile trail in Allouez, Bellevue, De Pere, and Ledgeview.

Flicker/Tanger Park. 1 acre.

Waterview Estates Park. 3 acres.

Kiwanis Park. 4 acres.

De Pere East High School. 64 acres.

Dickinson Elementary School. 29 acres in East De Pere.

Foxview Intermediate School. 26 acres.

Minahan Field. 10 acres (part of St. Norbert College).

Unnamed Elementary. 39 acres on Ryan Road in East De Pere.

George Street Park. 0.1 acre.

Lawton Park. 0.2 acre.

Bicentennial Park. 3 acres.

Carney Park. 1 acre.

Kelly Danen Park. 6 acres.

Patriot Park. 5 acres.

Rotary Park. 3 acres.

Samantha Street Park. 3 acres.

Willems Park. 0.5 acre.

Wilson Park. 1 acre.

Southwest Park. 92 acres.

VFW Park. 16 acres.

Ashwaubenon Creek Parkway. 15 acres.

The Greenway. 9 acres.

The Preserve. 72 acres.

De Pere West High School. 37 acres.

Lincoln Elementary. 1 acre.

Mel Nicks Field. 10 acres (part of St. Norbert College).

St. Boniface. 2 acres (part of St. Norbert College).

St. Norbert College. 50 acres (part of St. Norbert College).

St. Norbert Soccerfield. 2 acres (part of St. Norbert College).

Syble Hopp Elementary. 5 acres.

City of Green Bay:

Aldo Leopold. 3 acres.

Astor. 8 acres.

Atkinson Park. Unknown acreage.

Badger Park. 5 acres.

Baird Park/School. 18 acres.

Baird Place. 4 acres.

Bay Beach Amusement Park and Soccer Fields. 54 acres.

Baumont Park/School. 8 acres.

Beaver Dam Park/School. 28 acres.

Brisk Park. Unknown acreage.

Chappell Park/School and garden plots. 12 acres.

Colburn Park. Unknown acreage.

Danz Park/School. 19 acres.

East River Emilie. 17 acres.

East River Meyer. 4 acres.

East River Optimist Park. Unknown acreage.

East River Van Beaver. 29 acres.

Eastman Park. 2 acres.

Edison Park/School. 28 acres.

Eighth Street Park. 2 acres.

Eisenhower Park/School. 10 acres.

Farlin. 8 acres.

Fireman's Park. 21 acres.

Fisk Park. 27 acres.

Fox River State Recreational Trail. 2 miles.

Fritsch Park. 29 acres.

Fort Howard Park/Jefferson School. Unknown acreage.

Gagnon Park. Unknown acreage.

He-Nis-Ra Park. 85 acres.

Helen Keller Park/School. 9 acres.

Howe. 1 acre.

Jackson Square. 1 acre.

Joannes Park, Aquatic Center, Sk8 Park and Stadium. 45 acres.

John Muir Park. Unknown acreage.

Joliet Park. 6 acres.

Keller Park/School. Unknown acreage.

Ken Euers Nature Center. 69 acres.

Kennedy. 7 acres.

Kennedy Park/School. 39 acres.

Lakeside Place. 3 acres.

Leicht Memorial Park. Unknown acreage.

Martin Luther King School. 7 acres.

Marquette Park. 8 acres.

Mather Heights Park. 6 acres.

McAuliffe Park. Unknown acreage.

Metro Boat Launch. 9 acres.

Murphy Park. 14 acres.

Navarino Neighborhood Park. Unknown acreage.

Nicolet Park/School. 2 acres.

Perkins Park. 58 acres.

Preble Park. 14 acres.

Red Smith Park/School. Unknown acreage.

St. James Park and Bandshell. 2 acres.

St. John Park. 1 acre.

St. Philip Park/School. Unknown acreage.

Seymour Park. 9 acres.

Sullivan Park/School. 15 acres.

Tank Park/School. 12 acres.

Veterans Memorial Park. 3 acres.

VT Pride Park. Unknown acreage.

Whitney Park. 3 acres.

Wilder Park and Greenway. 37 acres.

Wildlife Sanctuary. 700 acres.

Village of Allouez:

East Lawn Park. 6 acres.

Langlade Park. 6 acres.

Optimist Park. 7 acres.

Riverview Park. 7 acres.

Sunlight Park. 3 acres.

Sunset Park. 4 acres.

Allouez Community Center. 1 acre.

Broadview Soccer Complex. 15 acres.

Patrick Henry Martin Webster Park Sports Complex. 15 acres.

YMCA. 6 acres.

Green Isle Park. 51 acres.

Kiwanis Park. 25 acres.

East River Parkway. 116 acre portion of 335 acres in Allouez, Bellevue, De Pere, and Ledgeview.

East River Trail. Portion of a 5 mile trail in Allouez, Bellevue, De Pere, and Ledgeview.

Langlade Elementary. 7 acres.

Webster Elementary. 6 acres.

Webster Elementary. 6 acres.

Wiese Park. 28 acres.

Village of Ashwaubenon:

Argonne Park. 8 acres.

Sherwood Forest. 46 acres.

Smith Park. 4 acres.

Gillis Park. 1.5 acres.
Canterbury Park. 1 acre.
Veteran's Park. 1 acre.
Valley View Park. 8 acres.
Pioneer Park. 17 acres.
Lois Aubinger Park. 0.5 acre.
Skyline Park. 1.5 acres.
Waterford Park. 4 acres.
Hidden Valley. 19 acres.
Klipstine Park. 15 acres.
Mike Vann Park. 3 acres.
Cormier Park. 3 acres.
Fort Howard Park. 13 acres.
Morris Park. 2 acres.
Ashwaubomay Park. 84 acres.
Bill Diamond Fields. 6 acres.
Ashwaubenon Sports Complex. 42 acres.
Sand Acres. 8 acres.
Packerland Trailhead. 0 acre.
Village Nurserys. 1 acre.

Village of Bellevue:

Bel-Meadow Park. 3 acres.
Bethal Park. 7 acres.
DeBroux Park. 13 acres.
Moonrise Park. 1 acre.
VFW Park. Unknown acreage.
Ledgeview Country Club. 240 acres in Bellevue and Ledgeview.
YMCA. 21 acres.
Josten Park. 36 acres.
East River Parkway. 179 acre portion of 335 acres in Allouez, Bellevue, De Pere, and Ledgeview.
East River Trail. Portion of a 5 mile trail in Allouez, Bellevue, De Pere, and Ledgeview.
Bower Creek Park. 1 acre.
East Park. 22 acres.
VandenHeuvel Park. 23 acres.
Willow Creek Park. 10 acres.
McAuliffe School. 22 acres.

Village of Denmark:

Memorial Park. 30 acres.
Highridge Baseball Diamond. 7 acres.
School District of Denmark Athletic Fields. Unknown acreage.
School District of Denmark Nature Center. Unknown acreage.

Nature Center Trail. Unknown length.

Daybreak Estates Neighborhood Park. 3.4 acres.

Black Walnut Trail. 2,000 feet.

Krueger Subdivision Outlots. Unknown acreage.

Memorial Park. 30 acres.

Village of Hobart:

Four Seasons Park. 43 acres.

Hillcrest Elementary School. 2 acres.

Pine Tree Park. 5 acres.

Village of Howard:

Barney Williams Park. 5 acres.

Bay Port High School. 37 acres.

Bay View Middle School. 31 acres.

Deerfield Docks. 3 acres.

Forest Glen Elementary School. 9 acres.

Howard Elementary School. 22 acres.

Howard Memorial Park. 14 acres.

Lehrner Park. 3 acres.

Meadowbrook Elementary School. 4 acres.

Meadowbrook Park. 91 acres.

Packerland Parkway. 1 acre.

Pinecrest Park. 93 acres.

Pinewood Park. 8 acres.

Quarry. 39 acres.

Spring Green Park. 39 acres.

Village Green Golf Course. 67 acres.

Wieter Wharf. 3 acres.

Village of Pulaski:

Kazimierz Park. 0.75 acres.

Glenbrook Acres Park. 2 acres

Behrendt Park. 1.7 acres.

Dr. V.J. Shippy Park. 1.2 acres.

Pulaski Disc Golf Course. 32 acres.

Pulaski Senior Center. 1.5 acres.

Memorial Park. 22.7 acres.

Polka Days Grounds. 146 acres.

Cross-Country Trail. 1.6 miles.

Pulaski Fishing Pond. 17 acres.

Pulaski Community Ice Arena. Proposed (unbuilt) facility.

Glenbrook Elementary School. 10 acres.

Pulaski Middle School. 69.3 acres.

Pulaski High School. 89.6 acres.

Assumption B.V.M. School. 97.9 acres.

Village of Suamico:

Bay Harbor School (under construction). 19.4 acres.

Idlewild Community Park. 55.6 acres.

Calavera Springs Park. 68.5 acres.

Doctor-Vickery Park. 2.7 acres.

Firemans Park. 0.5 acre.

Suamico Elementary School. 28.4 acres.

Wied Mill Park. 9.4 acres.

Whisper Ridge Subdivision. 25 acres greenspace.

Rose Hill Estates. 25 acres greenspace.

Hawk's Nest. 24.2 acres conservancy.

Wooded wetland along Deerfield Avenue West. 120 acres.

Wied Mill Park. 9.4 acres.

Village of Wrightstown:

Mueller Park. 3 acres.

Van Dyke Park. 2 acres.

Whispering Woods Park. 2 acres.

Town of Eaton:

None.

Town of Glenmore:

None.

Town of Green Bay:

None.

Town of Holland:

Hollandtown Community Park. 11.9 acres.

Holland Town Park. 3.3 acres.

Hunters Park. Unknown acreage (private).

St. Francis School. Unknown acreage.

Town of Humboldt:

None.

Town of Lawrence:

Lost Dauphin State Park. 10 acres.

Quarry Park. 12 acres.

Shadow Ridge Park. 6 acres.

Town of Ledgeview:

East River Trail. 1+ mile portion.

Ledgeview Golf Course. 139 acres (private).

Ledgeview Park. 66 acres.

Public Natural Open Spaces. 62.2 acres.

Scray Hill Park. 28 acres.

Town Land Park. 5 acres.

Town of Morrison:

Fireman's Park. 1 acre.

Town of New Denmark:

None.

Town of Pittsfield:

Former landfill property. 19 acres.

Lainoye School. 14 acres.

Town of Rockland:

None.

Town of Scott:

Lloyd Street Access. 0.2 acre.

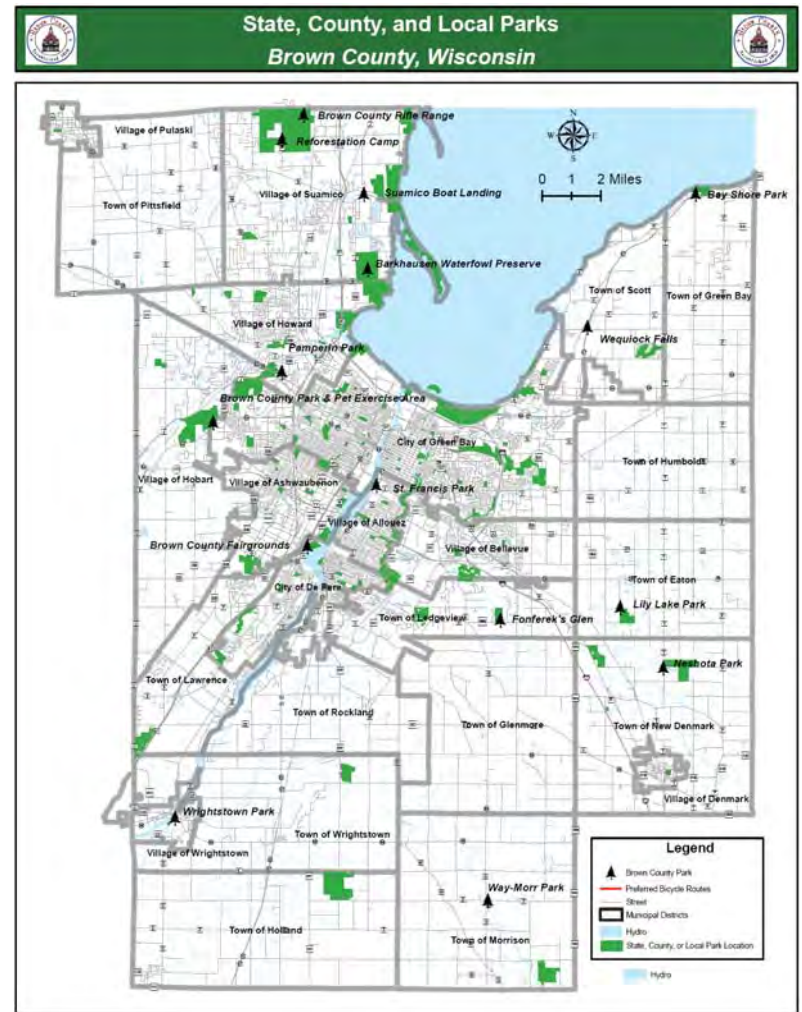
Point Comfort Access. 0.1 acre.

St. Killian's Park. 1.3 acre.

Volk's landing. 0.2 acre.

Town of Wrightstown:

None.



5. SOCIAL AND PHYSICAL CHARACTERISTICS

Social Characteristics

Brown County is located in northeast Wisconsin at the south end of the Bay of Green Bay. The county is the fourth most populated in the State of Wisconsin. Brown County was created in 1818 as part of the Michigan Territory, which included much of upper Michigan and all of Wisconsin from Lake Michigan to the Wisconsin River and south to Illinois. By the time the Wisconsin Territory was established in 1836, the southern one third of Brown County had been removed to form new counties. By 1853, Brown County was confined to its present size. Brown County was formally established by congress in 1861.

Maintaining an understanding of social trends and physical features leads to a greater understanding of community needs when planning for the community. Thus, to identify the parks and outdoor recreation demands and needs of the county it is necessary to have a history of the background of Brown County, a history of population, and a history of information related to natural and manmade features.

Brown County Size

The land mass of Brown County is 528.7 square miles. A significant portion of the county includes rivers and the Bay of Green Bay. The total water mass of Brown County is 86.6 square miles. The overall size of the county (land and water mass) is 615.3 square miles.

Population

In March of 2004, the Wisconsin Department of Administration (WDOA) released new population projections through 2025 which took into account recent growth patterns. According to these patterns, Brown County was projected to have a 2005 population of 237,515 and a 2025 projected population of 281,348 residents. This results in a projected 8.8 percent population growth rate from 2000 to 2010 and 7.8 percent population growth from 2010 to 2020. Although the projections show a slower growth rate than was realized between 1990 and 2000, the county is still projected to show steady growth over the next 20 years.

The WDOA model does not provide projected calculations for the specific years 2013 and 2028. However, when the 5 year and 20 year population projection are estimated in relationship to the WDOA calculations, a forecasted population of approximately 255,090 people by 2013 and to 287,538 people by 2028. The following chart identifies

WDOA population projection model, with calculations for various age groups ranging from the year 2000 census to the projected year 2030:

Population Projections for Brown County by Age: 2000 - 2030							
Total							
Age Group	2000 Census	2005	2010	2015	2020	2025	2030
0-4	15,653	16,067	16,669	17,538	18,027	18,295	18,543
5-9	16,686	16,171	16,520	17,031	17,878	18,481	18,718
10-14	16,801	17,282	16,650	16,988	17,527	18,486	19,072
15-19	17,009	17,280	17,803	17,079	17,430	18,106	19,046
20-24	16,691	17,864	18,213	18,667	17,905	18,326	18,954
25-29	15,924	16,850	18,037	18,377	18,852	18,187	18,591
30-34	17,527	16,471	17,476	18,603	18,948	19,560	18,839
35-39	19,686	17,894	16,856	17,863	18,991	19,431	20,068
40-44	19,054	19,710	17,956	16,900	17,931	19,149	19,571
45-49	16,679	18,727	19,410	17,665	16,650	17,767	18,955
50-54	13,594	16,107	18,129	18,775	17,113	16,228	17,305
55-59	9,626	12,809	15,225	17,125	17,769	16,297	15,450
60-64	7,516	8,958	11,964	14,224	16,036	16,755	15,368
65-69	6,345	6,852	8,208	10,966	13,083	14,855	15,538
70-74	5,934	5,709	6,204	7,455	10,000	12,032	13,692
75-79	4,934	5,061	4,925	5,370	6,503	8,794	10,632
80-84	3,666	3,855	3,996	3,924	4,317	5,294	7,200
85-89	2,173	2,359	2,522	2,642	2,645	2,949	3,670
90-94	897	1,132	1,281	1,408	1,515	1,563	1,781
95-99	223	304	407	481	549	615	658
100 +	40	53	78	111	143	178	211
Totals	226,658	237,515	248,529	259,192	269,812	281,348	291,862

Based upon this information, some calculations for park needs can be determined. Although park plans should not completely rely on population projections, this method may sometimes be an excellent basis for comparison purposes.

Ethnic Background

The following table identifies the percentage of ethnic backgrounds within Brown County as of 2005:

White-Caucasian	Hispanic	American Indian	Other Race	Other Asian	Two or more Races	Black-African American
89.6%	3.8%	2.9%	1.9%	1.7%	1.3%	1.2%

Employment

The total labor force in 2004 was 139,419. The unemployment rate in 2004 was 4.5%. Approximately 6.9% of the county residents were living below the poverty level.

Age

The median Brown County resident age is 34.2 years old. The median State of Wisconsin resident age is 36.0 years old. When a survey was performed for the plan, the average age of the survey respondent was 50 years old.

Land Use

The land use inventory found that the ratio of land uses in the county is 8.5 acres and 6.9 acres of residential development, respectively, for every one acre of commercial and one acre of industrial land. It is estimated that for every acre of land needed for new development, an acre of agricultural land will be lost. However, based on the trend from 1980 to 2000, the amount of agricultural land actually declined at a rate of 2.5 acres of agricultural land lost for every one acre of land for residential development.

Five Year Growth Increments by Acreage for Brown County Based on Residential Development at 75 Percent Sewered

Use	Year					
	2000 (existing)	2005	2010	2015	2020	2025
Residential	44,464	48,616	52,768	56,920	61,072	65,225
Commercial	5,227	5,720	6,208	6,696	7,185	7,674
Industrial	6,410	7,046	7,648	8,249	8,851	9,453
Agricultural	176,336	171,055	165,813	160,572	155,329	150,085

Based on the population growth and associated land use changes experienced in the county between 1980 and 2000, it is assumed that approximately 26,251 acres of land will be needed to accommodate growth over the next 25 years. This total includes 20,761 acres for residential development, 2,447 acres for commercial development, and 3,043 acres for industrial development. In addition, a continued decline in agricultural land is anticipated. The above table depicts the anticipated land use changes in residential, commercial, industrial, and agricultural land in five year increments.

For comparative purposes, a second projection of acreage needs was completed. This second projection is based on a greater amount of new residential development occurring on public sewer systems (90 percent) than what has typically been the case in most communities in the county between 1990 and 2002 (75 percent sewered/25 percent private onsite sewage disposal systems). The results of this analysis are shown below:

Five Year Growth Increments by Acreage for Brown County Based on Residential Development at 90 Percent Sewered

Use	Year					
	2000 (existing)	2005	2010	2015	2020	2025
Residential	44,464	46,891	49,318	51,745	54,172	56,601
Commercial	5,227	5,517	5,802	6,088	6,373	6,659
Industrial	6,410	6,796	7,148	7,499	7,851	8,203
Agricultural	176,336	173,233	170,169	167,105	164,041	160,974

Based on a comparison of the above tables, it is evident that encouraging communities to promote more of the new development to occur on public sewer and allowing less development to occur with private onsite sewage systems would result in more than 10,000 acres being spared from development over the planning period. This comparison shows how much more efficiently growth can occur if it is addressed in a planned and orderly manner.

Physical Characteristics

Topography

The topography of Brown County has been greatly modified by glacial action and today is generally characterized by gently rolling moraines. The western two-thirds of the county is associated with the roughly four mile-wide Fox River Valley, a continuation of the same depression forming the Bay of Green Bay. This area slopes gently northeastward from Lake Winnebago in east central Wisconsin, drains to the bay, and is generally level to gently rolling. This lowland area contains many glacial landforms,

including eskers, moraines, and remnants of extinct glacial lakes. During glacial times, the flat marshy land west and south of the bay had been covered by the bay. Most streams in the area flow northeastward and parallel to the escarpment to the bay. Most streams also possess shallow channels, except in a few instances where the streams have cut through softer underlying glacial landforms, such as the Fox River in Wrightstown.

Forming the eastern boundary of the Fox River Valley is a steep escarpment referred to as the Niagara Escarpment, which rises relatively abruptly as high as 200 to 250 feet above the valley floor. East of and alongside most of the Niagara Escarpment is a narrow strip of level land. East of that is generally a slightly rolling plain that drains east and southeast toward Lake Michigan. The headwaters of a number of streams that drain to Lake Michigan are located within this area. However, gaps in the Niagara Escarpment allow two streams—Baird Creek and Bower Creek—to flow westward to the Bay of Green Bay. The area is generally well drained but has many small wet depressions in places.

Due to its location between two lobes of the last glacier to advance through Wisconsin, the southeastern portion of the county is extremely hilly and has many poorly drained depressions. This area, which extends into southeastern Wisconsin, is called the Kettle Moraine area of the state.

Land relief within the county ranges from approximately 600 feet above sea level to approximately 1,000 feet above sea level. The low point in the county, at an elevation of about 580 feet, is located in the City of Green Bay where the Fox River enters the bay. The highest point in the county is located in the Town of Holland, southeast of the unincorporated community of Greenleaf, at an elevation of about 1,020 feet.

The most dominant topographical feature in Brown County is the Niagara Escarpment. This escarpment is the exposed edge of a ridge with a steep face on one side and a gentle slope on the other. Most portions of the Niagara Escarpment in Brown County face northwest and vary in height from 5 to 125 feet. It was formed by the exposure of a layer of eastward or southeastward tilting rocks that are older, harder, and more resistant to weathering and erosion than the underlying rocks. Over time, the underlying rocks have been eroded away, leaving the edge of the more resistant rocks exposed. The steep, straight cliff faces have been accentuated by the scouring action of glaciers. The Niagara Escarpment extends in a southwest-northeast direction through the eastern portion of Brown County (approximately five miles east of and parallel to the Fox River) until it nears the northeast side of the City of Green Bay where it is located adjacent and parallel to the bay. The Niagara Escarpment continues to the southwest into central Wisconsin and to the northeast through Door County, Upper Michigan, Canada, and back into the United States in Upstate New York. The Door County Peninsula and Niagara Falls are two exceptional and well-known features located along this escarpment.

The topography of the county has a significant impact on its natural and scenic resources, as well as on storm water management and erosion control. While highly subjective, scenic beauty is also an important element of many successful communities.

Surveys have shown that most people enjoy open spaces and vistas of unspoiled nature, while others enjoy views of more urban development and the contrasts that they can provide. To some, the most beautiful scenic resources are views of blue skies, green hills, shorelines, and woodlands, while others prefer park or golf course settings and still others prefer pastoral settings. One of the most often cited scenic view in the County is that of the bay and the City of Green Bay viewed from the Niagara Escarpment, which incorporates elements of both urban and natural settings.

The areas of varying topography within the county can be scenic resources of great value to the community. The shoreline of the Fox River, particularly the southern portion, is a significant scenic resource. However, public access is not available to this part of the Fox River, and there are no vantage points for the public to view the topography. The same applies to the southern portions of the Niagara Escarpment.

Seeking ways to obtain access to and maintain these scenic characteristics of the community should be considered because of the contrast they offer from the surrounding landscape and the vistas they provide. As the county continues to develop, the county and local communities should continue to extend parkways along these features and the major waterways to preserve their scenic qualities, as well as to improve their water quality. Opportunities are more limited along the Fox and East Rivers and other creeks and streams within the metropolitan area due to development that is already in place. However, as redevelopment opportunities arise or further development occurs within and outside the metropolitan area, providing additional public access to these ridgelines and shorelines would provide additional places for residents and visitors to enjoy the views the county has to offer.

Many of the areas within Brown County that provide such valuable scenic views are located along the Niagara Escarpment, which, in turn, are associated with karst features. Karst features consist of cracked and fractured bedrock, such as limestone, that is close to the surface. This bedrock is easily dissolved by water, and its cracks and layers allow water and pollutants to easily reach the groundwater. Sinkholes, shallow soils, sinking streams, and springs are commonly found in such areas. These features are located adjacent to the escarpment and more extensively in the Town of Green Bay and Scott.

Because of the fragility of these features and their susceptibility to groundwater contamination, development within them should be discouraged. At a minimum, setbacks from these features should be considered for barnyards, manure storage areas, chemical and manure spreading, septic systems, and roads and other paved areas. It is recommended that a study of the escarpment and its associated karst features within

Brown County, their location, their susceptibility to groundwater contamination, their value as scenic areas and parkways, their potential for tourism, their potential for harboring rare plant and animal species, their relationship to similar efforts in adjacent counties, and their appropriateness for development be undertaken. This study should be a cooperative undertaking by the DNR, the county, and the affected local units of government.

Surface Water Resources

Lakes, rivers, and streams offer enjoyment, peace, and solitude. These surface waters provide such opportunities to anglers, boaters, hunters, water skiers, swimmers, sailors, and casual observers alike. They also drain the land after heavy rains, provide habitat for countless plants, fish, and animals, are a source of drinking water for many communities, and are a source of process water for industry and agriculture. Lands immediately adjacent to such waters have an abundance of cultural and archeological significance because they were often the location of Native American and early European settlements. For all these reasons and more, surface waters are typically the most important natural resource a community can possess.

Because of this importance, numerous federal, state, and local laws and regulations have been created to protect surface waters. They range from the commerce clause of the United States Constitution to local floodland zoning regulations. The most heavily regulated waters are those that are determined to be natural and navigable.

Brown County contains numerous significant surface water resources. The largest and most important of which are the Bay of Green Bay and the Fox River. Based upon a 2000 land use inventory undertaken by the Brown County Planning Commission, surface water features (not including the bay) encompassed approximately 4,100 acres or about one percent of the county. See Figure 8-1 for the location of the major rivers and streams in Brown County.

Bay of Green Bay

Beyond serving as the starting point for early settlement and transportation to the interior of Wisconsin and, thus, being rich in historical and archeological significance, the Bay of Green Bay provides the largest potential for water-based recreational activities within Brown County with about 30 miles of shoreline. Although the eastern and southern shores are now largely developed, the majority of the western shore still remains undeveloped and available for future open space or recreational opportunities.

Commercial fishing (primarily for perch, whitefish, and lake trout) had long been a popular activity within the bay until high pollutant loadings to the Fox River and the southern portion of the bay became a significant and widespread problem by the late 1940s and early 1950s. However, recent studies have indicated that a slight

improvement has occurred in the water quality of the Bay of Green Bay and is most likely due to reduced point source pollution loading.

About 49,000 acres of the Bay of Green Bay are located within Brown County. Its depth is an average of about 26 feet. The bay is a hard water alkaline basin, and its bottom materials consist of very loose flocculent sediment.

Water quality impairments to the lower Bay of Green Bay include PCB fish consumption advisories, excessive levels of bacteria, and low levels of dissolved oxygen. Factors causing this impairment are varied and complex and are discussed in detail in the Lower Green Bay Remedial Action Plan but are generally attributable to nonpoint sources of pollution. For these reasons, the lower bay has been identified by the Wisconsin Department of Natural Resources as an Impaired Water, which means that it does not meet federal and state water quality standards.

Fox River

The Fox River is the largest and most important river in northeastern Wisconsin. It is a navigable river that flows northward 155 miles from its headwaters in southern Green Lake County in east-central Wisconsin to the Bay of Green Bay. Its basin drains over 2,700 square miles of east-central and northeastern Wisconsin. In Brown County, it extends 19 miles from the Village of Wrightstown to its downstream end at the Bay of Green Bay and drains about 311 square miles, or almost half of Brown County. Its upstream portions within Brown County are characterized by steep, wooded bluffs that gradually flatten out to low plains near its confluence with the bay. Portions of the Fox River, particularly those portions in the Green Bay Metropolitan Area and in the Village of Wrightstown, are developed with urban uses and densities. Suburban and rural uses and densities are located along the portion of the river between the metropolitan area and Wrightstown. The Fox River's water is hard and very turbid. The river bottom is mostly comprised of sand and silt. The river itself is classified as a Warm Water Sport Fishery.

The importance and history of the Fox River parallels that of the Bay of Green Bay. The Fox River served as the route into the interior of the state for early explorers, and many of Wisconsin's earliest communities were located along its banks.

In addition to being Brown County's largest river, the Fox River also plays a very large role in determining the overall water quality of the lower Bay of Green Bay. As with the bay, the Fox River has experienced high pollutant loadings in the past but recently has shown signs of a slight improvement in water quality. Historically, fishing and recreation once played a vital and important role along the Fox River but, until recently, had almost entirely vanished. By the 1940s, pollution in the river had increased to the point where its fisheries were severely damaged, and its scenic and recreational values were lost. With passage and implementation of the Clean Water Act in the early 1970s,

the Fox River's water quality began to improve, which in turn has resulted in recovering fish populations and increased recreational use. The walleye fishing tournaments are now hosted on the Fox River and the Bay of Green Bay, and in 2000 and 2001, national walleye fishing tournaments were held.

However, storm water and agricultural runoff (non-point source pollution) continue to be the greatest water quality threats. The Fox River continues to be exposed to many adverse environmental impacts, including excessive sedimentation, nutrient enrichment, and turbidity due to non-point source pollution, urban storm water runoff, storm sewer discharges, and impoundment of the river. Polychlorinated Biphenyl (PCB) accumulation and fish consumption advisories due to past industrial point source discharges are also present. The Fox River has been identified as the second largest contributor of suspended sediment and the largest contributor of phosphorus to Lake Michigan.

For these reasons, the Fox River has been identified by the Wisconsin Department of Natural Resources as an Impaired Water, which means that it does not meet federal and state water quality standards. Reduction of these impacts would improve the overall health and appearance of the Fox River.

Other Surface Water Features

Other significant surface water resources in Brown County include its three named lakes: the small Lily, Middle, and Third Lakes located adjacent to one another in the eastern portion of the County. Also included are the numerous smaller rivers and streams, the biggest of which include Duck Creek, the East River, and the Suamico River.

Lily Lake, Middle Lake, and Third Lake in the Town of Eaton in the eastern portion of the county are the only natural lakes within Brown County. They comprise a combined surface water area of about 50 acres. They are hard water lakes that are fed by groundwater seepage. None of these lakes have inlets, and only Third Lake has an intermittent outlet that drains it. All of the lakes are located in a shallow depression upon Carbondale muck soils. The bottom materials consist of peat, mulch, and rock debris. Fishing on the lakes is poor due to periodic winterkills. Agricultural land uses and a limited amount of rural residential development are located adjacent to these lakes. In addition, Lily Lake and a small portion of Middle Lake are located within a county park.

Lily Lake is a popular fishing destination for anglers who use small boats, fish from shore, or fish on the ice in winter. Recent Wisconsin Department of Natural Resources surveys indicate that pan fish, bluegill, sunfish, and yellow perch dominate the fishery of the lake and that large-mouth bass, small-mouth bass, and northern pike are also present. It was estimated that during 1999, anglers fished for over 21,000 hours on Lily

Lake, while catching and harvesting thousands of fish. In the past, nutrient rich waters in the lake have led to algal blooms and periodic winterkills. Limited information exists for Middle Lake and Third Lake. It is likely that pan fish dominate the fisheries of these two lakes.

Duck Creek is tributary to the Bay of Green Bay and is located in the Villages of Hobart and Howard in the western portion of the county. From its headwaters in Outagamie County, it flows northeasterly until it flows into the bay in the Village of Howard. It is a slow-moving stream and is classified as a Warm Water Sport Fishery. Agricultural and limited rural development are located along the majority of this stream; although, significant amounts of urban development outside its floodway and wetlands are present in the Village of Howard and the extreme northeastern portion of the Village of Hobart. Key threats to the health of this waterway are sedimentation due to erosion from construction sites and farm fields and excessive nutrients caused by nonpoint source pollution due to storm runoff from lawns, farms, and other sources.

The East River is a major tributary of the Fox River. It is a navigable river that flows northward 39 miles from its headwaters in northern Calumet County to one mile upstream of the Bay of Green Bay/Fox River mouth, and it is east of and generally parallel to the Fox River. In Brown County, it extends about 33 miles from the Brown County/Calumet County border east of STH 32/57 to its downstream end at the Fox River one mile south of the Bay of Green Bay and drains about 148 square miles of the county. It is a sluggish, hard water, and very turbid stream. The northernmost third of the river is classified as a Warm Water Sport Fishery. While urban development is adjacent to approximately the northern third of the stream, agricultural lands are adjacent to the remainder of the stream. Many of its banks have been pastured and are badly eroded. Sediments have blanketed the streambed (filling in pools and riffles), thereby degrading habitat for fish species and associated fauna. The East River continues to be exposed to many adverse environmental impacts, including sedimentation, excessive nutrient inputs, low levels of dissolved oxygen for a Warm Water Sport Fishery, loss of in-stream habitat, excessive suspended solids leading to turbidity, and fish kills due to non-point source pollution, cropland erosion, and barnyard runoff. For these reasons, the East River has also been identified as an Impaired Water.

In 1987, the East River was designated as a priority watershed under the Wisconsin Nonpoint Source Water Pollution Abatement Program. Subsequently in March 1993, a report titled "Nonpoint Source Control Plan for the East River Priority Watershed Project" was prepared by a consortium of state, county, and local agencies. The intent of the plan is to guide the implementation of non-point source control measures within the East River watershed and to provide the basis for the WDNR to enter into cost-share and local assistance grants to implement water quality improvement measures.

The Suamico River is a tributary of the bay. It is a navigable river that flows eastward 16 miles from its headwaters in Shawano and Outagamie Counties to the bay in the Village of Suamico. In Brown County, it is a sluggish, hard water, and very turbid stream. The easternmost portion of the river is classified as a Warm Water Sport Fishery with bottom materials comprised of sand and silt. The remainder is classified as a Full Fish and Other Aquatic Life Water with bottom materials comprised of rubble and gravel. Agricultural and rural residential land uses are adjacent to the majority of the stream. The Suamico River continues to be exposed to non-point source pollution.

Many other perennial and intermittent, navigable and non-navigable, named and unnamed, studied and unstudied streams are present within Brown County.

Environmentally Sensitive Areas

Environmentally sensitive areas (ESAs) are defined by the Brown County Planning Commission as portions of the landscape consisting of valuable natural resource features that should be protected from intensive development. They include all lakes, rivers, streams, wetlands, floodways, and other locally designated significant and unique natural resource features. ESAs also include a setback or buffer from these features. In addition, they include areas of steep slopes (slopes 12 percent or greater) when located within or adjacent to any of the features previously noted (see Figure 8-7). According to the latest county land use inventory, about 102 square miles of the county, or about 19 percent, are encompassed by ESAs. Research and experience from throughout Wisconsin indicate that the potential exists for significant adverse water quality impacts if these areas are developed.

Identification and protection of ESAs are required by state and county regulations under Wisconsin Administrative Code NR 121 and the Brown County Sewage Plan. There are also certain tribal regulations for ESAs within the Oneida Indian Reservation. The Wisconsin Department of Natural Resources and Brown County Planning Commission enforce them during the review and approval of all public sanitary sewer extensions. The Brown County Planning Commission also enforces them during its review and approval of land subdivisions within the villages and towns of Brown County. The intent of the ESAs is to protect water-related natural resource features from the adverse impacts often associated with development. Due to the specifics of the Wisconsin Administrative Code that pertain to these ESAs, these rules and regulations apply only to sewer development and related activities. Development not requiring a land division and utilizing private onsite sewage disposal systems is not subject to these regulations. However, the Brown County Subdivision Ordinance (Chapter 21, Brown County Code of Ordinances) does regulate ESAs in all land divisions less than 10 acres in size regardless of the type of sewage disposal system.

In general, sewer development and associated filling, excavation, grading, and clearing are prohibited within ESAs. However, certain non-intensive uses, such as public utilities and public recreation, are often allowed within these areas. In conjunction with proper erosion control and storm water management practices both during and subsequent to development within and adjacent to these areas, protection of the ESAs could provide numerous benefits, including:

- Recharge of groundwater.
- Maintenance of surface water and groundwater quality.
- Attenuation of flood flows and stages.
- Maintenance of base flows of streams and watercourses.
- Reduction of soil erosion.
- Abatement of air pollution.
- Abatement of noise pollution.
- Favorable modification of microclimates.
- Facilitation of the movement of wildlife and provision of game and non-game wildlife habitat.
- Facilitation of the dispersal of plant seeds.
- Protection of plant and animal diversity.
- Protection of rare, threatened, and endangered species.

Threats to ESAs are similar to those of floodplains and shorelands. In addition, the quality and effectiveness of ESAs could be severely reduced should adjacent development change drainage patterns or remove native vegetation from the lands within or immediately adjacent to the ESAs. Such disturbances can also introduce invasive plant species to the ESAs, which can result in loss of native vegetation, diversity, and habitat. It is recommended that the identification and education about the importance of ESAs continue.

Plants & Animals

Federal and state laws protect endangered and threatened species. Activities that impact state- or federally-listed animals on public or private lands and plants on public lands are prohibited under the related state and federal laws. This protection is usually accomplished during the federal and state permit review process, but it is ultimately the responsibility of a project proponent and property owner to ensure that they are not in violation of the endangered species laws.

Protection of such species is a valuable and vital component of sustaining biodiversity. An endangered species is one whose continued existence is in jeopardy and may become extinct. A threatened species is one that is likely, within the foreseeable future, to become endangered. A special concern species is one about which some problem of abundance or distribution is suspected but not yet proven. The main purpose of the special concern category is to focus attention on certain species before they become

endangered or threatened. Both levels of government prepare their own separate lists of such plant and animal species but do so working in cooperation with one another, as well as with various other organizations and universities. The Wisconsin Department of Natural Resources Bureau of Endangered Resources monitors endangered, threatened, and special concern species and maintains the state's Natural Heritage Inventory (NHI). This program maintains data on the locations and status of rare species in Wisconsin. Because some species are very sensitive, their actual locations are kept vague in order to protect them. Data for these species is only available at the county level.

According to the NHI and summarized in Figure 8-10, there are 58 species recorded as occurring in Brown County that are state-listed as endangered, threatened, or special concern. Twenty of these plant and animal species are either threatened or endangered. The dwarf lake iris is listed as threatened on both the state and federal lists and is the only federally-listed species known to occur in Brown County.

In addition to the species listed below, Brown County contains important examples of the following 12 natural community types. Although communities are not legally protected, they are critical components of Wisconsin's biodiversity and may provide habitat for rare, threatened, and endangered species. The Niagara Escarpment is a primary example of a very prominent, yet unique, ecosystem that harbors several species that are found nowhere else in the county.

- Alvar.
- Emergent aquatic.
- Forested ridge and swale.
- Lake - shallow, hard, seepage.
- Migratory bird site.
- Moist cliff.
- Northern dry - Mesic Forest.
- Northern Mesic Forest.
- Northern wet forest.
- Southern Mesic Forest.
- Southern dry - Mesic Forest.
- Stream - slow, hard, warm.

Rare species and natural communities are critical components of Brown County's natural resources, and protecting these resources is essential to ensure the long-term sustainability of the county's environment. It is recommended that Brown County encourage communities and developers to contact the Wisconsin Department of Natural Resources Bureau of Endangered Resources and review the state's Natural Heritage Inventory prior to any development within the county. This will serve to protect these species and ensure the appropriate application of the state and federal endangered species laws. It is further recommended that should the above-noted

species and natural communities be encountered, the appropriate agencies be contacted and protection measures implemented. The Brown County Planning Commission already undertakes similar actions during its review and approval of subdivision plats and sanitary sewer extension reviews.

Threatened, Endangered, and Special Concern Species in Brown County

<i>Common Name</i>	Scientific Name	Species Taxonomic Group	State Status	Federal Status
Caspian tern	<i>Sterna caspia</i>	Bird	END	
Common tern	<i>Sterna hirundo</i>	Bird	END	
Forster's tern	<i>Sterna forsteri</i>	Bird	END	
Forster's tern	<i>Sterna forsteri</i>	Bird	END	
Blanchard's cricket frog	<i>Acris crepitans blanchardi</i>	Frog	END	
Purple false oats	<i>Trisetum melicoides</i>	Plant	END	
Lake-cress	<i>Armoracia lacustris</i>	Plant	END	
Midwest pleistocene vertigo	<i>Vertigo hubrichti</i>	Snail	END	
Greater redhorse	<i>Moxostoma valenciennesi</i>	Fish	THR	
Longear sunfish	<i>Lepomis megalotis</i>	Fish	THR	
Redfin shiner	<i>Lythrurus umbratilis</i>	Fish	THR	
Dwarf lake iris	<i>Iris lacustris</i>	Plant	THR	LT
Handsome sedge	<i>Carex formosa</i>	Plant	THR	
Pale green orchid	<i>Platanthera flava</i> var <i>herbiola</i>	Plant	THR	
Snow trillium	<i>Trillium nivale</i>	Plant	THR	
Yellow gentian	<i>Gentiana alba</i>	Plant	THR	
Seaside crowfoot	<i>Ranunculus cymbalaria</i>	Plant	THR	
Cherrystone drop	<i>Hendersonia occulta</i>	Snail	THR	
Blanding's turtle	<i>Emydoidea blandingii</i>	Turtle	THR	
Wood turtle	<i>Clemmys insculpta</i>	Turtle	THR	
American gromwell	<i>Lithospermum latifolium</i>	Plant	SC	
American sea-rocket	<i>Cakile edentula</i>	Plant	SC	
Blunt-lobe grape-fern	<i>Botrychium oneidense</i>	Plant	SC	
Christmas fern	<i>Polystichum acrostichoides</i>	Plant	SC	
Climbing fumitory	<i>Adlumia fungosa</i>	Plant	SC	
Crinkled hairgrass	<i>Deschampsia flexuosa</i>	Plant	SC	
Indian cucumber-root	<i>Medeola virginiana</i>	Plant	SC	
Limestone oak fern	<i>Gymnocarpium robertianum</i>	Plant	SC	
Long-spur violet	<i>Viola rostrata</i>	Plant	SC	
Male fern	<i>Dryopteris filix-mas</i>	Plant	SC	
Marbleseed	<i>Onosmodium molle</i>	Plant	SC	
Richardson sedge	<i>Carex richardsonii</i>	Plant	SC	

Crawe sedge	<i>Carex crawei</i>	Plant	SC
Northern bog sedge	<i>Carex gynocrates</i>	Plant	SC
Showy lady's-slipper	<i>Cypripedium reginae</i>	Plant	SC
Small yellow lady's-slipper	<i>Cypripedium parviflorum</i>	Plant	SC
White adder's-mouth	<i>Malaxis brachypoda</i>	Plant	SC
Lake sturgeon	<i>Acipenser fulvescens</i>	Fish	SC
Black-crowned night-heron	<i>Nycticorax nycticorax</i>	Bird	SC
Broad-winged skipper	<i>Poanes viator</i>	Butterfly	SC
Mottled dusky wing	<i>Erynnis martialis</i>	Butterfly	SC
Dion skipper	<i>Euphyes dion</i>	Butterfly	SC
Mulberry wing	<i>Poanes massasoit</i>	Butterfly	SC
Two-spotted skipper	<i>Euphyes bimacula</i>	Butterfly	SC
American eel	<i>Anguilla rostrata</i>	Fish	SC
Redside dace	<i>Clinostomus elongatus</i>	Fish	SC
Northern myotis	<i>Myotis septentrionalis</i>	Mammal	SC
A land snail	<i>Catinella gelida</i>	Snail	SC
A land snail	<i>Succinea "bakeri"</i>	Snail	SC
Black striate	<i>Striatura ferrea</i>	Snail	SC
Brilliant granule	<i>Guppya sterkii</i>	Snail	SC
Deep-throated vertigo	<i>Vertigo nylanderii</i>	Snail	SC
Dentate supercoil	<i>Paravitrea multidentata</i>	Snail	SC
Eightfold pinecone	<i>Strobilops affinis</i>	Snail	SC
Honey vertigo	<i>Vertigo tridentata</i>	Snail	SC
Iowa pleistocene vertigo	<i>Vertigo iowaensis</i>	Snail	SC
Sculpted glyph	<i>Glyphyalinia rhoadsi</i>	Snail	SC
Tapered vertigo	<i>Vertigo elatior</i>	Snail	SC

Source: WDNR – Natural History Inventory

The informational “Wisconsin Land Legacy Report” by the DNR identified the Colonial Waterbird Nesting Islands, Duck Creek and Burma Swamp, Niagara Escarpment, Point Au Sable, Red Banks Alvar, Suamico River, Twin River, and the west shore of the Bay of Green Bay wetlands as among the most important natural resource features in the state. Furthermore, the Red Banks Alvar and the Holland Red Maple Swamp are the only state natural areas in Brown County. State natural areas are Wisconsin’s best remaining examples of natural native communities, and they receive the state’s highest efforts of protection and acquisition.

Wildlife Habitats

Wildlife habitat, as well as the other natural resources mentioned in this chapter, is part of Brown County’s biodiversity. Biodiversity (or biological diversity) is the full spectrum and inter-relationships of all plants and animals (including humans), their composition and distribution, and the landscapes and functions they assume. Biodiversity provides a way of thinking that takes into account the landscape, species, communities, and systems that comprise the environment and allows us to take an integrated approach to the management of our natural surroundings. This approach is critical because humans depend on nature and a healthy environment, and human actions have a profound impact upon the natural environment. Thus, it is a continuing challenge to balance the needs of a growing human population with maintaining a diverse, productive, and resilient natural environment.

The greatest threats to biodiversity are the loss of natural habitats due to urban development and the introduction of non-native invasive plants and animals.

Since much of the county is either developed or actively farmed, existing wildlife habitat is generally found along the county’s rivers and streams. These lands consist of both upland and lowland vegetation. Such lands, because of their location, are conducive to forming large linear tracts of open space that are essential for biodiversity and for providing wildlife corridors.

The county must educate and encourage local communities to institute park and open space planning, conservancy zoning, conservation by design, and other similar practices as a viable method of protecting their wildlife habitat.

It is recommended that the county continue to expand its efforts on county park properties to re-establish native vegetation and habitat and to assist others in doing so on their property.

6. WATER RESOURCES

Water resources are a vital component of any community. The presence of these resources with their recreational and environmental opportunities can be a major factor in maintaining a high quality of life for community members and in attracting the “creative class” to the area. Certain water features in the county can be used for recreational opportunities such as fishing, boating, hiking and nature observation while others can provide wildlife travel corridors, preserve endangered/threatened plant and animal species or recharge ground water supplies. The *Brown County Comprehensive Plan – A Vision for Great Communities* (Brown County Planning Commission – Staff Report Number 219) places a huge emphasis on water resources by stating “due to the overwhelming importance to the health, welfare and safety of the citizens of Brown County and to its quality of life, identity, and character, the protection and preservation of the county’s surface waters should be its highest natural resources priority.”

Preservation of Water Resources

Preserving water resources within existing parks and identifying and recognizing important water features throughout the county is critical to ensure their existence for current and future generations. As resource stewards, the county park system should take a lead role in the community to protect these valuable assets.

Water Quality

Maintaining the water quality of our surface water features is essential to protect the health of our natural and human community. As Brown County continues to urbanize, increased impervious surfaces such as buildings and pavement do not allow rain and snowmelt to enter the ground. This water is diverted through storm drains to nearby waterways resulting in an increased load of pollutants e.g. gas, oil, sediments, road salts, lawn fertilizers/pesticides entering our streams, lakes and wetlands. Park activities should consider the potential impacts to nearby water resources and steps should be taken to ensure water quality is not degraded.

- Park construction activities should follow all applicable storm water management practices.
- Nutrient management plans for application of fertilizers should be developed and adhered to.
- Rain gardens should be installed where practical to act as filters for parking lot and rooftop run-off.
- Install buffer strips along stream corridors where practical.
- Perform shoreline renovations to prevent erosion.

- Support efforts to monitor water quality.
- Take necessary precautions to prevent chemical spills from shop/maintenance facilities.
- Preserve open space to reduce or slow run-off.

Habitat

Historically, agricultural activities as well as urbanization of the land has resulted in losses and fragmentation of critical natural habitat for both animal and plant species with much of the remaining habitat in the county along water features; stream sides, wetlands, and lake shorelines. When this habitat disappears, so does the dependent flora/fauna resulting in decreased biological diversity and reduced productivity of natural ecosystems. The preservation of this remaining habitat is important to protect endangered/threatened species and to provide travel/migration corridors for wildlife.

- Identify critical habitat at existing county parks and throughout the county.
- Balance needs of existing park development with needs of habitat preservation.
- Work with agencies, organizations and citizens to encourage preservation of park lands.
- Establish invasive species control plan to protect ecological diversity.

Ground Water Recharge

Replenishing ground water supplies from surface waters is critical to the many citizens of Brown County who obtain their drinking water supply from area aquifers. The amount and quality of water stored in the aquifers depends directly upon the surface waters that recharge the system. The majority of our county park system facilities that provide water do so through the use of wells tapping into the ground water supply. To sustain an abundant and clean ground water supply is therefore critical to park operations.

- Continue mandated state testing of well water supplies.
- Identify and implement water conservation measures in parks to conserve ground water resources wherever possible.
- Follow nutrient management plans on all park properties to ensure surface water quality.
- Identify those park areas that feature geological formations that provide direct conduits to ground water supplies e.g. Bay Shore Park on the Niagara Escarpment.

Scenic Value

Most people place a high value on natural views. By preserving wetlands and stream corridors in a natural state, a high visual quality standard can be achieved and maintained.

- Where possible, maintain natural vegetation along water resources to screen adjoining buildings and activity areas.
- Construction of new structures should take into account their impact on nearby water features – appropriate orientation and set back distances, building material type and color, and minimizing accessory structures should be evaluated and implemented where possible.
- Shoreline renovations e.g. Duck Creek at Pamperin Park, Fox River at the Fairgrounds and Wrightstown Park should be carefully designed to maintain visual quality.

Access

Providing access to water resources for hiking, fishing, boating and many other recreational pursuits is important to meet the public's desire, but needs to also preserve the natural and cultural resources associated with the water feature. Access should be provided to the maximum extent possible to meet the growing population demands in the county while not exceeding the capacity of the resource to maintain these activities.

- Identify sites that have access potential and evaluate the conditions that would allow or inhibit this access particularly evaluating potential environmental impacts.
- Evaluate the ability of the existing infrastructure to handle increased public access.
- Extend existing boardwalk at Barkhausen Waterfowl Preserve located at the Ft. Howard Paper Foundation Wildlife Area into "Peters Marsh", a coastal wetland resource on the west shore of Green Bay.
- Replace existing bridge over the Branch River at Way-Morr Park to meet accessibility standards.
- Renovate access path to waterfall viewing area at Fonferek's Glen to meet accessibility standards.
- Provide shoreline access to the south end of Wrightstown Park on Fox River.
- Provide shoreline access along Fox River at Fairgrounds.
- Promote the designation of linear greenways on county major stream/river corridors which can provide trails to connect parks and other existing trails.
- Explore the possibility and feasibility of establishing water trails along waterways and the bay of Green Bay through community partnerships.

Restoration

The restoration of water features to an original state can be an opportunity to improve the ecological function and productivity of these systems. Many times, wetlands have been filled or overcome by invasive species or streams have been channelized for "flood control." These impacts to the water features can ultimately affect their ability to provide quality wildlife habitat, prevent erosion and to filter sediments from run-off resulting in lowered water quality.

- Cooperate with Friends of The Branch River and other agencies to restore a natural channel to the Branch River within Way-Morr Park.
- Identify potential sites for future restoration projects on all park lands.
- Evaluate "south field" at Barkhausen Waterfowl Preserve for restoration possibilities.
- Working with the Village of Suamico, to enhance the Lineville Road ditch, to provide enhanced access to existing Northern Pike Spawning Marsh from the Bay of Green Bay.

Education

Educating citizens on the values and functions of water resources is very important in order to gain support for park projects related to these resources. It is also essential that the public understand their role in protecting our streams, lakes and wetlands for future generations.

Invasive Species

Invasive or exotic species can have major environmental effects on native plant and animal communities. Invasive species create a less diverse ecological community by reducing or eliminating native species, present a threat to endangered species and create economic impacts primarily due to production loss in agriculture and forestry. Knowledge of the issues created by invasive species is necessary for the public to understand why it is necessary to take action to control/eliminate these alien invaders.

- Participate in and promote education on the impacts of invasive species.
- Form cooperative efforts to address invasive species on park lands.
- Conduct inventories on all park lands to identify types and extent of invasive species.

Environmental Benefits

Educating our citizens on the benefits of water resources can help to instill knowledge and values that will inspire support of these resources. This education can occur in formal or informal educational settings.

- Emphasize water resources in educational programming and displays at Barkhausen Waterfowl Preserve.
- Partner with organizations, resource professionals and individuals to develop and promote water resources education.
- Disseminate educational materials where possible at park facilities.

Rules and Regulations

Awareness of regulatory guidelines regarding our water resources is integral to maintaining these resources in a functional and healthy condition. Construction activities such as developing access, dredging, new construction, etc. will require application and adherence to all applicable agency regulations.

- Apply for permits with all required agencies.
- Participate in and promote education regarding importance of water resource regulations.

Cultural/Historical Resources

Interpreting the cultural and historical aspects of our water resources will enhance our visitors experience when visiting a park with water features. The knowledge that people gain from this education will help them understand the value of such resources and therefore the value of their preservation.

- Conduct an inventory of potential interpretive sites.
- Develop an interpretive plan for the park system.
- Conduct water resource development projects with emphasis placed on preservation of cultural/historical values.

Recreation

Recreational opportunities on the water connect people and the resource. Our park system includes a number of activities e.g. boating, fishing, educational opportunities, and wildlife observation that give people a chance to use, enjoy and learn about these unique features. Providing these recreational opportunities seems to be a public priority based upon the heavy recreational use these areas receive and an increased

level of recreational opportunities should be provided as the county continues to grow. Area economic benefits are realized through these activities by drawing people to the area that spend money at local venues for gas, food and lodging.

Launch Facilities

Current

Recreational boat launching is available at four park facilities; Lily Lake, Suamico Boat Landing, Wrightstown Park and Bay Shore Park.

- Fully utilize existing launch facilities.
- Identify boater trends to insure facilities are meeting user expectations.
- Identify and mitigate detrimental effects to waterways by boating activity.
- Maintain existing infrastructure and plan capital upgrades.
- Perform engineering study on break wall at Bay Shore Park and follow plan recommendations.

New Development

Additional/expanded launch facilities should be provided if boater demand exceeds current capabilities.

- Conduct boater survey to determine need for expanded facility at Bay Shore Park.
- If demand dictates, develop plan for expansion considering harbor of refuge, parking and additional launch lanes.
- Expand trailer parking opportunities at Wrightstown Park.
- Explore expanded parking potential at Suamico Boat Launch.

Recreational Fishing

Recreational fishing is a popular pastime in Brown County as evidenced by the number of sport anglers that launch from the area boat landings. Fishing from boats on the lower bay and Fox River provides thousands of hours of recreational activity and also positively impacts the community economically. While boating opportunities for fishing are apparent, it is less obvious that there is demand for shore-fishing opportunities as well. Efforts to increase the quality of shore fishing in the area should be evaluated and implemented.

- Establish aquaculture program at Barkhausen Waterfowl Preserve to provide consistent release of fish stock into county parks (Reforestation Camp Ponds, Pamperin Park Quarry, Neshota Pond).

- Encourage school aquaculture programs that release fish into park ponds.
- Provide fishing access points where possible.
- Conduct fish population study at Lily Lake to evaluate fishery.

Safety and Security

The goal of Brown County Facility and Park Management is to provide a safe and secure environment for all park system visitors. Water features, by their very nature, can present unique and challenging issues that require extra commitment to ensure visitors can recreate in a relative safety. Integrating safety and security into design, education and management components of our facilities and their operations can help prevent accidents, injuries and other conflicts.

- Establish, implement, evaluate and monitor safety standards and regulations.
- Coordinate with other agencies to enhance and promote safety and security.
- Maintain safe conditions to reduce and control risk.
- Integrate standards from related disciplines into our safety/security program.

Partnerships

Establishing partnerships with other governmental agencies, private entities, user groups and individuals can help to attain departmental goals within budgetary constraints. Partnerships can increase operational efficiencies, enhance the exchange of information and increase public awareness/appreciation of the resource. Partners can provide additional assets including operational resources and funding opportunities to maintain and improve our water resource programs and facilities.

- Establish partnerships to provide a high quality visitor experience.
- Promote use of volunteers and community groups.
- Emphasize partnerships to achieve common goals.
- Explore funding opportunities and mechanisms to meet financial constraints.

7. PLANNING PROCESS

The primary reason for creating the plan is to determine the need and locations for recreational parks. These elements are all factored into the Needs Assessment Chapter. The park needs reflect the community desire for recreational facilities and the level of service that is required. Other factors that influence the determination of needs are the various sociological trends that affect the community: economic trends for the county; demographic trends; technological trends; environmental trends; social trends; and, urban land use/growth patterns. These factors or trends affect Brown County's ability to provide parks and recreation opportunities now and into the future.

Public Participation

A Citizen Advisory Committee was created to develop the park plan in February 2008. The committee provided advice and information regarding information and suggestions that were made by county staff. All meetings were open to the general public. Likewise, all meetings and minutes were posted on the county web page.

To identify the demand for park and recreation facilities within Brown County and for the preparation of this plan, the Citizen Advisory Committee and Brown County staff conducted a public opinion survey to gather ideas and a public open house to present a draft version of the park plan to county residents prior to final plan approval by the County Board. Due to the changing nature of the geographical area over the last several years, it is important to assess community recreational needs and to project future recreational needs. The information generated from the open house and the public opinion survey helped to guide the development of future recreational facilities within Brown County.

In **June 2008**, a near-final DRAFT version of the park plan was completed. The Citizen Advisory Committee facilitated a public open house on **June 26, 2008**, prior to final plan approval by the Education & Recreation Committee and the County Board. The open house allowed Brown County residents an opportunity to review individual sections of the plan and offer comments and suggestions for final revisions.

The primary purpose of the open house was to provide an opportunity for the public to learn about the various services that the plan is focusing on for expansion, additions, and changes over the next five years. The open house also allowed the public an additional opportunity to provide feedback to the Citizen Advisory Committee regarding recreational needs and facilities that would best serve the county over the next 5-20 years.

Tables were set up with displays and the Citizen Advisory Committee answered questions and explained the purpose behind each chapter of the plan.

Staff Participation

The plan was updated by the Citizen Advisory Committee with the assistance of staff from the Brown County Planning Commission and the Facility & Park Department. Plan format, data, and suggested topics originated from staff prior to the creation of the Citizen Advisory Committee in order to provide a general direction for the development of a new plan. The majority of suggested topics originated from input created from extensive interviews with park rangers and other staff.

Elected Official Participation

As the plan was updated, copies of Citizen Advisory Committee meetings were forwarded to both the Education & Recreation Committee and the Brown County Planning Commission Board of Directors. This provided an opportunity for both committees to keep abreast of the Citizen Advisory Committee activities while the plan developed. The Citizen Advisory Committee believed this allowed opportunities for inquiries and updates while the plan developed, reducing the need for drastic changes at the end of the plan review and approval process. Also, two members of the Citizen Advisory Committee are members of the County Board, which allowed opportunities for details of the plan to be explained directly to fellow members of the County Board.

Survey Results

At the beginning of the development of the park plan, a 13 question survey was mailed to 1,480 residential property owners in Brown County. The property owners were requested to fill out and return the questionnaire by mail or in person to the Brown County Planning Commission office. A copy of the survey and the Survey Report is included in Appendix A. The returned surveys were calculated separately for respondents from urban areas and respondents from rural areas. The introduction of the General Public Survey Report identifies the municipalities included in each area. The survey also included lands of the Oneida Indian Reservation boundary. The survey provides a sense of the community desires and needs for recreational services, programs and facilities within Brown County.

1. General Respondent statistics:

- 1,480 surveys were mailed to residents and 516 surveys were returned, for a 34.9% response rate.

- The average respondent in the urban area was 52 years old. The average respondent in the rural area was 48 years old.
- 49% were male and 51% were female in the urban area. 45% were male and 55% were female in the rural area.
- 36% were from households with minors living at home in the urban area. 40% were from households with minors living at home in the rural area.
- There was a low representation of respondents aged 20-29 in both the urban and rural areas.

2. Respondents were asked where they “play” or recreate:

- 37% from the urban area utilize local (municipality) parks.
- 24% from the rural area utilize local (municipality) parks.
- 15% from the urban area utilize Brown County owned or managed parks and trails systems.
- 28% from the rural area utilize Brown County owned or managed parks and trails systems.

3. Respondents were asked which county parks they use:

- 18% from the urban area use the Reforestation Camp, and another 12% use Bay Shore Park. Least used was Fonferek’s Glen.
- 12% from the rural area use Bay Shore Park, and another 12% use the Reforestation Camp. Least used was St. Francis Park.

4. Respondents were asked why they don’t utilize county parks:

- 18% from the urban area do not have enough time, and another 13% felt the parks were too far away.
- 17% from the rural area do not have enough time, and another 13% felt the parks were too far away.

5. Respondents were asked how far they would drive to a park:

- 20% from the urban area would drive 15 minutes or less. Another 61% would drive up to 30 minutes.

- 33% from the rural area would drive 15 minutes or less. Another 45% would drive up to 30 minutes.

6. Respondents were asked what recreational activities they take part in within the park systems:

- 10% from the urban area walk in county parks. 10% from the rural area walk in county parks.
- 7% from the urban area relax in county parks. 8% from the rural area relax in county parks.
- 5% from the urban area bicycle in county parks. 6% from the rural area bicycle in county parks.

7. Respondents were asked if they participate in park programs offered by adjacent counties:

- 25% yes for urban areas. 24% yes for rural areas.
- 62% no for urban areas. 66% no for rural areas.
- Of those who said yes, the majority utilize Door and Oconto Counties from both areas.

8. Respondents were asked which Brown County programs they have participated in:

- 12% from the urban area participated in walking. 10% from the rural area participated in walking.
- 9% from the urban area participated in bicycling on surfaced trails. 8% from the rural area participated in bicycling on surfaced trails.
- 8% from the urban area participated in wildlife viewing.
- 9% from the rural area participated in picnicking.

9. Respondents were asked what recreational activities are most important:

- 36% from the urban area think passive uses are important. 38% from the rural area think passive uses are important.
- 37% from the urban area think passive uses are important. 37% from the rural area think passive uses are important.

10. Respondents were asked what programs they would be most interested in (this included programs that they may not be utilizing and/or programs that may not exist in Brown County):

- 9% from the urban area were interested in bicycling on surfaced trails. 7% from the rural area were interested in bicycling on surfaced trails.
- 8% from the urban area were interested in walking. 8% from the rural area were interested in walking.
- 7% from the urban area were interested in picnicking. 7% from the rural area were interested in picnicking.

11. Respondents were asked what features were important in a park:

- 15% from the urban area desired cleanliness. 15% from the rural area desired cleanliness.
- 15% from the urban area desired natural beauty. 15% from the rural area desired natural beauty.
- 10% from the urban area desired accessibility. 10% from the rural area desired accessibility.

12. Other comments that were made:

- Comments were varied and can be found in the appendix of the summary report.
- The most common request from respondents in the urban area is public swimming.
- The most common request from respondents in the rural area is public restroom availability.

Public Meetings

In preparing the plan, the Citizen Advisory Committee incorporated regular discussions and reviews of the various chapters of the plan into regularly scheduled meetings with a posted agenda. All committee meetings were open to the public, which allowed residents the opportunity to listen to committee reviews of the plan and contribute associated information. All committee meeting agendas were available to the public prior to committee meetings at the official posting sites including the Brown County web site.

The final Brown County Park & Outdoor Recreation Plan was presented, discussed, and approved at the following meetings:

- *June 18, 2008:* Near-final plan review by Brown County Park & Outdoor Recreation Plan Advisory Committee.
- *June 26, 2008:* Near-final plan presented at open house.
- *July 10, 2008:* Near-final plan distributed to local municipalities for final review and comment.
- *August 6, 2008.* Final plan review and recommendation by Brown County Planning Commission Board of Directors.
- *August 14, 2008:* Final plan review and approval by Brown County Education & Recreation Committee.
- *August 20, 2008:* Final plan review and approval by Brown County Board.
- *August 27, 2008:* Final plan resolution signed by County Executive.

Plan Amendment Process

Revisions or amendments to the existing plan typically involve a review and recommendation from staff to the Education & Recreation Committee. The Education & Recreation Committee makes a recommendation to the Brown County Board, which approves or rejects the plan amendment. Any approved amendment is made by resolution. A copy of the resolution for this plan is located at the beginning of the plan.

8. NEEDS & IMPLEMENTATION

Summary of Needs and Implementation Priorities

The needs of each park and trail site have been summarized in the following charts that were developed for the ease and convenience of reading the Brown County Park and Outdoor Recreation Plan. The majority of the needs, identified in a prioritized order in the list, are assumed to be high priority over the next five years for Brown County recreational needs. However, this is not an exclusive list. Newer technologies and opportunities may arise that include parks and trails facilities that are not listed. If this is the case, the new opportunities should not be avoided. Rather, the new opportunities should be compared to existing priorities to determine if the opportunities can be integrated into existing needs, or if the opportunities should be added to the list.

Also, the needs identified in the 2001 plan have not all been accomplished and should not be abandoned due to the new plan. There is a significant difference between the two plans. The 2001 plan includes very long-term projects and goals, whereas the 2008 plan includes long-term projects as well as immediate action items that can and should be addressed over a short-term. For this reason, the goals, objectives, and projects in the 2001 plan are also part of the 2008 plan. For convenience, the goals of the 2001 plan have been included in the Appendix of this plan.

Needs and Priorities for Brown County Parks & Outdoor Recreation Plan

Park Name	Priority	Topic	Related Objectives from Chapter 2	Potential Funding (not exclusive)
Barkhausen Waterfowl Preserve	1	Adjoining land acquisition	1 2 3 4 5 6 7 8 9	Grant/Special
	2	Marsh Overlook Expansion	1 2 3 4 5 6 7 8 9	Grant/Partner
	3	FHP/FA parking/trailhead expansion	1 2 3 4 5 6 7	Levy
	4	South field wildlife enhancement	2 3 4	Grant/Partner
	5	Linnville ditch pike access	2 4	Grant/Partner
Bay Shore Park	1	Boat launch expansion and/or renovation	1 5 6	Grant/Special
	2	Campground electrical service	1 5 7	Levy
	3	Restroom renovation	4 5 7	Levy
	4	Campground playground renovation	4 7	Levy/Partner
	5	Campground expansion	4 7	Grant
Brown County Fairgrounds	5	Sound barrier evaluation	4 7	Grant
	1	Infield Renovation	1 2 3 4 5 6 7 8 9	Levy/Capital Bond
	2	Adjoining land renovation	1 2 3 4 5 6 7 8 9	Grant/Special
	3	North end campground	5 6 7	Grant/Levy
	4	Shoreline renovation/walkway	1 4 5 6 7 9	Grant/Levy
Brown County Park & Pet Exercise Area	5	Additional shelter	5 6 7	Levy
	1	Expanded off-leash dog area	1 6 7	Levy
Devils River Trail	2	Restroom building	7	Levy
	1	Extension from Denmark to Green Bay	4 5 6 7 8 9	Grant/Levy/Partner
Fontenek's Glen	1	Renovate access trail to waterfall	6 7 8	Levy
	2	Establish riding trail	1 1 3 4 5 6 7 8 9	Grant/Special
	3	Adjoining land acquisition	1 2 3 4 5 6 7 8 9	Grant/Special
Fox River State Recreational Trail	4	Silo observation tower	3 6 7	Grant/Levy
	1	Extend asphalt	5 6 7 9	Grant/Special/Partner
	2	Additional trailhead access	5 6 7 8	Grant/Special
Lily Lake Park	3	Greenleaf restroom building	4 7	Grant/Special
	1	Recommendations from Lily Lake Study	1 2 3 4 5 6 7 8 9	Grant/Levy/Partner
	2	Adjoining land acquisition	1 2 3 4 5 6 7 8 9	Grant/Special/Levy
	3	Aerator analysis	2	Grant/Special
	4	Fish stocking	2	Grant/Special
	5	Establish playground	5 6 7	Grant/Partner

Park Name	Priority	Topic	Related Objectives from Chapter 2	Potential Funding
Mountain-Bay State Recreational Trail	1	Asphalt surfacing	5, 6, 7	9/Grant/Special
	2	Connection to future trails	1, 2, 3, 4, 5, 6, 7, 8	9/Grant/Special/Partner
	3	Establish additional trailheads	1, 2, 3, 4, 5, 6, 7, 8, 9	9/Grant/Special/Partner
Neshota Park	1	Establish playground	5, 6, 7, 8	9/Grant/Partner
	2	Acquiring land acquisition	1, 2, 3, 4, 5, 6, 7, 8, 9	9/Grant/Special
	3	Additional shelter	5, 6, 7	Levy
Pamperin Park	1	Highway 26 renovation	1	9/DOI Project Funds
	2	Duck Creek trail connection	5, 6, 7, 8, 9	9/Grant
	3	Dam analysis	1, 2	9/Grant
	4	East shoreline renovation	3, 4	7/Levy
Reforestation Camp	1	Phase II maintenance building	4	7/Special
	2	Additional shelter	5, 6, 7	9/Grant/Special/Levy
	3	Westside playground renovation	5, 6, 7	9/Grant/Partner
	4	Lighthouse trail loop	1	6/7/Special/Partner
	5	Harder perimeter trail	1	6/7/Levy
	6	Establish campground	5, 6, 7	9/Grant/Levy
St Francis Park	7	CTH IR boulevard design	7	9/Capital Bond
	X	No immediate needs	7	X
Susamico Boat Landing	1	Increase parking opportunities	5, 6, 7, 8	9/Grant/Special
	2	Village of Susamico "Safe Harbor" effort	1	5, 6, 7, 8, 9/Grant
VandeHei Property	1	Trail development	5, 6, 7	9/Grant/Partner
	1	Branch River restoration	1, 2, 3, 4, 5	9/Partner
	2	Branch River pedestrian bridge	6, 7	Levy
Way-Morr Park	3	Additional shelter	5, 6, 7	Levy
	1	Jean Nicolet monument relocation	4, 5, 6	9/Agency Partner
	2	Restroom renovation	5, 6, 7	Levy
Wrightstown Park	1	Expansion of existing parking lot	4, 5, 6, 7	Special
	2	Shoreline enhancement	1	4, 5, 6, 8/Grant/Levy
	3	Restroom building	7	Special
	4	Access to county boat launch		7/Grant/Special/Levy

Park Name	Priority	Topic	Related Objectives from Chapter 2	Potential Funding
System Wide	1	Nature based tourism	1, 2, 3, 4, 5, 6, 7, 8, 9	9/Grant/Special/Levy
	2	Park & trail connections	1, 2, 3, 4, 5, 6, 7, 8, 9	9/Grant/Special/Partner
Future Park Sites		Pamperin Park area	1, 2, 3, 4, 5, 6, 7, 8, 9	9/Grant/Special/Partner
		County Farm property	1, 2, 3, 4, 5, 6, 7, 8, 9	9/Grant/Special/Partner
		Ledgeview quarry	1, 2, 3, 4, 5, 6, 7, 8, 9	9/Grant/Special/Partner
		East shore of Fox River	1, 2, 3, 4, 5, 6, 7, 8, 9	9/Grant/Special/Partner
		Fairgrounds relocation	1, 2, 3, 4, 5, 6, 7, 8, 9	9/Grant/Special/Partner
		South side landfill in Holland	1, 2, 3, 4, 5, 6, 7, 8, 9	9/Grant/Special/Partner
		Brown County Waterfront Plan	1, 2, 3, 4, 5, 6, 7, 8, 9	9/Grant/Special/Partner
		Proposed areas for protection	1, 2, 3, 4, 5, 6, 7, 8, 9	9/Grant/Special/Partner
		Wooded area in Scott & T. Green Bay	1, 2, 3, 4, 5, 6, 7, 8, 9	9/Grant/Special/Partner
		Wooded area in T. Humboldt	1, 2, 3, 4, 5, 6, 7, 8, 9	9/Grant/Special/Partner
		Wetland area in T. Holland & T. Morrison	1, 2, 3, 4, 5, 6, 7, 8, 9	9/Grant/Special/Partner
		Bower Creek in V. Bellevue & T. Ledgeview	1, 2, 3, 4, 5, 6, 7, 8, 9	9/Grant/Special/Partner
		Ashwaubenton Creek in De Pere & T. Lawrence	1, 2, 3, 4, 5, 6, 7, 8, 9	9/Grant/Special/Partner
		Wetland area in T. Holland	1, 2, 3, 4, 5, 6, 7, 8, 9	9/Grant/Special/Partner
		Wooded area along escarpment in T. Holland	1, 2, 3, 4, 5, 6, 7, 8, 9	9/Grant/Special/Partner
		Brown County Waterfront Plan	1, 2, 3, 4, 5, 6, 7, 8, 9	9/Grant/Special/Partner
		Proposed Trails	1, 2, 3, 4, 5, 6, 7, 8, 9	9/Grant/Special/Partner
		Devils River State Recreational Trail	1, 2, 3, 4, 5, 6, 7, 8, 9	9/Grant/Special/Partner
		Mountain-Bay State Recreational Trail	1, 2, 3, 4, 5, 6, 7, 8, 9	9/Grant/Special/Partner
		East River Trail	1, 2, 3, 4, 5, 6, 7, 8, 9	9/Grant/Special/Partner
	Mountain-Bay to Howard & Green Bay	1, 2, 3, 4, 5, 6, 7, 8, 9	9/Grant/Special/Partner	
	Mountain-Bay to Oneida Trail	1, 2, 3, 4, 5, 6, 7, 8, 9	9/Grant/Special/Partner	
	Barro Creek Trail to east county line	1, 2, 3, 4, 5, 6, 7, 8, 9	9/Grant/Special/Partner	
	Nicolet State Recreational Trail to Pulasaki	1, 2, 3, 4, 5, 6, 7, 8, 9	9/Grant/Special/Partner	
	Cultural Trail system	1, 2, 3, 4, 5, 6, 7, 8, 9	9/Grant/Special/Partner	
	Brown County Waterfront Plan	1, 2, 3, 4, 5, 6, 7, 8, 9	9/Grant/Special/Partner	
	Sustainability initiative	1, 1, 4, 5, 1, 7, 9	9/Grant/Levy/Cap. Bond	

Park Name	Priority	Topic	Related Objectives from Chapter Z	Potential Funding
System Wide (cont.)	4	Land acquisition for existing and new parks	1 2 3 4 5 6 7 8 9	Grant/Special
		Proposed future park sites	1 2 3 4 5 6 7 8 9	Grant/Special/Partner
		Pampenn Park area	1 2 3 4 5 6 7 8 9	Grant/Special/Partner
		County Farm property	1 2 3 4 5 6 7 8 9	Grant/Special/Partner
		Ledgeview quarry	1 2 3 4 5 6 7 8 9	Grant/Special/Partner
		East side landfill	1 2 3 4 5 6 7 8 9	Grant/Special/Partner
		East shore of Fox River	1 2 3 4 5 6 7 8 9	Grant/Special/Partner
		Fairgrounds relocation	1 2 3 4 5 6 7 8 9	Grant/Special/Partner
		South side landfill in Holland	1 2 3 4 5 6 7 8 9	Grant/Special/Partner
		Brown County Waterfront Plan	1 2 3 4 5 6 7 8 9	Grant/Special/Partner
	5	Marketing strategy	6	Grant/Levy
	6	Capital asset replacement schedule	7	Levy/Capital Bond
	7	Community partnerships for park operations	7	Grant/Partner
	8	Resource management	1 2 4 5	Grant/Levy/Partner
		Establish Management program	1 2 4 5	Grant/Levy/Partner
		Institute invasive species program	1 2 4 5	Grant/Levy/Partner
		Establish aquaculture program	1 2 4 5	Grant/Levy/Partner
		Create nutrient management program	1 2 4 5	Grant/Levy/Partner
		Establish storm water management program	1 2 4 5	Grant/Levy/Partner
		Conduct park plant and animal surveys	1 2 4 5	Grant/Levy/Partner
	9	Education and safety	1 2 4 5 6 9	Grant/Levy/Partner
		Continue onsite outside environmental education	4 5 6 9	Grant/Levy/Partner
		Expand outdoor education opportunities	4 5 6 9	Grant/Levy/Partner
		Inventory cultural, historical, and ecological features	4 5 6 9	Grant/Levy/Partner
		Maintain and create new wildlife viewing/body areas	4 5 6 9	Grant/Levy/Partner
		Research park histories for public awareness	4 5 6 9	Grant/Levy/Partner
		Develop safety programs regarding use of facilities	4 5 6 9	Grant/Levy/Partner
		Develop programs for safe recreation out of parks	4 5 6 9	Grant/Levy/Partner

Description of Needs and Implementation Priorities

As mentioned above, the needs of each park and trail site have been summarized in the above charts that were developed for the ease and convenience of reading the Brown County Park and Outdoor Recreation Plan. The majority of the needs, identified in a prioritized order in the list, are assumed to be high priority over the next five years for Brown County recreational needs. However, this is not an exclusive list. Newer technologies and opportunities may arise that include parks and trails facilities that are not listed. If this is the case, the new opportunities should not be avoided. Rather, the new opportunities should be compared to existing priorities to determine if the opportunities can be integrated into existing needs, or if the opportunities should be added to the list.

The following list includes a short explanation of each need from the chart. In many cases, a full description may not fit into the chart or additional information may have been needed. This descriptive section has been included to assist decision makers and grant writers so the county needs are fully understood. The following descriptive list is organized alphabetically by park or area name:

Barkhausen Waterfowl Preserve

1. Adjoining land acquisition: Acquire bordering properties that provide a buffer to the existing park in order to minimize development threats. Acquire additional Bay Shore frontage and enhance environmental ecology.

a. Related objectives (not all inclusive):

- Balanced Needs
- Resource Management
- Visual Environment
- Sustainability
- Future Generations
- Accessibility
- Service and Management
- Acquisition and Development
- Partnerships and Regional Coordination

2. Marsh overlook expansion: This proposal would include the construction of a series of extensions to the existing boardwalks. This also includes the addition of new boardwalk systems. The new systems should be handicapped accessible, whenever possible. Add extension to existing 200 foot long accessible boardwalk on the Ft Howard Paper Foundation Wildlife Area. An extension of this boardwalk

would allow further access to “Peter’s Marsh”, a prime example of a coastal wetland along the west shore of Green Bay. Project dependent on procurement of WDNR Chapter 30 water regulatory permit.

a. Related objectives (not all inclusive):

- Balanced Needs
- Resource Management
- Visual Environment
- Sustainability
- Future Generations
- Accessibility
- Service and Management
- Acquisition and Development
- Partnerships and Regional Coordination

3. FHPFWA parking/trailhead expansion: The existing parking lot is old and requires replacement. Renovate existing trailhead access along Lineville Road at the Fort Howard Paper Foundation Wildlife Area. The existing gravel parking lot constructed in the 1980’s should be re-surfaced and a trailhead informational/map kiosk installed near the trailheads for trail usage, directions, and educational purposes. This trailhead is the only off-road parking access to this 450 acre woods/wetland complex which features two miles of trails and a marsh overlook boardwalk. Research and identify alternatives for park design and layout.

a. Related objectives (not all inclusive):

- Sustainability
- Future Generations
- Accessibility
- Service and Management

4. South field wildlife enhancement: An analysis of the status and needs of the wetlands should be performed, including the 30 acre former food plot field along the north side of Lineville Road (approximately one half mile east of Lakeview Drive) in order to enhance wildlife habitat potential. Water regulatory permits for the area should be secured, particularly for wetland restoration, northern pike spawning and waterfowl management. New wetlands should be constructed and existing wetlands should be enhanced for native plant, waterfowl, and aquatic habitat. A small observation tower overlooks this field and improved habitat would increase wildlife viewing opportunities.

a. Related objectives (not all inclusive):

- Resource Management
- Visual Environment
- Sustainability

5. Lineville ditch pike access: A partnership should be developed with local, state, and federal agencies to develop pike access areas along road sides in order to allow access to spawning areas, particularly areas between the Bay of Green Bay and marshlands. The ditch on the north side of Lineville Road is one of the main access conduits for northern pike passage to spawning wetlands including the spawning marsh created in 1995 on county property. Fluctuating and inconsistent water levels in the ditch sometimes prevent adult pike from accessing their spawning marshes in early spring and/or prohibit the return of young pike back to Green Bay several weeks after they hatch. Through a cooperative effort among involved agencies, an engineering study and subsequent ditch reconfiguration could allow more consistent water levels for pike passage. Some of this work is in progress with Land Conservation Department, but the project should be continued and expanded in a way that allows fish passage through developed and passive areas.

a. Related objectives (not all inclusive):

- Resource Management
- Sustainability

Bay Shore Park

1. Boat launch expansion and/or renovation: The existing and future needs of the boat launch should be identified through a study and a series of surveys that analyze expanding the site. This is an access point that allows for nature based tourism on the Bay of Green Bay so surveys of out-of-county residents may be necessary. The 2001 Harbor Expansion Master Plan for boat launches should be reviewed and updated to specifically address safe harbor refuge, expanded parking areas, launches, lanes, overnight mooring docks, and expanding the size of the harbor of refuge.

The existing and future needs of the boat launch should be identified through a study and a series of surveys that analyze renovating the site. The current breakwater was constructed in 1976 and expanded in 1982 in order to create the Harbor of Refuge. The breakwater is slumping and is in need of repair. An engineering study is needed for the existing break water to determine structural and accessibility capabilities. The walkway on top of the breakwater that leads to the current mooring docks and provides shore fishing access no longer meets

accessibility guidelines because of the unevenness and cracking occurring from the breakwater rocks moving outwards. This project should take place if the expansion is not warranted. Construction and expansion of the boat launch is needed.

For ease of use of local and touring fisherman, an efficient and safe fish cleaning station for cleaning and disposal of fish should be provided onsite. A convenient station location will encourage increased usage of the park site.

Other elements are restroom buildings, waterfront camping, overnight mooring, beach improvements, and open air shelters. Current boat trailer parking restrictions must be addressed because it forces overflow parking into the park day-use area which adds to parking congestion.

a. Related objectives (not all inclusive):

- Balanced Needs
- Future Generations
- Accessibility

2. Campground electrical service: A study and design that provides electrical service to all areas of the park should be performed. The existing service and expanded service should be upgraded to 50 amps, in order to meet present and future needs of campers. Increased number and types of amenities in late-model motor homes require more power than what is presently available at most camping sites.

a. Related objectives (not all inclusive):

- Future Generations
- Service and Management

3. Restroom renovation: Five of the present bathrooms that service the campground area are pit toilets constructed in the 1970's. These types of facilities inherently produce odors that can be hard to control. Upgrading these facilities to eliminate this problem is a common recommendation by campground users. Review and consideration for alternative systems, such as compost toilets should be considered if flushing toilets cannot be installed.

a. Related objectives (not all inclusive):

- Sustainability
- Future Generations
- Service and Management

4. Campground playground renovation: The playground within the campground facility is quite small and limited in the types and styles of play equipment offered. Campers need to walk some distance to the large playground in the general park day-use area. Expanding this playground will be convenient for campers as well as help to reduce congestion at the day-use area playground. The playground should meet all safety and accessibility requirements.

a. Related objectives (not all inclusive):

- Future Generations
- Service and Management

5. Campground expansion: Purchasing the 15 acres at the entrance to the park would allow for several expansion aspects. The additional acreage provides space for large unit pull-through sites, an area for campers and public to exercise pets in an off-leash setting. The space also provides a winter storage area for camping units.

a. Related objectives (not all inclusive):

- Future Generations
- Service and Management

6. Sound barrier evaluation: The current earthen mound serving as a sound barrier between the campground and Hwy 57 does not eliminate all vehicle noise at its current location. The barrier should be evaluated to determine the best layout and design to reduce noise within the campground. Extension of the barrier to the west requires the purchase of adjoining private land for this park.

a. Related objectives (not all inclusive):

- Service and Management

Brown County Fairgrounds

1. Infield renovation: Special events held at the Fairgrounds often require use of the large, open infield area to serve as fields for athletic sporting events such as soccer, etc. The existing infield has an uneven, rough surface with sparse grass that does not provide a quality site for athletic events. The renovation of this infield area was evaluated by a 2006 study that determined options and the need for improvement.

a. Related objectives (not all inclusive):

- Accessibility
- Service and Management

2. Adjoining land acquisition: Hard surface parking opportunities are limited at the Fairgrounds for larger events. The grass infield is used to park overflow vehicles when necessary. This parking negatively impacts the grounds especially during wet conditions resulting in damage to the turf and lowering the field quality for subsequent athletic events. Purchasing land at Ft. Howard Avenue, across the street from the Fairgrounds north entrance, could serve as an overflow parking site resulting in less impact to the grass infield.

a. Related objectives (not all inclusive):

- Balanced Needs
- Resource Management
- Visual Environment
- Sustainability
- Future Generations
- Accessibility
- Service and Management
- Acquisition and Development
- Partnerships and Regional Coordination

3. North end campground: Camping is allowed at the Fairgrounds, but only on the Midway area. During large special events the Midway is needed for event purposes and camping is prohibited during those times. As the number of special events continues to grow at the facility, most weekends during the camping season are unavailable for camping. The establishment of a campground on the north end of the Fairgrounds would allow for a dedicated camping location that would be unaffected by special events.

a. Related objectives (not all inclusive):

- Future Generations
- Accessibility
- Service and Management

4. Shoreline renovation/walkway: The Fairgrounds is located along the bank of the Fox River, yet has no access to the river as a waterfront feature. The shoreline area has steep slopes from past fill and is overgrown with undesirable plant species.

An engineering and design plan should be completed that considers renovation of the existing shoreline to include a walkway, fishing access and landscaping the fill edge. Permitting through the WDNR water regulatory department would need to be obtained. This walkway could connect to existing walkways located at De Pere's Perkofsky Boat Launch and provide a further trail link to Ashwaubomay Park in the Village of Ashwaubenon, as well as continued extensions along the Fox River.

a. Related objectives (not all inclusive):

- Balanced Needs
- Sustainability
- Future generations
- Partnerships and Regional Coordination

5. Additional shelter: Shelters are rented by the public at several locations within the park system. Demand for the shelters exceeds availability during the summer months. Constructing an additional shelter at the Fairgrounds would increase rental opportunities. New shelters should be located near the Fox River waterfront in order to take advantage of this resource. These buildings provide additional opportunities for large special events that may need an enclosed shelter for the events.

a. Related objectives (not all inclusive):

- Future Generations
- Accessibility
- Service and Management

Brown County Park & Pet Exercise Area

1. Expand off-leash dog area: The off-leash area at the park is very small and does not meet the needs of facility users. A survey and analysis should be done for the site to evaluate the impacts of expanding the fenced area to create a larger off-leash area. Issues related to the protection of environmentally sensitive areas and flood plains may need to be addressed as part of the analysis.

a. Related objectives (not all inclusive):

- Balanced Needs
- Accessibility
- Service and Management

2. Restroom building: Portable toilets serve the facility at this time. Providing a permanent restroom facility would provide a more acceptable option for users. Options for flushing toilets and other technologies such as composting toilets should be considered.

a. Related objectives (not all inclusive):

- Service and Management

Devils River State Recreational Trail

1. Extension from Village of Denmark to City of Green Bay: The Devils River State Recreational Trail follows an abandoned railroad grade from the Village of Denmark to the Town of Rockwood in Manitowoc County. Extension of this trail to the Fox River State Recreational Trail in the City of Green Bay, and crossing the Fox River in order to connect to the Mountain-Bay State Recreational Trail, would be a highly desirable connection. Portions of this extension are still actively used for railroad purposes, but if abandoned, should be acquired in order to complete this connection. The possibility of a trail adjacent to the active railroad tracks, or along nearby streets should be studied and considered as an alternative if a railroad is not scheduled for abandonment in the future.

a. Related objectives (not all inclusive):

- Sustainability
- Future Generations
- Accessibility
- Service and Management
- Acquisition and Development
- Partnerships and Regional Coordination

Fonferek's Glen

1. Renovate access trail to waterfall: The trail to the designated waterfall viewing area does not meet accessibility surfacing or grade requirements. The renovation of this access trail should be designed to be no more than a 12:1 grade. A gravel (crusher screenings) surface should be installed in order to meet the needs of users of all abilities.

a. Related objectives (not all inclusive):

- Accessibility
- Service and Management

2. Establish hiking trail: The only designated access to this park is a short trail that leads to the waterfall viewing area. Development of an extended trail system allows better access to the park for visitors. The trail system should utilize low-impact construction techniques that allow visitors to experience the beauty of the area while maintaining the ecological integrity of the park.

a. Related objectives (not all inclusive):

- Balanced Needs
- Service and Management
- Acquisition and Development

3. Adjoining land acquisition: Bower Creek flows through the park in a northerly direction. Acquiring the land to the north of the park would help preserve the creek corridor and the unique geological features that are associated.

a. Related objectives (not all inclusive):

- Balanced Needs
- Resource Management
- Visual Environment
- Sustainability
- Future Generations
- Accessibility
- Service and Management
- Acquisition and Development
- Partnerships and Regional Coordination

4. Silo observation tower: The park was a former farmland that included a barn and silo when purchased by the county in 1991. The concrete silo is approximately 60 feet tall and could serve as an observation tower. Being on some of the highest ground in Brown County, this observation tower would provide scenic views for miles.

a. Related objectives (not all inclusive):

- Visual Environment
- Accessibility
- Service and Management

Fox River State Recreational Trail

1. Extend asphalt: The Brown County section of the Fox River State Recreational Trail is approximately 20 miles in Brown County. The northerly six and one half miles is asphalt surfacing while the remainder is a crushed limestone surface. To enhance the surface for biking and rollerblading, installing asphalt to the Village of Greenleaf should be considered. This asphalt extension is also expected to help with congestion issues as walkers, runners, and bicyclists will be able “spread out” more along greater lengths of the preferred asphalt surface.

a. Related objectives (not all inclusive):

- Future Generations
- Accessibility
- Service and Management
- Partnerships and Regional Coordination

2. Additional trailhead access: The trail has basically no immediate parking access along the eight miles of trail between De Pere and Greenleaf. Most municipalities through which the trail travels do not allow road parking near the trail due to safety concerns. Establishment of a small trailhead parking lot midway between De Pere and Greenleaf would provide additional rural access.

a. Related objectives (not all inclusive):

- Future Generations
- Accessibility
- Service and Management
- Acquisition and Development

3. Greenleaf restroom building: Portable toilets serve the facility at this time. Providing a permanent restroom facility would provide a more acceptable option for users. Options for new technologies and facilities such as compost toilets should be considered when flushing toilets are not practicable.

a. Related objectives (not all inclusive):

- Sustainability
- Service and Management

Lily Lake Park

1. Recommendations of Lily Lake Watershed Land Use and Water Quality Study (Phase 1): Lily Lake is a wonderful natural amenity located mere minutes from the Green Bay metropolitan area. The fact that almost its entire shoreline is protected from development by virtue of it being within Lily Lake County Park means that it will be protected from development into the future. However, based upon the land use and population research contained in this report, it is obvious that development is beginning to slowly reach the boundaries of the park, and will likely continue to increase for the foreseeable future. With increased development will come, for better or worse, increased demands upon Lily Lake and Lily Lake County Park for fishing, canoeing, kayaking, hunting, picnicking, and other recreation opportunities.

Since Lily Lake has such a small watershed, even small changes within the watershed can have major impacts on the quality of the lake. Therefore, as the only developed areas within the watershed, how Lily Lake County Park and the Polish Legion of American Veterans (PLAV) lands are utilized in the future will have a major impact on Lily Lake. The following recommendations will provide a starting point for the responsible governmental agencies to prepare and ensure that Lily Lake remains a tranquil, natural retreat in a rapidly developing part of Wisconsin.

a. Facility recommendations:

1. Develop a catch basin or bio-retention system at the Lily Lake boat launch to capture stormwater runoff that may be laden with fertilizers, sediments, pesticides, grease, and oil from the parking lot rather than allowing it to directly enter Lily Lake.
2. Plant native grasses and shrubbery to create a buffer between Lily Lake and the grassed picnic area to filter out sediments prior to reaching Lily Lake’s shoreline.
3. Work with the PLAV to plant native vegetations at their lake access point to create a buffer for sediments carried by stormwater to filter out prior to reaching the lake.

b. Policy recommendations:

1. Eliminate fertilizer usage within Lily Lake Park and the PLAV property, or when it must be applied, utilize phosphorus-free fertilizers only.
2. Support Brown County’s regulations related to surface water protection through the Brown County Land Conservation Department and Brown County Planning Commission.

3. When development is proposed around Lily Lake, encourage conservation subdivisions to minimize stormwater runoff and the visual impact of development on the lands outside of Lily Lake Park.

c. Program recommendations:

1. Monitor dissolved oxygen levels in the lake during winter to determine the effectiveness of the aerator.
2. Continue to monitor water clarity with continued Secchi readings and submittal to the WDNR.
3. Create an educational program for visitors to Lily Lake Park so that they learn to appreciate the uniqueness of Lily Lake in Brown County and its sensitivity to nutrients and other pollution.
4. Should the PLAV property ever be placed on the market, Brown County Park and Facility Management, in cooperation with the Town of Eaton, should attempt to purchase it.
5. Develop an overall lake management plan for Lily Lake that includes lake chemistry, a general plant inventory, and recommendations for future usage or improvements.

d. Related objectives (not all inclusive):

- Balanced Needs
- Resource Management
- Visual Environment
- Sustainability
- Future Generations
- Accessibility
- Service and Management
- Acquisition and Development
- Partnerships and Regional Coordination

2. Adjoining land acquisition: Several possibilities exist for land acquisition adjoining the park. The 15 acre property on the northwest side of the lake is owned by the Polish Legion of American Veterans. Acquisition of this property would place the entire shoreline of the lake in public ownership. The properties on the south side of the lake, near Middle and Third Lakes, would also be a logical expansion of the park and would then place the only three natural lakes in Brown County into public ownership.

a. Related objectives (not all inclusive):

- Balanced Needs

- Resource Management
- Visual Environment
- Sustainability
- Future Generations
- Accessibility
- Service and Management
- Acquisition and Development
- Partnerships and Regional Coordination

3. Aerator analysis: Brown County aerates Lily Lake to ensure oxygen levels are sufficient during the winter months in order to prevent fish kills. The aerator system being used today draws a significant amount of power and is quite cumbersome to put in and take out of the lake each year. A new aeration system should be evaluated that would increase energy efficiency while maintaining the necessary amount of dissolved oxygen in order to prevent loss of fish, and provide habitat for aquatic habitats.

a. Related objectives (not all inclusive):

- Resource Management

4. Fish stocking: Lily Lake had a major fish stocking effort performed by the WDNR in the early 1990's. The lake was chemically treated to eliminate rough fish and desirable fish species were stocked to enhance angling opportunities. Recent comments by the fishing community indicate that fish harvest rates have decreased. An analysis of the current fish populations and subsequent stocking should be conducted to bring back a quality fishery to the popular fishing location.

a. Related objectives (not all inclusive):

- Resource Management

5. Establish playground: Playground equipment at Lily Lake was present at one time, but was removed because the equipment did not meet safety and accessibility guidelines. Installation of a playground unit would be an amenity for the picnic area users.

a. Related objectives (not all inclusive):

- Future Generations
- Accessibility
- Service and Management

- Partnerships and Regional Coordination

Mountain-Bay State Recreational Trail

1. Asphalt surfacing: Thirteen miles of this State Recreational Trail are managed by Brown County. The trail surface is crushed limestone for that entire distance. The first four miles of the trail are in the urbanized area of the Village of Howard. An asphalt surface would allow in-line skates to use the trail and also provide a better commuting surface for residents traveling to the nearby middle school and to several village parks that are adjacent to the trail.

a. Related objectives (not all inclusive):

- Future Generations
- Accessibility
- Service and Management
- Partnerships and Regional Coordination

2. Connection to future trails: The ability to provide trail connections is important to increase off-road commuting opportunities as well as providing enhanced recreational trail-riding experiences. The City of Green Bay is in the process of establishing an off-road trail on the west side of Green Bay that terminates within three miles of the Mountain-Bay State Recreational Trail. There also is a potential for the Nicolet State Recreational Trail to connect within the Village of Pulaski. This connection should be strongly considered within or near Brown County. Other opportunities include connections into local trails within the Village of Suamico, and a railroad trail that follows a former railroad bed through Hobart and the Oneida Tribe of Indians of Wisconsin, along CTH J and STH 54, with connections along Highway 29 and Pamperin Park.

a. Related objectives (not all inclusive):

- Balanced Needs
- Resource Management
- Visual Environment
- Sustainability
- Future Generations
- Accessibility
- Service and Management
- Acquisition and Development
- Partnerships and Regional Coordination

3. Establish additional trailheads: In order to provide adequate access to the Mountain-Bay State Recreational Trail, additional trailheads should be established that will allow future major trail connections, as identified previously in "Connection to future trails" Item #2, and other trail connections that are established by local municipalities. The creation of trailheads may require intergovernmental cooperation in order to develop components of a trailhead such as restrooms, parking, picnic areas, and kiosk signage.

a. Related objectives (not all inclusive):

- Balanced Needs
- Resource Management
- Visual Environment
- Sustainability
- Future Generations
- Accessibility
- Service and Management
- Acquisition and Development
- Partnerships and Regional Coordination

Neshota Park

1. Establish playground: Neshota Park features a rental shelter that is utilized every summer weekend for family outings. The general grounds are popular with picnickers who come to the park to enjoy the hiking trails. There is only one swing set for children to play on since most equipment was removed many years ago because it did not meet safety and accessibility standards. A large, accessible play structure is needed to provide additional play opportunities in the park for shelter renters and day use groups.

a. Related objectives (not all inclusive):

- Future Generations
- Accessibility
- Service and Management
- Partnerships and Regional Coordination

2. Adjoining land acquisition: Neshota Park features the confluence of the Neshota River and King Creek. It is vital to acquire lands surrounding the park that preserve these watersheds and provides additional recreational opportunities.

a. Related objectives (not all inclusive):

- Balanced Needs
- Resource Management
- Visual Environment
- Sustainability
- Future Generations
- Accessibility
- Service and Management
- Acquisition and Development
- Partnerships and Regional Coordination

3. Additional shelter: The park features one shelter that is rented every weekend by family outings. By erecting an additional shelter, rental opportunities can be increased to meet the demand.

a. Related objectives (not all inclusive):

- Future Generations
- Accessibility
- Service and Management

Pamperin Park

1. Highway 29 renovation: The WisDOT scheduled reconstruction of HWY 29 that bisects Pamperin Park for the year 2012. The design plans include a new frontage road on the south side of HWY 29 that will become the primary entrance for the park. A bike path beginning at Pamperin and leaving the park via Taylor Avenue is also proposed. While this is not specifically a county parks project, final approvals and coordination with Brown County Facility and Park Management is crucial.

a. Related objectives (not all inclusive):

- Balanced Needs
- Future Generations
- Service and Management
- Partnerships and Regional Coordination

2. Duck Creek Trail connection: Efforts by the Oneida Tribe of Indians of Wisconsin continue to establish a trail following Duck Creek on the abandoned railroad corridor that is west of the park. There is a section of this railroad, not currently abandoned, that borders Pamperin Park. Continuation of this trail into Pamperin

Park is critical to provide a destination for users. The trail allows a connection to the bike path scheduled for the north side of the new Hwy 29 in 2012.

a. Related objectives (not all inclusive):

- Future Generations
- Accessibility
- Service and Management
- Acquisition and Development
- Partnerships and Regional Coordination

3. Dam analysis: Discussions are underway by agency professionals to evaluate the status of fish passage along Duck Creek. There are a series of dams along Duck Creek that are being considered for removal, renovation, or reconstruction. Two dams being evaluated are in the park to determine if they should remain or be removed. Benefits of natural fish movement by removing dams must be weighed against the harm that may occur if invasive fish species are also allowed passage. Depending on the recommendations by the experts, dams should either be removed or needed repairs should be conducted.

a. Related objectives (not all inclusive):

- Balanced Needs
- Resource Management
- Partnerships and Regional Coordination

4. East shoreline renovation: The east side of Duck Creek between the two dams has a slope covered in concrete that was originally placed to prevent erosion. The concrete is breaking up and heaving due to age and ice movements. The shoreline is in need of renovation that should include the ability to prevent erosion and withstand ice or water movement while being as aesthetically pleasing and as "natural" as possible. Engineering studies should be done to accomplish these goals, particularly as it relates to environmental restoration.

a. Related objectives (not all inclusive):

- Visual Environment
- Sustainability
- Service and Management

Reforestation Camp

1. Phase II maintenance building: In 2006, a building was constructed to store equipment and supplies. The building was designed and sited to accommodate an expansion for the park office and maintenance shop. The addition will expand the size and capabilities of the present office/shop and free up the space for other facility needs. LEED building design should be a priority.

a. Related objectives (not all inclusive):

- Sustainability
- Service and Management

2. Additional shelter: The Reforestation Camp is a popular shelter rental location that is reserved during all available weekends in summer. Many people that would like to rent one of the two existing shelters cannot because of the demand. Construction of an additional open-air shelter west of the “ski lodge” will provide more available dates for rental opportunities.

a. Related objectives (not all inclusive):

- Future Generations
- Accessibility
- Service and Management

3. Westside playground renovation: The main playground area at the Reforestation Camp is approximately 20 years old and presents some design and maintenance issues. Renovating the playground with new equipment and maintenance-free surfacing enhances the visitor experience and improves maintenance efficiency.

a. Related objectives (not all inclusive):

- Future Generations
- Accessibility
- Service and Management
- Partnerships and Regional Coordination

4. Lighted ski trail loop: The Reforestation Camp is the most popular skiing destination in the park system and draws skiers from all over Northeastern Wisconsin. By installing a lighted trail loop, skiing hours could be expanded which is critical in years of low snowfall.

a. Related objectives (not all inclusive):

- Balanced Needs
- Accessibility
- Service and Management
- Partnerships and Regional Coordination

5. Harden perimeter trail: The perimeter trail is simply grass over a sandy-soil base. Installing limestone crusher screenings on the existing surface would allow access for bicyclists on approximately six miles of trail, including road bicycles.

a. Related objectives (not all inclusive):

- Balanced Needs
- Accessibility
- Service and Management

6. Establish campground: Perform a study to evaluate the feasibility of establishing a campground at the Reforestation Camp. A campground could provide an amenity for out-of-area visitors coming to the facility.

a. Related objectives (not all inclusive):

- Future Generations
- Accessibility
- Service and Management

7. CTH IR boulevard design: County Highway IR is the main vehicular entrance to the Reforestation Camp and NEW Zoo. One parking lot at the facility is on the west side of CTH IR directly across from the entrance to the NEW Zoo creating a safety risk for pedestrians crossing the street in order to reach the entrance. A boulevard design for this highly congested area would provide a safer crossing for visitors.

a. Related objectives (not all inclusive):

- Service and Management
- Partnerships and Regional Coordination

St. Francis Park

No immediate short-term needs.

Suamico Boat Landing

1. Increase parking opportunities: The Suamico Boat Landing is a popular facility that oftentimes reaches parking capacity creating the need for vehicles to use the Sensiba Wildlife Area parking lot as an overflow parking lot option. This lot is located 0.4 miles from the landing and presents safety concerns and difficulty for young and elderly visitors walking that distance. Parking options closer to the main facility should be explored but may be limited due to wetland and other environmentally sensitive area designations.

a. Related objectives (not all inclusive):

- Balanced Needs
- Future Generations
- Accessibility
- Service and Management
- Acquisition and Development
- Partnerships and Regional Coordination

2. Village of Suamico "Safe Harbor" effort: The Village of Suamico is attempting to establish a "safe harbor" along the Suamico River immediately to the west of the boat landing. Boaters experiencing inclement weather could utilize this facility to seek rapid short-term shelter. There are no other safe harbors designated along the west shore of Green Bay, although "safe harbor" options are also identified for Bay Shore Park.

a. Related objectives (not all inclusive):

- Balanced Needs
- Future Generations
- Accessibility
- Service and Management
- Acquisition and Development
- Partnerships and Regional Coordination

VandeHei Property

1. Trail development: The VandeHei property is a wooded natural area along the Duck Creek that is in an undeveloped natural state. A trail system established on this property could connect to the existing cross-country ski trails that are managed by Brown County Facility and Park Management on the Brown County Golf Course property. The trail effort could be done in coordination with a trail

being developed by the Oneida Tribe of Indians along Duck Creek, providing access to Pamperin Park and connecting to Outagamie County.

a. Related objectives (not all inclusive):

- Balanced Needs
- Future Generations
- Accessibility
- Partnerships and Regional Coordination

Way-Morr Park

1. Branch River restoration: The river course within the park is a straight, wide shallow channel that bears little resemblance to what would have been the historic waterway. This project would involve a study to reestablish a meandering channel to the Branch River resulting in increased biological function of the river ecosystem. The project would reduce erosion and improve water quality.

a. Related objectives (not all inclusive):

- Balanced Needs
- Resource Management
- Visual Environment
- Sustainability
- Future Generations
- Partnerships and Regional Coordination

2. Branch River pedestrian bridge: The bridge that crosses the Branch River does not meet accessibility requirements. A new structure would provide access for users of all abilities.

a. Related objectives (not all inclusive):

- Accessibility
- Service and Management

3. Additional shelter: The present shelter is rented on all summer weekends. By constructing an additional shelter, more dates would be available to help meet the demand. The shelter location should possibly be on the west side.

a. Related objectives (not all inclusive):

- Future Generations
- Accessibility
- Service and Management

Wequiock Falls

1. Jean Nicolet monument relocation: The historic Jean Nicolet statue in the Town of Scott has become far less accessible due to the relocation of State Highway 57. The WDNR has offered to relocate the landmark statue to Wequiock Falls Park where it will have convenient, year-round access.
 - a. Related objectives (not all inclusive):
 - Sustainability
 - Future Generations
 - Accessibility
 - Partnerships and Regional Coordination
2. Restroom renovation: The pit toilet that serves the site was constructed in the 1970's and is in need of repair. A new building that addresses the inherent odor of pit toilets should be considered. If flushing toilets are not an option, technologies such as compost toilets should be considered.
 - a. Related objectives (not all inclusive):
 - Future Generations
 - Accessibility
 - Service and Management

Wrightstown Park

1. Expansion of existing parking lot: The parking lot is too small for the needs of the existing facility. The parking lot should be expanded to meet the needs to the increasing usage of the park.
 - a. Related objectives (not all inclusive):
 - Sustainability
 - Future Generations
 - Accessibility
 - Service and Management

2. Shoreline enhancement: Located along the bank of the Fox River, the park has 1200 feet of river frontage. The Waterboard Warriors summer ski shows use the shoreline for weekly ski performances which attract hundreds of spectators for each show. To better accommodate these events and to provide additional shoreline access, a walkway and fishing pier could be established. River bank stabilization may also be necessary to prevent erosion.
 - a. Related objectives (not all inclusive):
 - Balanced Needs
 - Sustainability
 - Future Generations
 - Accessibility
 - Acquisition and Development
3. Restroom building: Portable toilets serve the facility at this time. Providing a permanent restroom facility would provide a more acceptable option for users.
 - a. Related objectives (not all inclusive):
 - Service and Management
4. Access to county boat launch: The area has village and county owned property. In order to allow better ingress/egress between the village and county parks, and to the county boat launch, an access route must be established.
 - a. Related objectives (not all inclusive):
 - Service and Management

System Wide

1. Nature Based Tourism: Nature based tourism is a segment of the tourism industry that includes enjoying plant and animal wildlife and the scenery. Examples of nature based tourism include visiting parks, hunting, fishing, and spending time in the outdoors. Nature based tourism is dependent of the ability of a community to develop environmental destinations that will attract visitors. These destinations are commonly a mixture of both man-made resources and natural features. Smaller business groups are often the direct beneficiary of nature based tourism and include lodging, food service, outfitters, and campgrounds. For this segment of the tourism industry to stay effective nature based tourism must be built on a sustainable base of attractions, even if the attractions are only seasonal.

a. Related objectives (not all inclusive):

- Balanced Needs
- Resource Management
- Visual Environment
- Sustainability
- Future Generations
- Accessibility
- Service and Management
- Acquisition and Development
- Partnerships and Regional Coordination

2. Park & Trail connections: Several potential county park and trail locations should be considered for acquisition and/or development for public recreation and preservation of environmentally sensitive areas in order to provide multi-modal access (see Future Parks & Trails map). Acquisition and development of the proposed parks is envisioned to address the need for county parks, trails, and additional public recreation and open space within Brown County.

While full implementation is not anticipated during the five-year timeframe of this plan, it is hoped that all affected units of government will use this implementation recommendation to guide their planning, zoning, official mapping, budget, and capital improvements programming efforts. Acquisition, particularly within the urbanizing portions of the county, should occur as soon as possible so that opportunities to acquire the sites at an affordable price are not lost. Development of these parks should occur when anticipated use warrants.

In addition to maintaining a significant proportion of each site in natural uses, each of the proposed county parks and trails should consider development of some combination of the following activities: trails for active uses, such as snowmobiles and ATVs; trails for passive uses, such as hiking and walking; formal and informal play areas; hunting and fishing; boat launches and canoe landings; picnicking, restrooms, and parking lots. However, should substantial local political and financial support arise, additional, more active, or special use facilities, such as ball fields, mountain biking trails, interpretive centers, or camping, could also be provided.

a. Proposed future park sites:

1. Pamperin Park area in relation to reconfiguration with new STH 29 intersection, Mountain-Bay State Recreational Trail, and trails connecting to the City of Green Bay, Hobart, and the Oneida nation.

2. Future park and dog park located at existing county farm property. The park site could also serve as a recreational gathering point for nearby neighborhoods.
3. Future park at the quarry in Ledgeview. Also a potential future dog park location. Recent changes to landscaping has altered some natural features at this location and made others more accessible.
4. Future park at east side landfill to be a park reserve for the protection of cedar wetlands and the escarpment.
5. Future park, possibly a linear park, along the east shore of the Fox River. The site is not specific to one point, but should be in the area of the Town of Rockland.
6. Future county fairground relocation and/or open site for large event gatherings. The area is large with open spaces. Wooded areas most do not need to be removed.
7. Future park at south side landfill in Holland to be a park reserve with potential options for recreational purposes.
8. The development of a Brown County Waterfront Plan (not shown on Future Parks & Trails map) most likely will lead to the development of a series of smaller parks and trails with various forms of access to the bay of Green Bay, Fox River, East River, and various other water bodies within Brown County. The waterfront plan should focus on a combination of public access, environmental preservation, historic preservation, and multi-modal transportation. The design of water access should be dependant on the area in which the access point is developed. For example, access may be more urban for high population use in cities, and focused on preservation in rural areas.

b. Proposed areas for protection:

1. A wooded wetland complex located south of STH 57 in the Town of Scott and the Town of Green Bay.
2. Multiple wetland complexes located south of STH 54 in the Town of Humboldt.
3. Multiple large wetland areas located within the eastern area of the Town of Holland and the western area of the Town of Morrison.

4. Bower Creek, and adjacent environmentally sensitive areas, located within the Village of Bellevue and the Town of Ledgeview.
5. Ashwaubenon Creek, and adjacent environmentally sensitive areas, located within the City of De Pere and the Town of Lawrence.
6. Large wetland complex located in the southern portion of the Town of Holland.
7. Woodlands along the escarpment in the Town of Holland.
8. The development of a Brown County Waterfront Plan (not shown on Future Parks & Trails map) most likely will lead to the development of a series of smaller parks and trails with various forms of access to the bay of Green Bay, Fox River, East River, and various other water bodies within Brown County. The waterfront plan should focus on a combination of public access, environmental preservation, historic preservation, and multi-modal transportation. The design of water access should be dependant on the area in which the access point is developed. For example, access may be more urban for high population use in cities, and focused on preservation in rural areas.

c. Proposed trails:

1. Devils River State Recreational Trail connection from the Village of Denmark to the City of Green Bay. This rail bed is still active so the temporary and/or permanent use of an adjacent street or alternative trail may be required, such as the use of CTH R or a trail following STH 141. The trail would extend through the Village of Denmark, Town of New Denmark, Town of Eaton, Town of Ledgeview, Village of Bellevue, and finish in the City of Green Bay. The trail should provide connections to the Fox River State Recreational Trail and consider crossing the Fox River in order to connect end near a rail yard on the Fox River's west side, where a future City of Green Bay trail extension could provide access to the Mountain-Bay State Recreational Trail and other trails at the west end of the county. The Devils River State Recreational Trail, when completed in Brown and other counties, could connect Brown County to Sheboygan County and beyond.
2. Mountain-Bay State Recreational Trail connection to the trail located on the west side of Green Bay and Howard. The City of Green Bay is proposing a trail extension at a railroad yard located near the Fox River which will extend to Bond Street. Alternatives to extend connect the two trails should be considered. There presently is an active rail in the

area of a potential connection. Alternatives for adjacent trails should be observed.

3. East River Trail extension through the Town of Ledgeview, and connecting to the Fox River State Recreational Trail to the west through the City of De Pere.
4. Mountain-Bay State Recreational Trail connection to a former railroad corridor in the Village of Hobart and the Oneida Nation at Pamperin Park, providing connection to Outagamie, Shawano, and Oconto Counties. The connection would provide a trail head, or hub, for connections to the State trail leading to the northwest, to a future trail being developed by Oneida Nation leading to the west, and connecting to the City of Green Bay to the east.
5. Extension of the Baird Creek Trail through the City of Green Bay, Town of Humboldt and the Town of Green Bay, providing connections eastward to Kewaunee County.
6. Nicolet State Recreational Trail connection at Village of Pulaski providing connection northward to Oconto County. This can be combined with a trailhead being developed by the Village of Pulaski near the Pulaski Days grounds.
7. Development of a Cultural Trail System (not shown on Future Parks & Trails map) that provides an off-road connection non-motorized vehicle and pedestrian connections to major significant features of the county, including but not exclusive to cultural, historical, entertainment, and other popular destinations and sites that attract tourism such as: Heritage Hill State Park, Green Bay Packer Hall of Fame and Stadium, The NEW Zoo, The Neville Museum, UWGB, St. Norbert College, NWTC, The Green Bay Botanical Gardens, Oneida Casino, etc. This connective trail system should be developed to provide access to various features of the county, while providing a educational and historical background about the area. The trail system may not be specifically oriented toward county parks, but utilizing existing parks and trails systems should be considered when developing connections.
8. The development of a Brown County Waterfront Plan (not shown on Future Parks & Trails map) most likely will lead to the development of a series of smaller parks and trails with various forms of access to the bay of Green Bay, Fox River, East River, and various other water bodies within Brown County. The waterfront plan should focus on a combination of public access, environmental preservation, historic

preservation, and multi-modal transportation. The design of water access should be dependant on the area in which the access point is developed. For example, access may be more urban for high population use in cities, and focused on preservation in rural areas.

d. Related objectives (not all inclusive):

- Balanced Needs
- Resource Management
- Visual Environment
- Sustainability
- Future Generations
- Accessibility
- Service and Management
- Acquisition and Development
- Partnerships and Regional Coordination

3. Sustainability initiative: Aldo Leopold, considered by many as the father of wildlife management in the United States. The development of sustainability initiatives should focus on sustainability trends in Brown County that will lead to growth in the eco-tourism market, bringing a new stream of business and tourism potential to Brown County. For example, several buildings within Brown County have adapted elements of LEED construction, such as the WDNR Office, MAC Hall at UWGB, and the proposed new Brown County Mental Health Center.

Sustainability does not just apply to building construction. It also relates to the ability to meet current needs without sacrificing the ability of future generations to meet their own needs by balancing environmental, economic, and social concerns. Brown County should seek alternatives that find a balance for the reduction of energy usage, preserve environmentally sensitive areas, encourages eco-tourism, and encourages economic benefits for the area.

a. Related objectives (not all inclusive):

- Balanced Needs
- Sustainability
- Future Generations
- Service and Management
- Partnerships and Regional Coordination

4. Land acquisition for existing and new parks: Land should be acquired for expansion ability of existing and new county parks (see Future Parks & Trails map). Acquisition should be considered for future public recreation development

and preservation of environmentally sensitive areas. Acquisition lands for existing park expansion will address the need for county parks, trails, and additional public recreation and open space within Brown County.

While full implementation is not anticipated during the five-year timeframe of this plan, it is hoped that all affected units of government will use this implementation recommendation to guide their planning, zoning, official mapping, budget, and capital improvements programming efforts. Acquisition, particularly within the urbanizing portions of the county, should occur as soon as possible so that opportunities to acquire the sites at an affordable price are not lost. Development of these parks should occur when anticipated use warrants.

In addition to maintaining a significant proportion of each site in natural uses, each of the proposed county parks and trails should consider development of some combination of the following activities: trails for active uses, such as snowmobiles and ATVs; trails for passive uses, such as hiking and walking; formal and informal play areas; hunting and fishing; boat launches and canoe landings; and picnicking, restrooms, and parking lots. However, should substantial local political and financial support arise, additional, more active, or special use facilities, such as ball fields, mountain biking trails, interpretive centers, or camping, could also be provided.

a. Proposed future park sites:

1. Pamperin Park area in relation to reconfiguration with new STH 29 intersection, Mountain-Bay State Recreational Trail, and trails connecting to the City of Green Bay, Hobart, and the Oneida nation.
2. Future park and dog park located at existing county farm property. The park site could also serve as a recreational gathering point for nearby neighborhoods.
3. Future park at the quarry in Ledgeview. Also a potential future dog park location. Recent changes to landscaping has altered some natural features at this location and made others more accessible.
4. Future park at east side landfill to be a park reserve for the protection of cedar wetlands and the escarpment.
5. Future park, possibly a linear park, along the east shore of the Fox River. The site is not specific to one point, but should be in the area of the Town of Rockland.

6. Future county fairground relocation and/or open site for large event gatherings. The area is large with open spaces. Wooded areas most likely do not need to be removed.
7. Future park at south side landfill in Holland to be a park reserve with potential options for recreational purposes.
8. The development of a Brown County Waterfront Plan (not shown on Future Parks & Trails map) most likely will lead to the development of a series of smaller parks and trails with various forms of access to the bay of Green Bay, Fox River, East River, and various other water bodies within Brown County. The waterfront plan should focus on a combination of public access, environmental preservation, historic preservation, and multi-modal transportation. The design of water access should be dependant on the area in which the access point is developed. For example, access may be more urban for high population use in cities, and focused on preservation in rural areas.

b. Related objectives (not all inclusive):

- Balanced Needs
- Resource Management
- Visual Environment
- Sustainability
- Future Generations
- Accessibility
- Service and Management
- Acquisition and Development
- Partnerships and Regional Coordination

5. Marketing strategy: Put a marketing strategy plan into place to increase community awareness and participation about facilities, services and programs. Identify changing marketing technologies, investigate research methods and maximize media relationships to best promote the parks. Identify how parks can be used safely, efficiently, and effectively.

a. Related objectives (not all inclusive):

- Accessibility
- Partnerships and Regional Coordination

6. Capital asset replacement schedule: Safe and functional parks rely upon a working and up-to-date infrastructure. A capital maintenance and replacement

schedule should be implemented for existing assets as well as a program for additional infrastructure to meet growing needs and demands of the county population.

a. Related objectives (not all inclusive):

- Service and Management

7. Community partnerships for park operations: How this plan is to be implemented is as important as its recommendations. Accordingly, this section acknowledges those organizations that *have* in the past, and could in the future, assist Brown County with implementation of the outdoor recreation and open space plan. In many cases, these organizations *have* already invested a substantial amount of time, money, and/or resources into actions that support the recommendations of this plan. Continuance of that *involvement* and support is critical to the long-term success of this plan. Therefore, specific actions for the key participants are identified below. Last, it cannot be overemphasized that attainment of this assistance will hinge upon the success of the county in obtaining and nurturing their *involvement* and cooperation.

a. Federal Partnerships:

1. The Army Corps of Engineers (ACOE) has the authority and responsibility to provide quality engineering *services* to the nation, including the planning, design, building, and operation of water resources and other *civil* works projects pertaining to navigation, flood control, environmental protection, etc. It is recommended that the ACOE provide regulatory, technical, and/ or financial assistance to Brown County toward the identification and protection of the county's aquatic and riparian-related resources. This is specifically envisioned to include the Little Rapids lock and dam and the Bay Shore and Fox River Parkways.

The U.S. Fish and Wildlife Service is the principal federal agency responsible for conserving, protecting, and enhancing fish, wildlife, and plants and their habitats for the continuing benefits of the American people. In keeping with the U.S. Fish and Wildlife Service's efforts to partner with others to address fish and wildlife habitat issues on nonfederal lands, it is recommended that the service provide regulatory, technical, and/or financial assistance to Brown County for the identification and protection of the county's remaining critical fish and wildlife habitat. This is specifically envisioned to include proposed County Park #2 from the 2001 plan (if it is located along the escarpment), the Bay Shore, Southern Escarpment-Neshota River,

Northern Escarpment-East Bay Shore, and Fox River Parkways and the Little Tail Management Unit, Long Tail Point, and Cat Island Chain.

b. State Partnerships:

1. The Wisconsin Department of Natural Resources (DNR) has authority and responsibility in the areas of park development, natural resources protection, water quality control, and water use regulations. Because of this broad range of authority and responsibility, certain DNR functions have particular importance to the implementation of the Brown Park and Outdoor Recreation Plan. In particular, the DNR often becomes the lead agency in the acquisition of those park, recreation, and/or open space sites and facilities that are of regional or statewide importance (such as abandoned rail corridors and particularly important natural resource areas). In addition, the DNR must approve the park and open space plan for Brown County in order to maintain the county's eligibility for state and federal outdoor recreation grants. In that regard, the DNR also oversees the administration of the Stewardship Fund program. The funds from that program are the largest and most accessible source of financial assistance for open space and outdoor recreation projects in Wisconsin.

It is recommended that the Wisconsin Department of Natural Resources provide financial and/or technical assistance to Brown County to:

- i. Identify, acquire, and develop proposed county parks. It is envisioned that such assistance should be more substantial should the proposed park include the lock and dam near the unincorporated community of Little Rapids.
- ii. Identify, acquire, and develop proposed county parks. It is envisioned that such assistance would be a high state priority because this is an area in which the DNR has been actively involved.
- iii. Identify, acquire, and develop the county parkway system. As noted above, it is envisioned that such assistance would be much more likely in a location in which the DNR is already involved, such as the west shore of the Bay. In addition, DNR assistance is also envisioned for the proposed countywide natural areas/parkway study. Not only would such a study greatly assist the DNR (as well as the county and local units of government) in identifying the most important and valuable natural resources within Brown County, but it would also be invaluable in the determination of protection and preservation priorities.

- iv. Acquire abandoned railroad corridors. As was done with the Mountain Bay and Fox River State Recreational Trails, it is proposed that upon abandonment the state acquire those rail corridors identified within the *State Trails Network Plan* for use as public recreation/ transportation trails. As mentioned earlier, it is envisioned that three opportunities for such trails might occur during the initial timeframe of this plan (the Duck Creek Trail, the Allouez to Denmark Trail, and the Green Bay to New Franken Trail). However, should the other two trails envisioned under the state plan become abandoned (the Green Bay to Marinette Trail and the Green Bay to Iron Mt. Michigan Trail), their acquisition and development should also be pursued and this plan re-evaluated and revised as necessary.
- v. Acquire, develop, and maintain additional lands at the state-owned Green Bay West Shore Lands, Little Tail Management Unit, Long Tail Point, and Sensiba Wildlife Area. Implementation of this recommendation would also significantly address the recommendations for the proposed Bay Shore Parkway.
- vi. Acquire and develop additional lands at the county-owned Barkhausen Waterfowl Preserve and Fort Howard Paper Foundation Wildlife Area. Implementation of this recommendation would also significantly address the recommendations for the proposed Bay Shore Parkway.

c. County Partnerships:

1. Brown County has authority and responsibility for shoreland/floodplain zoning, land subdivisions, sanitary sewer and environmentally sensitive area planning, and the acquisition and development of county level park and open space sites. Under this plan, it is recommended that Brown County:
 - i. Identify, acquire, develop, and maintain the proposed county park sites. This responsibility would also include the preparation of detailed studies for the feasibility of a county park or open space site (with appropriate facilities) at the county's existing East Side (Town of Ledgeview) and South Side (Town of Holland) Landfills. Also included in this recommendation is a cooperative effort between Brown County and the DNR to site, acquire, and develop proposed county parks.
 - ii. Identify, acquire, develop, and maintain the proposed county parkways. This responsibility would also include the

- preparation of natural areas/parkway study in cooperation with the DNR. Also included would be a cooperative effort between Brown County and the DNR to site, acquire, and develop those parkways of special importance to the state, such as the proposed Bay Shore Parkway.
- iii. Develop and maintain the existing and proposed county trails. As previously noted, trail development would not take place until such time as the parkway or railroad corridor was acquired by an appropriate public agency.
 - iv. Identify, acquire, develop, and maintain the proposed expansion of the existing county park and open space sites. This responsibility would also include consideration of consolidation of the Barkhausen Waterfowl *Preserve* with the Fort Howard Paper Foundation Wildlife Preserve and consolidation of Brown County Park with the adjacent Brown County Golf Course, West Side Landfill, and Vande Hei Acquisition/West Side Landfill Pet Exercise Area. Also included would be implementation of the additional facilities proposed for the existing county sites in the previous chapter.
 - v. *Review, revise, and implement the Brown County Shorelands, Floodplains, and Wetlands Ordinance and the Brown County Subdivisions Ordinance, so as to reflect and support the recommendations contained within this plan. Specifically, a process should be created within these ordinances, which would facilitate the identification and reservation of lands needed for park and parkway uses and the accommodation of associated outdoor recreation facilities (such as campgrounds, trails, and boat launches/canoe landings) within shoreland areas.*
 - vi. Pursue unique and *innovative avenues* to finance the recommendations of this plan, such as a county impact fee ordinance, the purchase and transfer of development rights, a county sales tax, and/or bonding. It should be noted that in some instances this might require new legislation or changes in local rules and policies prior to implementation.
 - vii. Review and update existing county plans, such as the *Brown County Year 2020 Land Use and Transportation Plan*, the 2002 *Brown County Sewage Plan*, the *Brown County Bicycle and Pedestrian Plan*, and the *Environmentally Significant Areas in Brown County Wisconsin* report, as necessary to reflect and support the recommendations contained within this Brown County park plan update.

- viii. Provide assistance to local communities in the planning, identification, acquisition, and development of those local sites or facilities that might possibly become part of a county system. Such assistance could include financial participation in land acquisition or facilities construction or the provision of technical expertise in the planning or design of those sites or facilities.
- d. Local Partnerships:
- 1. Local communities (cities, villages, and towns) have authority and responsibility for local zoning, land subdivision and planning, and the acquisition and development of neighborhood and community park and open space sites. Many Brown County communities have also demonstrated a commitment to the protection of important local natural resource features. Under this plan, therefore, it is recommended that local communities:
 - i. Provide assistance to Brown County in the site and design of the proposed county park and open space sites, the proposed county parkway and trail system, and the expansion of the existing county sites. It is further envisioned that, should such local assistance extend to financial or other similar considerations, the local community would then assume a larger and more active role in determining the type, size, and location of the proposed site or facility. Such local/county coordination is particularly anticipated where local acquisition or development has already occurred, such as within the Baird Creek-Lily Lake Parkway/Trail, the East River Parkway/Trail, and the Fox River Parkway/Trail.
 - ii. Review, revise, and implement, as appropriate, their plans and ordinances to reflect and support the recommendations contained within this Brown County park plan update. Special emphasis should be placed upon creating consistency between these county recommendations and local comprehensive plans, park plans, official mapping, and subdivision and zoning ordinances.
 - iii. Continue local outdoor recreation planning efforts and coordination of those efforts with those of the county to improve opportunities for the establishment of parkways, trails, or facilities.

e. Other Public and Private Partnerships:

1. Public and private schools and private and non-profit organizations often provide technical services and special purpose sites and facilities related to outdoor recreation. Within Brown County, such organizations include the Oneida Tribe of Indians, the University of Wisconsin-Green Bay, the UW Sea Grant Institute, the Northeastern Wisconsin Technical College, public school districts, and various private schools. In addition, there are also other organizations that typically do not provide such sites or facilities themselves but do support the activities of those who do. Such organizations include the Izaak Walton League, the Brown County Conservation Alliance, the Green Bay Duck Hunters Association, the Brown County Snowmobile Alliance, the Bay Area Ski Trail Association, the NEW Zoological Society, the Friends of the Fox River Trail, the Bay Area Ski Trail Association, the Wisconsin Off-Road Bicycle Association, and the Bay Shore Bicycle Club. Brown County residents depend on all of these organizations to complement government-provided recreational opportunities.

It is recommended that these organizations continue to work with one another, the state, the county and local units of government to maintain such sites, facilities, and opportunities. It is also recommended that these parties continue to be open and flexible to the changing recreational needs of the residents of the county. Specific possibilities for such cooperation may currently exist with the proposed county park envisioned along the escarpment, the Northern Escarpment-East Bay Shore Parkway/Trail, and the Duck Creek Parkway/Trail.

a. Related objectives (not all inclusive):

- Future Generations
- Partnerships and Regional Coordination

8. Resource management: Development of programs and facilities to manage the park's system natural resources is imperative to safeguard our plant and animal populations and water resources.

a. Resource management objectives:

1. Establish management program for park system forests to ensure future health and diversity of forest communities. Evaluate need for harvesting and establish harvest schedules.

2. Institute invasive species control program. Conduct park surveys to delineate types and densities of invasive species and establish control measures.
3. Establish aquaculture program to provide fish stock for release in identified park water bodies to provide viable shore fishing opportunities.
4. Create nutrient management plan for all park properties in accordance with State Guidelines. Institute fertilizer application program for all parks regardless of size to reduce nutrient loads in adjoining waterways.
5. Establish storm water management program to ensure adherence to state law and to help reduce non-point pollution in area waters.
6. Conduct park plant and animal surveys to establish information base needed when making management decisions.

b. Related objectives (not all inclusive):

- Balanced Needs
- Resource Management
- Sustainability
- Future Generations

9. Education and Safety: Develop visitor awareness and appreciation of park natural and cultural resources through a focus on education.

a. Education and safety objectives:

1. Continue providing on-site outdoor/environmental education programming at Barkhausen Waterfowl Preserve for schools, organizations and the public.
2. Evaluate possibility of expanding outdoor education opportunities at Barkhausen as well as other park locations that offer unique ecological or environmental features e.g. campfire programs at Bay Shore Park, summer "adventure" program at Barkhausen.
3. Inventory and perform research on critical park cultural, historical and ecological features that could be interpreted with permanent signage to enhance the visitors park experience.

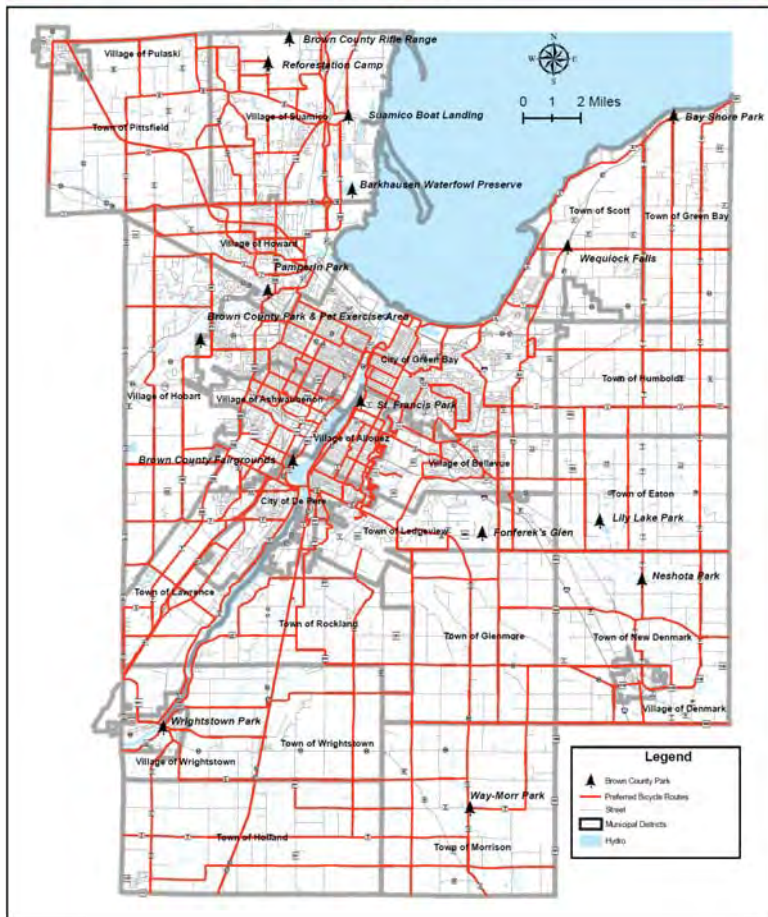
4. Maintain existing and create additional wildlife viewing and nature study opportunities for visitors through observation towers, viewing blinds and wetland boardwalks.
5. Conduct research on park histories for administrative purposes as well as increased public knowledge of our park heritages.
6. Develop safety programs regarding the use of facilities that are available to the public, as well as how to use equipment needed for specific recreational purposes.
7. Educational and safety programs should not be exclusive to functions within county parks. Programs should be considered that address recreational uses along public streets and at home for the benefit of the safety of all Brown County residents.

b. Related objectives (not all inclusive):

- Sustainability
- Future Generations
- Accessibility
- Partnerships and Regional Coordination



Brown County Preferred Bicycle Routes
Brown County, Wisconsin



9. PARKS AND RECREATION FACILITIES IMPROVEMENT AND FUNDING OPPORTUNITIES

Some of the recommendations in the plan may be implemented with the help of various sources of funds besides levy funds and property taxes. There are a number of grant programs administered by local, state, and federal agencies, including the Brown County Planning Commission, Wisconsin Department of Administration, Wisconsin Department of Commerce, Wisconsin Department of Natural Resources, and Wisconsin Department of Transportation. At the federal level, the Environmental Protection Agency, Department of Agriculture–Rural Development, and the (U.S.) Department of Commerce–Economic Development Agency all provide sources of funding.

Typically, the grant programs require a local match. However, the local match may include a combination of local tax dollars, in-kind services, and/or private donations. Each grant program has its own set of guidelines regarding eligible projects, as well as financing mechanisms, and should be reviewed before applying.

In addition to the following sampling of programs, the State of Wisconsin Department of Administration maintains the Wisconsin Catalog of Community Assistance (WCCA), which provides a comprehensive list of state aid programs. The WCCA can be found at http://www.doa.state.wi.us/dhir/wcca_catalog_all.asp.

Identified on the following pages are a number of programs that may be particularly applicable to Brown County. However, this is just a sample, and a comprehensive list can be found with the link to the Wisconsin Catalog of Community Assistance.

Funding Programs

Brown County Planning Commission

The Brown County Planning Commission administers the Brown County Economic Development Revolving Loan Fund Program for businesses seeking reduced interest loans for a business start up or expansion that will result in job creation or retention opportunities in Brown County. Additional information regarding the revolving loan fund may be found at http://www.co.brown.wi.us/Planning/econ_devel.html.

Wisconsin Department of Administration

Some of the programs administered by the Wisconsin Department of Administration (WDOA) would not apply to the county. Detailed information regarding programs offered through the Wisconsin Department of Administration can be found at www.doa.state.wi.us or the Bay-Lake Regional Planning Commission at www.baylakerpc.org.

Coastal Management Grants

Wisconsin Coastal Management Grants help restore, preserve, protect and enhance areas in Wisconsin's Coastal Zone. This includes locations within the counties adjacent to Lakes Superior and Michigan. The grant may be applied toward some environmental and redevelopment expenses.

Although this most likely is a difficult grant to link to Brown County, there may be some opportunities because Brown County is a Coastal County and certain features such as the escarpment may be taken into consideration.

Wisconsin Department of Agriculture, Trade, and Consumer Protection

The Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP) administers the Agricultural Development and Diversification (ADD) Grant. According to the Wisconsin Catalog of Community Assistance, "The objective of the program is to provide grants to fund demonstration projects, feasibility analysis, and applied research toward new or alternative products, technologies, and practices that will stimulate agricultural development and diversification of economic activity within agriculture." Applicants may include private individuals, businesses, or other organizations involved in Wisconsin agriculture. Additional information regarding the ADD program can be found at <http://www.datcp.state.wi.us>.

Wisconsin Department of Commerce

The Wisconsin Department of Commerce (Commerce) has a broad range of financial assistance programs to help communities undertake economic development. Commerce maintains a network of area development managers to offer customized services to each region of Wisconsin (Brown County is located in Region 3).

Commerce-administered programs include:

- Brownfields Initiative
- CDBG-Blight Elimination and Brownfield Redevelopment Program
- CDBG-Emergency Grant Program

- CDBG- Public Facilities (CDBG-PF)
- CDBG-Public Facilities for Economic Development (CDBG-PFED)
- Community Development Zone Program

Additional information regarding the brownfields or CDBG programs can be found at <http://www.commerce.state.wi.us/MT/MT-COM-4200.html>. Information regarding the Wisconsin Main Street Program can be found at <http://commerce.state.wi.us/CD/CD-bdd-overview.html>. The Wisconsin Department of Commerce Area Development Manager (Region 3 in Brown County) or Bay-Lake Regional Planning Commission can also answer questions about these programs.

Wisconsin Department of Natural Resources

The Wisconsin Department of Natural Resources offers a number of grant programs that can be used to provide additional recreational opportunities to residents of Brown County. The county should contact the Northeast Region Office of the WDNR to determine eligibility and availability if the county decides to pursue any of the following grant programs:

Stewardship – Aid for the Acquisition and Development of Local Parks (ADLP)

The ADLP program funds are available to acquire land, rights in land, and develop public outdoor recreation areas for nature-based outdoor recreation purposes. Funds are allocated on a DNR regional basis so applicants compete only against other applicants located in their region.

Brownfield Green Space and Public Facilities Grant

Funds are available to help local governments clean up brownfields that are intended to be used by the public in the future. This includes developing green spaces such as park and recreation areas, and public facilities such as libraries, fire stations, and town halls.

Stewardship – Urban Rivers

Funds are available to acquire land, rights in land, or develop shoreline enhancements on or adjacent to rivers that flow through urban or urbanizing areas in order to preserve or restore urban rivers or riverfronts for the purposes of economic revitalization and nature-based outdoor recreation activities. Funds are allocated statewide so applicants compete against other applicants statewide in the project selection process.

Stewardship – Urban Greenspace

Funds are available to acquire lands to provide natural space within or near urban areas, protect scenic or ecological features, and provide land for nature-based outdoor recreation, including noncommercial gardening. Funds are allocated statewide so applicants compete against other applicants statewide in the project selection process.

Acquisition of Development Rights

Funds are available to acquire development rights (easements) in areas where restrictions on residential, industrial, or commercial development would enhance nature-based outdoor recreation.

Land and Water Conservation Fund (LAWCON)

LAWCON is a federal program administered through the WDNR. However, projects funded under LAWCON are not restricted to nature-based outdoor recreation projects as the Stewardship program funds are. Eligible projects include:

- Land acquisition
- Development of recreational facilities
- See eligibility list on WDNR website for ADLP program eligible projects

Recreational Trails Act (RTA)

Recreational Trails Act (RTA) is a federal program administered through the WDNR. RTA funds may only be used on trails that have been identified in or which further a specific goal of a local, county, or state trail plan included or referenced in a statewide comprehensive outdoor recreation plan required by the federal LAWCON program. Eligible projects in order of priority are maintenance and restoration of existing trails, development and rehabilitation of trailside and trailhead facilities and trail linkages, construction of new trails (with certain restrictions on federal lands), and acquisition of easements or property for trails.

Additional information regarding community assistance programs can be found at the following WDNR Bureau of Community Financial Assistance (CFA) website: <http://www.dnr.state.wi.us/org/caer/cfa/bureau/programs.html>.

Wisconsin Department of Transportation

In addition to the Local Road Aids Program, the Wisconsin Department of Transportation has additional programs to help fund transportation activities in Brown County.

- Local Roads Improvement Program (LRIP)
- Surface Transportation Program-Rural (STP-R)
- Flood Damage Aids
- Wisconsin Information System for Local Roads (WISLR)

Additional information regarding grant programs and other resources administered by the Wisconsin Department of Transportation can be found at the Programs for Local Governments web page: <http://www.dot.state.wi.us/localgov/index.htm>.

U.S. Department of Agriculture – Rural Development (USDA-RD)

The USDA-RD has a number of programs available to aid rural communities located outside of urbanized areas. Programs include grants and low-interest loans for housing rehabilitation, economic development, and public facilities or infrastructure. Additional information regarding USDA-RD programs is available from the USDA-RD Wisconsin office at www.rurdev.usda.gov/wi.

Other Sources

Donations

As traditional funding sources become scarce, it is imperative that the county search for creative and dynamic methods of financing projects identified in the park plan. These can include donations, endowment funds, volunteer support and partnerships with community businesses, organizations and residents.

Levy

A levy is another funding source for financing capital improvements. A portion of property taxes are used to cover costs associated with park acquisition and development.

New Tax Sources

As funding is limited for acquisition and development of park and recreational facilities, new taxing sources and/or revenues will need to be identified in order to fully implement the short and long term goals of this plan. Additionally, maintenance and operation costs are not included in the plan, only the estimated cost for development. Maintenance and operation costs should be considered during the Brown County budget process.

Funding

The plan provides recommendations, for both funded and unfunded improvement projects for the short term. The plan also identifies the need for long term acquisitions.

In order to implement the recommendations set forth in this plan, additional funding alternatives are needed. Funding solutions are needed for development of existing land dedicated for parks, acquisition of new land for parks, and renovation and repairs of existing recreational facilities. While it is important to move forward with development of new parks and recreational facilities, funding the on-going maintenance and operation of these facilities must be determined prior to carrying out the improvement projects.

Funding Priorities

Funding priorities should be as follows:

- Development of park and recreational facilities that are funded by the County Board.
- New park opportunities.
- Renovation and repair of existing parks and facilities.
- Park acquisition.
- Trails and natural open spaces.

Final Statement

Brown County has the unique opportunity to set a level of service standard for parks, recreation, and open space for the future. This plan identifies the needs, requirements and desires through community interaction, studies, and research. The users, residents, businesses owners, employers, and employees who work or play in Brown County, live and work here due to the quality of life the county offers, which should include the parks, open space, recreational opportunities and facilities. It will take time and effort to find the means to provide all of the recreational opportunities and facilities identified in this Parks & Outdoor Recreation Plan. Having a plan is the right step to accomplishing this.

10. DEFINITIONS

ACOE: Army Corps of Engineers. Federal agency affiliated with the Army for engineering and construction projects, especially public works projects within the nation's waterways.

Community Park: A larger park, typically greater than (but not limited to) five acres, that serve the entire community within a two mile radius with both active and passive uses. Amenities may include athletic fields, play equipment, tennis courts, basketball half-courts, walking and/or bicycling trails, picnic areas and pavilions as well as undeveloped natural areas and automobile parking areas.

EPA: Environmental Protection Agency. Federal agency to protect the nation's resources and to decrease levels of water and air pollution.

ESA: Environmentally sensitive area. Lands which include waterways, wetlands, steep slopes, setbacks, and certain other features such as karst, which are protected by the 2002 Brown County Sewage Plan and/or by the Wisconsin Department of Natural Resources.

Greenway: A linear park or open space conservation area that provides passive recreational opportunities, pedestrian and/or bicycle paths, wildlife corridors and/or the conservation of open spaces or natural areas.

Natural Open Space: An area or portion of unimproved land and/or water that is retained for passive recreation use areas or for resource protection in an essentially undeveloped state.

Neighborhood Park: A smaller park, typically two to five acres, that serves residential neighborhoods within a half mile radius with both uses and amenities similar to those found in a community park. Due to the smaller size and neighborhood orientation, there are fewer amenities, and a parking lot is not typical due to pedestrian accessibility and the potential for on-street parking.

Parkway: A piece of land between the rear of a curb and the front of a sidewalk, used for planting low ground cover and/or street trees, and which is not intended to be used as part of the roadway.

Pocket Park: A very small park, typically less than one acre in size, that serves a residential community within a one quarter mile radius. A pocket park may have a playground, picnic area, and one active sport area, at most. Due to an urban environment, pocket parks are designed for pedestrian access, typically with

sidewalks, possibly with limited on-street parking. Pocket parks are not proposed for development in this plan.

Public Sidewalk System: A paved path for pedestrians alongside a street.

Recreational Trail: An off-street route through a natural area or the countryside that links paths, streets, parks, and other points of interest.

School District Facility: One or a combination of playground equipment, active fields, tracks, trails and indoor facilities associated with the recreational functions of a public or private school. Although the facilities may similar to those found in a public park system, the facilities may not be readily accessible to the public.

Sustainability: Meeting current needs without sacrificing the ability of future generations to meet their own needs by balancing environmental, economic, and social concerns.

Undeveloped Park Parcel: Property that has not been developed into an active or passive park, but may have potential to be acquired and/or developed for public park purposes.

WDNR: Wisconsin Department of Natural Resources. State of Wisconsin agency with a purpose to preserve, protect, manage and maintain the natural resources of the state. The WDNR has the authority to set policy for itself and to recommend regulations for approval by the State Legislature and the Governor.

APPENDIX A - GOALS AND PRINCIPALS FROM 2001 OPEN SPACE AND OUTDOOR RECREATION PLAN

Goals that Still Apply to the 2008-2013 Plan

1. To preserve and maintain the integrity of the environmental, archeological, historical, and cultural elements of the Brown County Park system.
2. To pursue the preservation and protection of the unique and significant open space areas, natural resources, and other related environmental assets of Brown County.
3. To foster public awareness of and appreciation for the environmental, archaeological, historical, and cultural elements of Brown County.
4. To provide adequate open space and outdoor recreation sites and activities to satisfy the recreational needs of the residents of and visitors to Brown County.
5. To meet all other goals in an efficient and economic fashion.

Parkway System Principals that Still Apply to the 2008-2013 Plan

1. The identification, acquisition and development, of the Brown County Parkway System should be a joint public and private effort involving federal, state, county, and local units of government and public and private foundations, conservancy groups, and service organizations.
2. The Brown County Parkway System should primarily be designed for county-level resource preservation and trail-oriented activities.
3. The acquisition and development of the Brown County Parkway System is to be a long-range project, extending far beyond the timeframe of this plan
4. Greater local input into the location, size, and use of these parkways should be allowed in those instances when significant local involvement and investment is provided.
5. The Brown County Parkway System is to be publicly owned.

Trail System Principals that Still Apply to the 2008-2013 Plan

1. The development of the Brown County Trail System is intended to primarily be a county project, similar to that undertaken for the Mountain Bay and Fox River State Recreational Trails.
2. Development of the Brown County Trail System is envisioned to be a long-range project, extending far beyond the timeframe of this plan.
3. Trails of local importance will be supported, and connection to the Brown County Trail System encouraged, whenever possible; although, acquisition, development, and maintenance of such trails will likely be the responsibility of the local level of government.

APPENDIX B - PUBLIC OPINION SURVEY



**Brown County
Parks & Outdoor Recreation Plan
Survey**

January 30, 2008

Dear Brown County Resident:

The Brown County Planning Commission and Brown County Facility & Park Management Department is facilitating the completion of a new Parks & Outdoor Recreation Plan. This process began in the fall of 2007 with the evaluation of the existing plan and the creation of a Park Plan Citizens Advisory Committee. The task of the Citizens Advisory Committee will identify park and outdoor recreation needs and issues in Brown County for the next 5-20 years.

In order to assist the Citizens Advisory Committee with this task, you have been invited to complete the following survey in order for the Committee to obtain your thoughts and opinions on various issues related to parks and outdoor recreation needs within Brown County.

Please mail the completed survey to the Brown County Planning Commission by **February 15, 2008**.

Surveys can be mailed to the Brown County Planning office or dropped off at the following address:

**Brown County Planning Commission
Planning and Land Services Department
ATTN: Peter Schleinz
305 E. Walnut ST., RM 320
P.O. Box 23600
Green Bay, WI 54305-3600**

The survey results will be presented to the Park Plan Citizens Advisory Committee in March 2008. The results will help to formulate the goals and objectives of the Park Plan and be used as a basis for some of the recommendations within the plan. It is vitally important that you complete the survey and send the information back to the Brown County Planning Commission so your voice can be heard.

For additional information regarding the Brown County Parks & Recreation Plan, contact Brown County Senior Planner Peter Schleinz at 448-6480.

Thank you for completing this survey. Your time and assistance is greatly appreciated and is important for the development of the Brown County Parks & Recreation Plan.

Brown County Parks & Recreation Plan Survey

1. Please indicate where members of your household go most frequently for recreation.

- | | |
|---|--|
| <input type="checkbox"/> A Brown County Park | <input type="checkbox"/> A Street or Sidewalk |
| <input type="checkbox"/> A Local Park (town/village/city) | <input type="checkbox"/> An Indoor Park |
| <input type="checkbox"/> A Wisconsin State Park | <input type="checkbox"/> A Park outside of Wisconsin |
| | <input type="checkbox"/> Other |

2. Indicate whether you or anyone in your household did any of the following activities in the past year at a Brown County park or facility, or at another park or facility.

(Check all that apply)

- | At a Brown County Park | At a State Park | At a Local Park (town/village/city) |
|--|--|--|
| <input type="checkbox"/> Walked | <input type="checkbox"/> Walked | <input type="checkbox"/> Walked |
| <input type="checkbox"/> Ran or Jogged | <input type="checkbox"/> Ran or Jogged | <input type="checkbox"/> Ran or Jogged |
| <input type="checkbox"/> Exercised | <input type="checkbox"/> Exercised | <input type="checkbox"/> Exercised |
| <input type="checkbox"/> Exercised a pet | <input type="checkbox"/> Exercised a pet | <input type="checkbox"/> Exercised a pet |
| <input type="checkbox"/> Hiked | <input type="checkbox"/> Hiked | <input type="checkbox"/> Hiked |
| <input type="checkbox"/> Bicycled | <input type="checkbox"/> Bicycled | <input type="checkbox"/> Bicycled |
| <input type="checkbox"/> Winter sports | <input type="checkbox"/> Winter sports | <input type="checkbox"/> Winter sports |
| <input type="checkbox"/> Relaxed | <input type="checkbox"/> Relaxed | <input type="checkbox"/> Relaxed |

3. What are the primary reasons you or members of your household do not use Brown County parks?

- I use the Brown County parks
- Not enough time
- Parks are too far away
- I cannot walk/bicycle to the parks
- Parks are not accessible for persons with disabilities
- Parks are in poor condition
- I do not know the park locations

4. How far (time wise) are you willing to travel by motor vehicle to reach a County park?

- 15 minutes
- 30 minutes
- 1 hour
- More than 1 hour
- I typically walk or bicycle to County parks

(turn page)

5. Which recreation programs have you or members of your household participated in at Brown County parks?

- | | |
|--|---|
| <input type="checkbox"/> Bicycling (surfaced trail) | <input type="checkbox"/> Hunting |
| <input type="checkbox"/> Bicycling (mountain bike trail) | <input type="checkbox"/> Ice Skating |
| <input type="checkbox"/> Boating | <input type="checkbox"/> Nature / Education |
| <input type="checkbox"/> Camping | <input type="checkbox"/> Park Shelter Rentals |
| <input type="checkbox"/> Canoe / Kayaking | <input type="checkbox"/> Picnicking |
| <input type="checkbox"/> Cross Country Skiing | <input type="checkbox"/> Playgrounds |
| <input type="checkbox"/> Cultural Programs | <input type="checkbox"/> Rifle Range |
| <input type="checkbox"/> Disc Golf | <input type="checkbox"/> Sledding |
| <input type="checkbox"/> Exercising Pets | <input type="checkbox"/> Snowmobiling |
| <input type="checkbox"/> Family Programs | <input type="checkbox"/> Snow Shoeing |
| <input type="checkbox"/> Fitness | <input type="checkbox"/> Special Events |
| <input type="checkbox"/> Fishing | <input type="checkbox"/> Walking |
| <input type="checkbox"/> Geocaching | <input type="checkbox"/> Wildlife Viewing |
| <input type="checkbox"/> Horseback Riding | <input type="checkbox"/> Other: _____ |

6. Do members of your household participate in some of the above park programs or activities in an adjacent county? If so, which county(s)?

- No Yes: _____

7. Please check each item below that might be of interest to you and members of your household.

- | | |
|--|---|
| <input type="checkbox"/> Bicycling (surfaced trail) | <input type="checkbox"/> Hunting |
| <input type="checkbox"/> Bicycling (mountain bike trail) | <input type="checkbox"/> Ice Skating |
| <input type="checkbox"/> Boating | <input type="checkbox"/> Nature / Education |
| <input type="checkbox"/> Camping | <input type="checkbox"/> Park Shelter Rentals |
| <input type="checkbox"/> Canoe / Kayaking | <input type="checkbox"/> Picnicking |
| <input type="checkbox"/> Cross Country Skiing | <input type="checkbox"/> Playgrounds |
| <input type="checkbox"/> Cultural Programs | <input type="checkbox"/> Rifle Range |
| <input type="checkbox"/> Disc Golf | <input type="checkbox"/> Sledding |
| <input type="checkbox"/> Exercising Pets | <input type="checkbox"/> Snowmobiling |
| <input type="checkbox"/> Family Programs | <input type="checkbox"/> Snow Shoeing |
| <input type="checkbox"/> Fitness | <input type="checkbox"/> Special Events |
| <input type="checkbox"/> Fishing | <input type="checkbox"/> Walking |
| <input type="checkbox"/> Geocaching | <input type="checkbox"/> Wildlife Viewing |
| <input type="checkbox"/> Horseback Riding | <input type="checkbox"/> Other: _____ |

(turn page)

8 Do you walk or ride bicycle in Brown County?

Walk/Run: Yes No Bicycle: Yes No

9 Indicate if anyone in you household visited the following Brown County Parks for recreational purposes in the past year.

- | | |
|--|--|
| <input type="checkbox"/> Barkhausen Waterfowl Preserve | <input type="checkbox"/> Mountain-Bay State Recreational Trail |
| <input type="checkbox"/> Bay Shore Park | <input type="checkbox"/> Neshota Park |
| <input type="checkbox"/> Brown County Fairgrounds | <input type="checkbox"/> Pamperin Park |
| <input type="checkbox"/> Brown County Park & Pet Exercise Area | <input type="checkbox"/> Reforestation Camp |
| <input type="checkbox"/> Brown County Rifle Range | <input type="checkbox"/> St. Francis Park |
| <input type="checkbox"/> Fonferek's Glen | <input type="checkbox"/> Suamico Boat Landing |
| <input type="checkbox"/> Fox River State Recreational Trail | <input type="checkbox"/> Way-Morr Park |
| <input type="checkbox"/> Lily Lake Park | <input type="checkbox"/> Wequick Falls |
| | <input type="checkbox"/> Wrightstown Park |

10 The following park features are important:

- | | |
|---|---|
| <input type="checkbox"/> Historic value | <input type="checkbox"/> Space for passive recreation |
| <input type="checkbox"/> Natural beauty | <input type="checkbox"/> Space for active sports |
| <input type="checkbox"/> Accessibility | <input type="checkbox"/> Parking |
| <input type="checkbox"/> Modern facilities | <input type="checkbox"/> Cleanliness |
| <input type="checkbox"/> Safety | <input type="checkbox"/> Quiet Areas |
| <input type="checkbox"/> Invasive species control | <input type="checkbox"/> Other: _____ |

11 What types of park uses are needed in the future for Brown County?
(High need 5..4..3..2..1 Low need)

- | | | | | | |
|---|---|---|---|---|--|
| 5 | 4 | 3 | 2 | 1 | Mostly Active Park uses (sports complexes, skate parks, basketball, etc.) |
| 5 | 4 | 3 | 2 | 1 | Mostly Passive Park uses (trails, nature appreciation, playgrounds, fishing, etc.) |
| 5 | 4 | 3 | 2 | 1 | Both active and passive recreational uses |

12 List the number of household members in each age category.

- | | | | | | |
|----------------------|-------------------|----------------------|-----------------|----------------------|-----------------|
| <input type="text"/> | Under 5 years old | <input type="text"/> | 19-24 years old | <input type="text"/> | 50-65 years old |
| <input type="text"/> | 5-11 years old | <input type="text"/> | 25-34 years old | <input type="text"/> | 65-79 years old |
| <input type="text"/> | 12-18 years old | <input type="text"/> | 35-49 years old | <input type="text"/> | 80 and over |

13 List the gender and age of the household member who completed this survey (optional).

Male Female Age *(end of survey, thanks!)*

APPENDIX C - SURVEY REPORT

Brown County
Park & Outdoor Recreation Plan

General Public Survey Report

February 18, 2008

Brown County Planning Commission
305 E Walnut ST RM 320
PO BOX 23600
Green Bay, WI 54305-3600

February 18, 2008

**BROWN COUNTY PARK & OUTDOOR RECREATION PLAN SURVEY
RESULTS**

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INTRODUCTION

The following survey results are a compilation of information based upon a 13 question survey that was submitted to a random selection of residential property owners located within Brown County. A total of **1,480** surveys were distributed and **516** surveys were returned, resulting in an overall response rate of **34.9%**. The respondent filling out the survey was asked to respond to the questions on behalf of all members of his or her household, unless otherwise specified.

For the purposes of this study, the surveys were distributed to two specific geographic areas of Brown County. The distribution areas included municipalities that are all or mostly within the greater Green Bay Urban Area and municipalities that are entirely or mostly outside of the Urban Area, which will be referred to as the Rural Area in this report.

Municipalities within the Urban Area:

City of De Pere	Village of Allouez	Village of Bellevue
City of Green Bay*	Village of Ashwaubenon*	Village of Howard

Municipalities within the Rural Area:

Village of Denmark	Town of Eaton	Town of Morrison
Village of Hobart*	Town of Green Bay	Town of New Denmark
Village of Pulaski	Town of Glenmore	Town of Pittsfield*
Village of Suamico	Town of Holland	Town of Rockland
Village of Wrightstown	Town of Humboldt	Town of Scott
Town of Ledgeview	Town of Lawrence	

*Includes lands within the Oneida Nation Reservation boundary.

The surveys were divided between the Urban Area and the Rural Area based on overall population so an equivalent percentage of surveys were distributed to each of the two areas.

The number of surveys may not have been divided equally among each individual municipality because the recipient list was based on an area-wide random selection. However, surveys may have been received by an average of 165 households within each Urban Area municipality and 29 households within each Rural Area municipality. Because the distribution was random, it is anticipated that municipalities with a higher population may have received a higher than average number of surveys and municipalities with a lower population may have received a lower than average number of surveys.

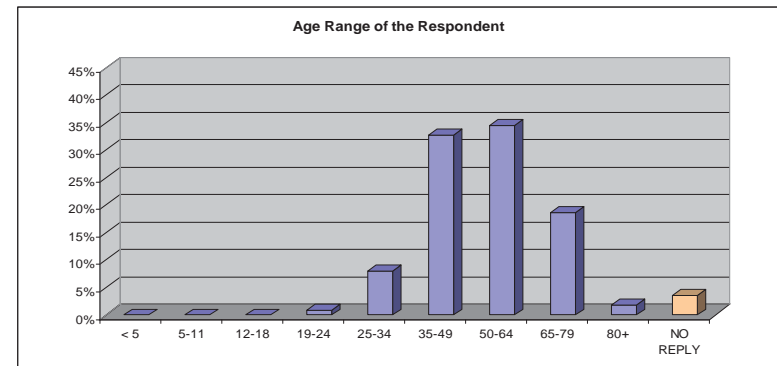
This report was assembled so the reader can compare data from both areas. All data and graphs related to the Urban Area on the following pages were placed on even numbered pages. All data and pages related to the Rural Area were placed on odd numbered pages.

The majority of the subject information is based upon the residents' current knowledge of parks and recreational facilities. The information should be used as a tool to make educated decisions while developing the Brown County Parks & Outdoor Recreation Plan. The information should not be used as the only source for public needs and wants, because dynamic new trends in park and recreation may exist that the general public is not aware of. This is not a scientific survey.

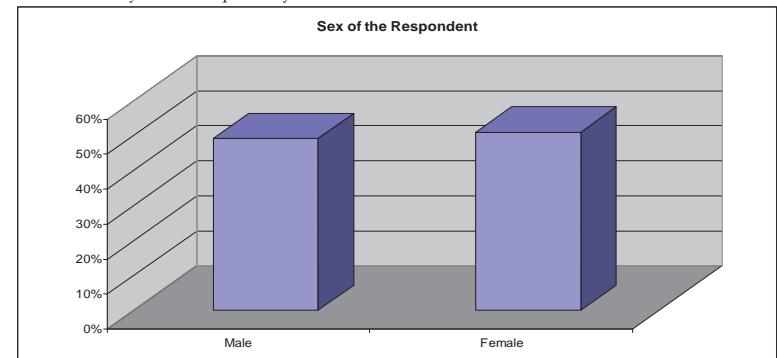
THE RESPONDENTS (Urban)

The following identifies who completed the survey, and who the survey was being completed for. The respondent was requested to complete each question on behalf of all members of the household, unless specified otherwise.

- 990 surveys were mailed and 339 surveys were returned, for a **34.2%** response rate.



- The average age of the respondent was **52**.
- The youngest respondent was **24**, the oldest was **82**.
- **0** Surveys were completed by minors.

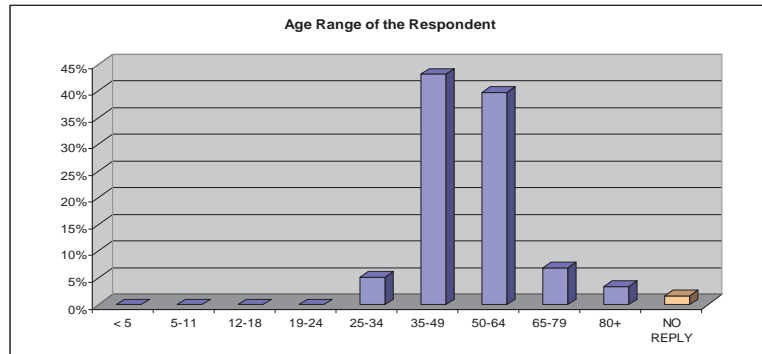


- Of the respondents who identified their sex, **49%** were male and **51%** were female.

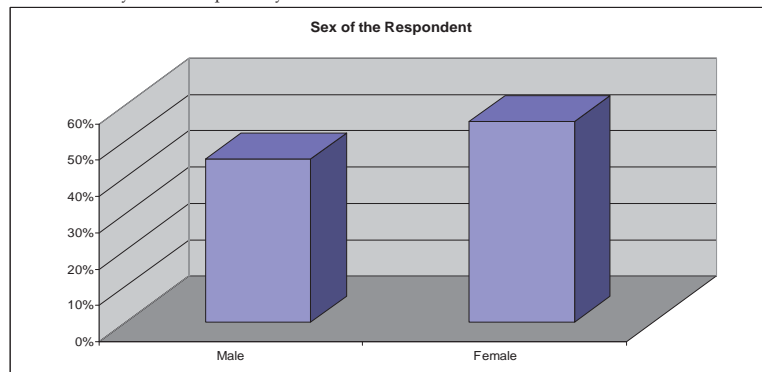
THE RESPONDENTS (Rural)

The following identifies who completed the survey, and who the survey was being completed for. The respondent was requested to complete each question on behalf of all members of the household, unless specified otherwise.

- 490 surveys were mailed and 177 surveys were returned, for a 36.1% response rate.

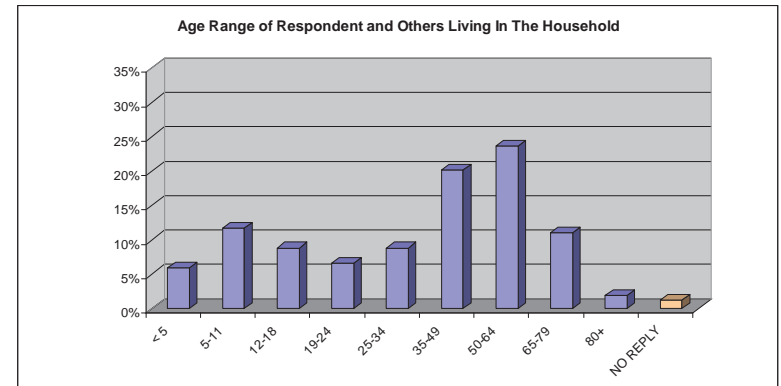


- The average age of the respondent was 48.
- The youngest respondent was 25, the oldest was 93.
- 0 Surveys were completed by minors.



- Of the respondents who identified their sex, 45% were male and 55% were female.

(Urban)



- The majority of "household members" (i.e. - the respondent and all others living at the household address) were **minors** and adults in their early **50's**.
- 36% of the surveys included households with minors.
- 3% of the surveys included households with only one adult and minors.
- 16% of the surveys included households with one adult living alone.
- There was a low representation for household members in their twenties. Many of the residents counted included other members of a household, not the respondent who completed the survey. Perhaps the low representation included non-homeowners, college students, or individuals who may not have moved from home.

The Respondents Summary (Urban):

The survey had a 34.2% return rate.

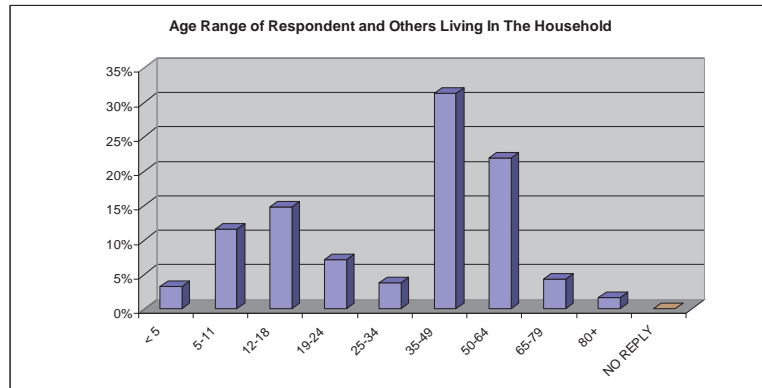
The typical respondent completing the summary was a 52 year old **male**.

The survey included 36% respondents with minors living at home, of which 3% were single adult/parent homes.

The survey included 16% adults living alone.

There was a low representation for residents in their early 20's.

(Rural)



- The majority of “household members” (i.e. – the respondent and all others living at the household address) were **minors** and adults in their late **40’s**.
- **40%** of the surveys included households with minors.
- **0%** of the surveys included households with only one adult and minors.
- **5%** of the surveys included households with one adult living alone.
- There was a low representation for household members in their twenties. Many of the residents counted included other members of a household, not the respondent who completed the survey. Perhaps the low representation included non-homeowners, college students, or individuals who may not have moved from home.

The Respondents Summary (Rural):

The survey had a **36.1%** return rate.

The typical respondent completing the summary was a **48** year old **female**.

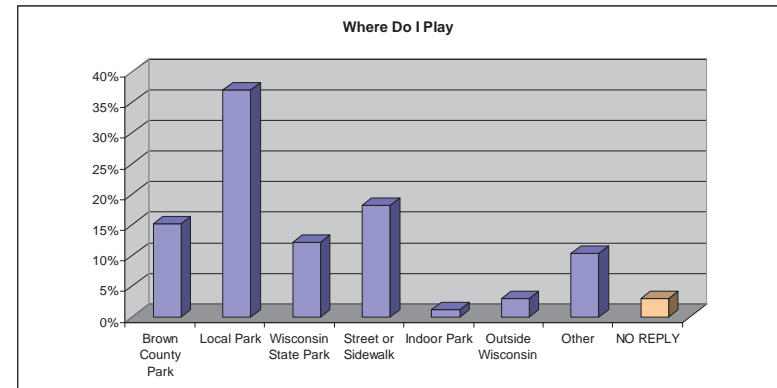
The survey included **40%** respondents with minors living at home, of which **0%** were single adult/parent homes.

The survey included **5%** adults living alone.

There was a low representation for residents in their late **20’s**.

WHERE THEY PLAY (Urban)

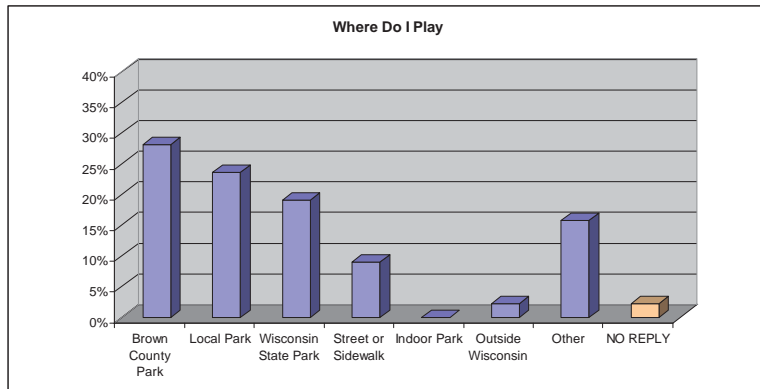
The respondents were questioned where, other than in their own yards, they recreate. Initially they were asked what types of parks they use, and then they were asked which Brown County parks they use within the area. Respondents were given the option to reply to more than one category.



- **37%** of the respondent population utilizes local parks for recreational purposes.
- **18%** utilize local streets or sidewalks for recreational purposes.
- **15%** of the respondent population utilize Brown County owned or managed parks and trail systems.
- **12%** use State of Wisconsin parks.
- **10%** use other parks.
- **1%** use indoor parks and an additional **3%** use various parks outside of Wisconsin.

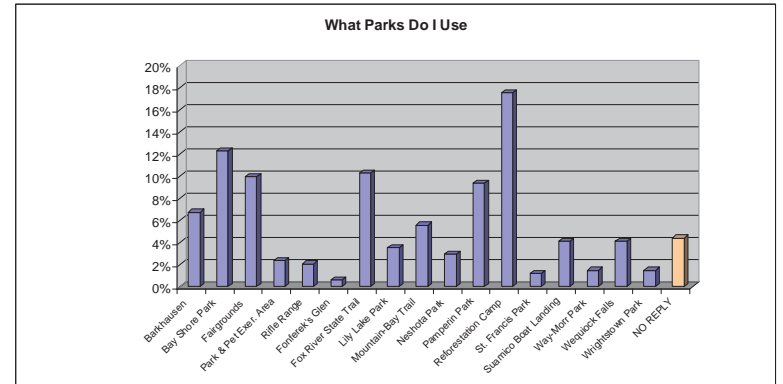
WHERE THEY PLAY (Rural)

The respondents were questioned where, other than in their own yards, they recreate. Initially they were asked what types of parks they use, and then they were asked which Brown County parks they use within the area. Respondents were given the option to reply to more than one category.



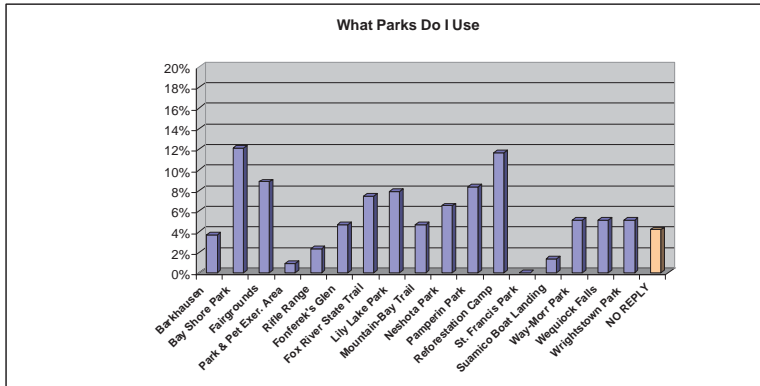
- 28% of the respondent population utilize Brown County owned or managed parks and trail systems.
- 24% utilize local parks for recreational purposes.
- 19% use State of Wisconsin parks.
- 16% use other parks.
- 9% utilize local streets or sidewalks for recreational purposes.
- 0% use indoor parks and an additional 2% use various parks outside of Wisconsin.

(Urban)



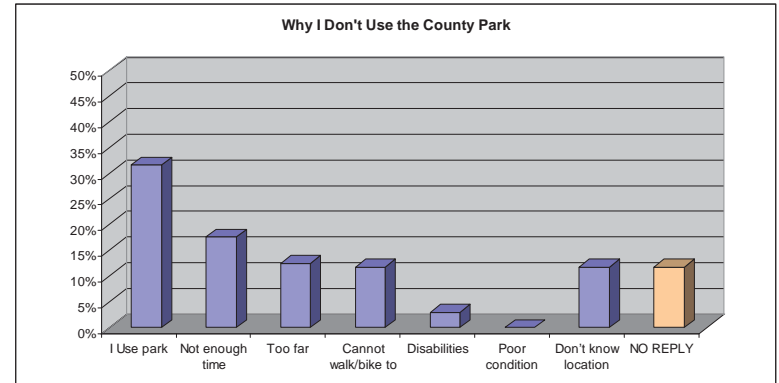
- 18% use the Reforestation Camp
- 12% use Bay Shore Park
- 10% use the Fox River State Recreational Trail
- 10% use the Brown County Fairgrounds
- 9% use Pamperin Park
- 7% use Barkhausen Waterfowl Preserve
- 1% of respondents indicated they use Fonferek's Glen

(Rural)



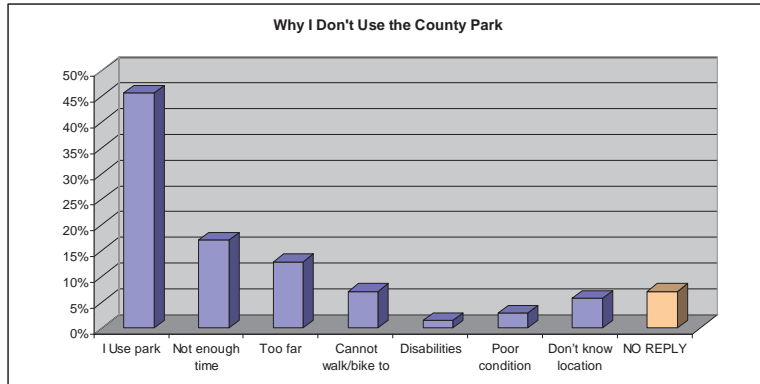
- 12% use the Bay Shore Park
- 12% use the Reforestation Camp
- 8% use Pamperin Park
- 9% use the Brown County Fairgrounds
- 8% use Lily Lake Park
- 7% use the Fox River State Recreational Trail
- 0% of respondents indicated they use St. Francis Park

(Urban)



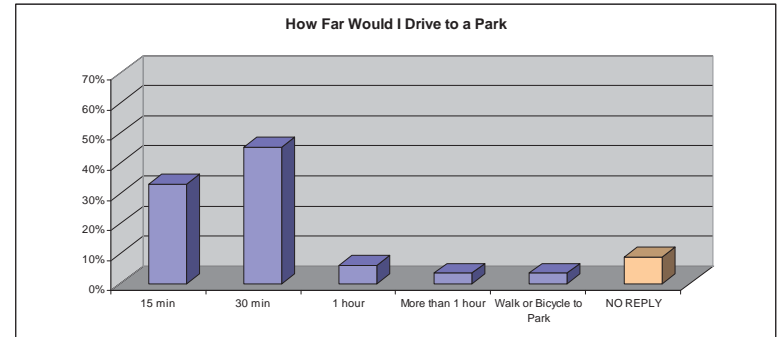
- 32% use the Brown County parks
- 18% do not have enough time
- 13% indicated that Brown County parks are too far away
- 12% indicated they can not walk or bike to the park
- 12% do not know the park location of the park
- 3% referenced handicap accessibility as a reason for not using Brown County parks
- No one indicated that the poor conditions was the reason they do not use Brown County parks

(Rural)



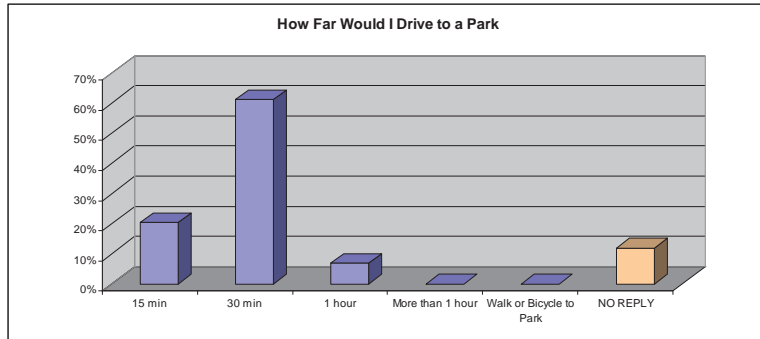
- 46% use the Brown County parks
- 17% do not have enough time
- 13% indicated that Brown County parks are too far away
- 7% indicated they can not walk or bike to the park
- 6% do not know the park location of the park
- 3% indicated that the poor conditions was the reason they do not use Brown County parks
- 1% referenced handicap accessibility as a reason for not using Brown County parks

(Urban)



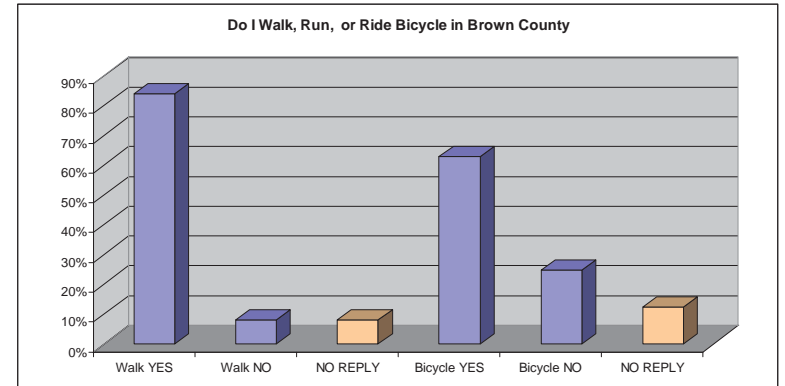
- 33% would drive for 15 minutes or less
- 45% would drive 30 minutes
- 6% would drive 1 hour
- 3% would drive more than 1 hour
- 3% would walk or ride a bicycle to get to a Brown County park
- 9% had no reply

(Rural)



- 20% would drive for 15 minutes or less
- 61% would drive 30 minutes
- 7% would drive 1 hour
- 0% would drive more than 1 hour
- 0% would walk or ride a bicycle to get to a Brown County park
- 12% had no reply

(Urban)



- 84% walk or run in Brown County
- 8% do not walk or run in Brown County
- 63% bicycle in Brown County
- 25% do not bicycle in Brown County

Where They Play Summary (Urban):

Brown County parks are utilized by 15% of the respondent population.

The Reforestation Camp is the most popular park/trail which is used by 18% of the population.

Only 1% of respondents indicated they use Fonferek's Glen.

Local parks (not county parks) were used by 37% of the respondent population for recreational purposes.

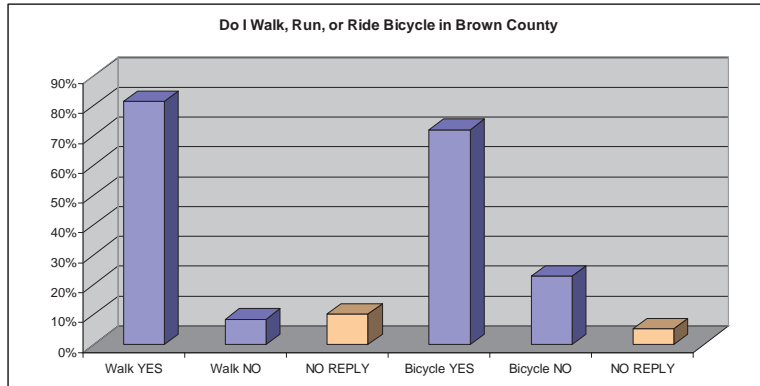
18% indicated that lack of time was the primary reason for not using for not using county parks.

A 15 minute, or less, driving distance to a Brown County park was considered acceptable by 33% of the respondent population.

84% of the respondent population walks in Brown County.

63% of the respondent population bicycle in Brown County.

(Rural)



- 81% walk or run in Brown County
- 8% do not walk or run in Brown County
- 72% bicycle in Brown County
- 23% do not bicycle in Brown County

Where They Play Summary (Rural):

Brown County parks are utilized by 46% of the respondent population.

The Bay Shore Park is the most popular park/trail which is used by 12% of the population.

None of respondents indicated they use St. Francis Park.

Local parks (not county parks) were used by 24% of the respondent population for recreational purposes.

17% indicated that lack of time was the primary reason for not using for not using county parks.

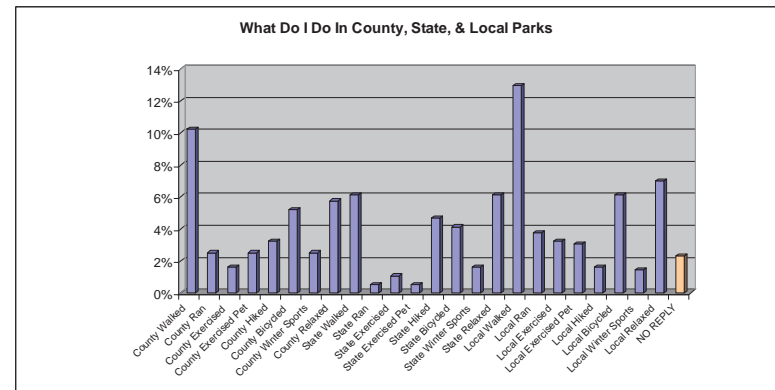
A 15 minute, or less, driving distance to a Brown County park was considered acceptable by 20% of the respondent population.

81% of the respondent population walks in Brown County.

72% of the respondent population bicycle in Brown County.

WHAT THEY CURRENTLY DO IN THE PARK SYSTEM (Urban)

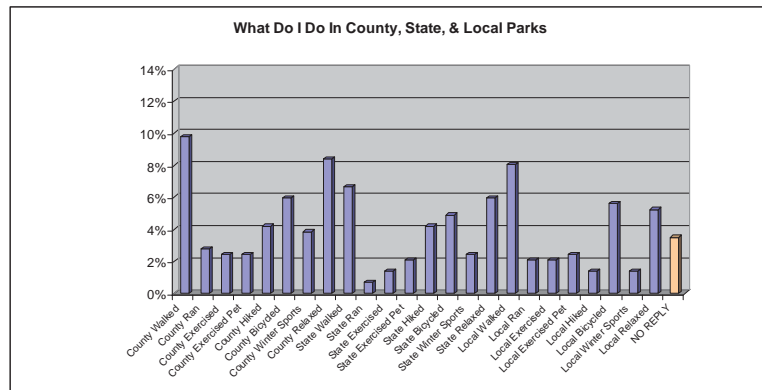
The respondents were questioned what they do, in terms of recreation within the Brown County park system, within the State of Wisconsin, and within local parks available to them. They also were questioned if they participate in Brown County park programs and which programs they participate in. The following information may assist if Brown County expands existing or adds new park programs, or combines services with a neighboring County program. Respondents were given the option to reply to more than one category, unless the chart represents a simple "yes/no" question.



- 13% walked in the local parks
- 10% walked in county parks.
- 7% relaxed in local parks.
- 6% walked in state parks.
- Running in a state park and exercising a pet in a state park was identified the least.

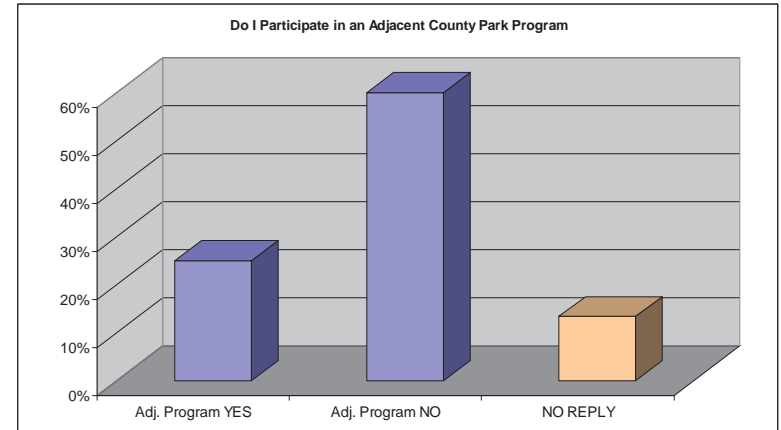
WHAT THEY CURRENTLY DO IN THE PARK SYSTEM (Rural)

The respondents were questioned what they do, in terms of recreation within the Brown County park system, within the State of Wisconsin, and within local parks available to them. They also were questioned if they participate in Brown County park programs and which programs they participate in. The following information may assist if Brown County expands existing or adds new park programs, or combines services with a neighboring County program. Respondents were given the option to reply to more than one category, unless the chart represents a simple "yes/no" question.

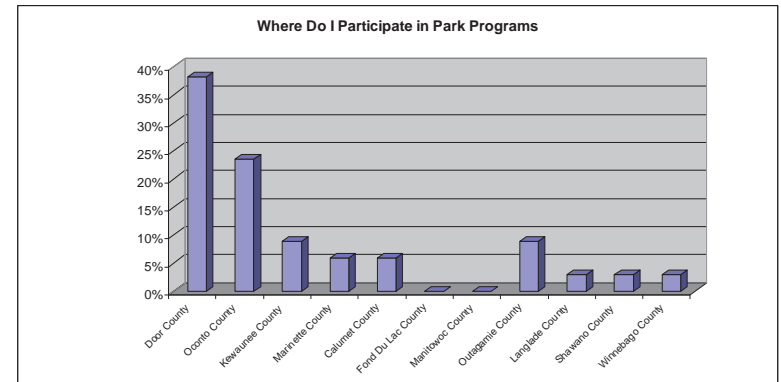


- 10% walked in county parks
- 8% relaxed in county parks
- 8% walked in local parks
- 7% walked in state parks
- Running in a state park and winter sports in local parks was identified the least.

(Urban)

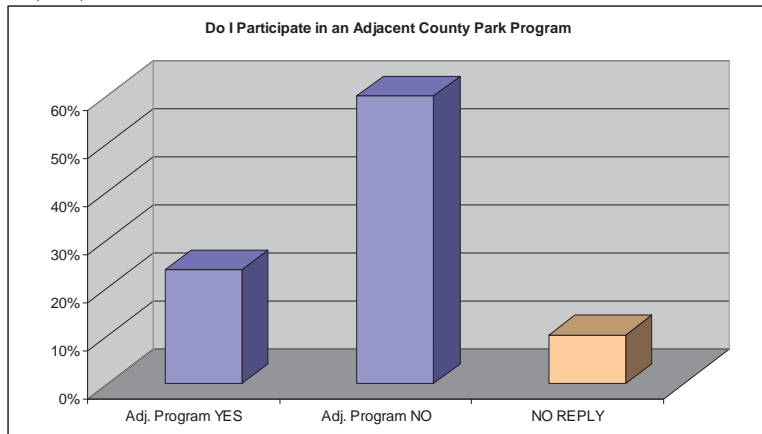


- 25% participate in adjacent/nearby county park programs
- 62% do not participate in adjacent/nearby county park programs

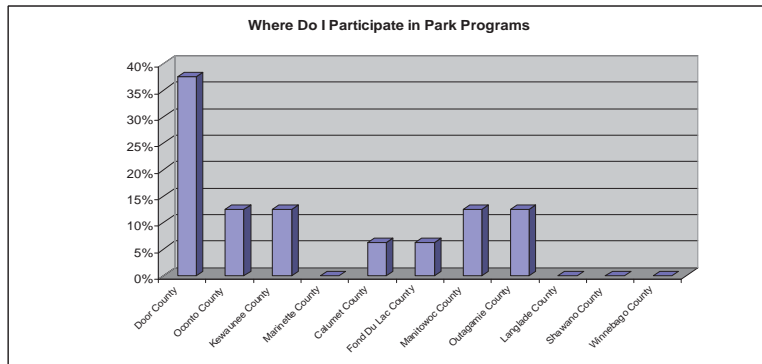


- 38% of respondents participate in county park programs in Door County
- 24% of respondents participate in county park programs in Oconto County
- 9% of respondents participate in county park programs in Kewaunee and Outagamie Counties

(Rural)

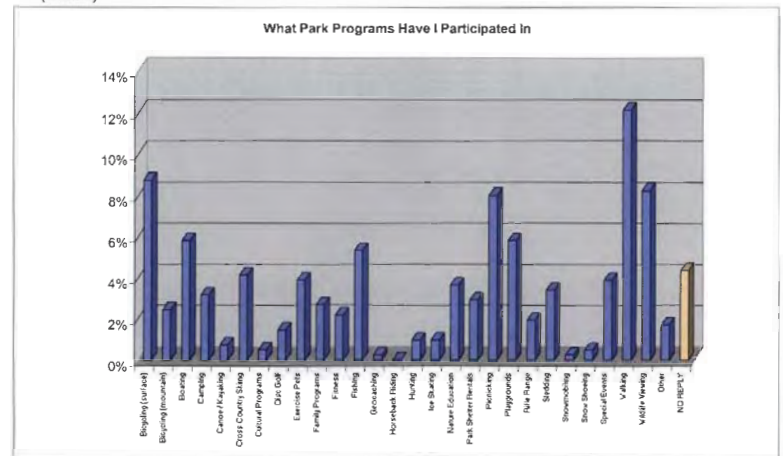


- 24% participate in adjacent/nearby county park programs
- 66% do not participate in adjacent/nearby county park programs



- 38% of respondents participate in county park programs in Door County
- 13% of respondents participate in county park programs in Oconto, Kewaunee, Manitowoc, and Outagamie Counties
- 8% of respondents participate in county park programs in Calumet County

(Urban)



- 12% participated in walking
- 9% participated in bicycling on surfaced trails
- 8% participated in wildlife viewing

What They Currently Do Summary (Urban):

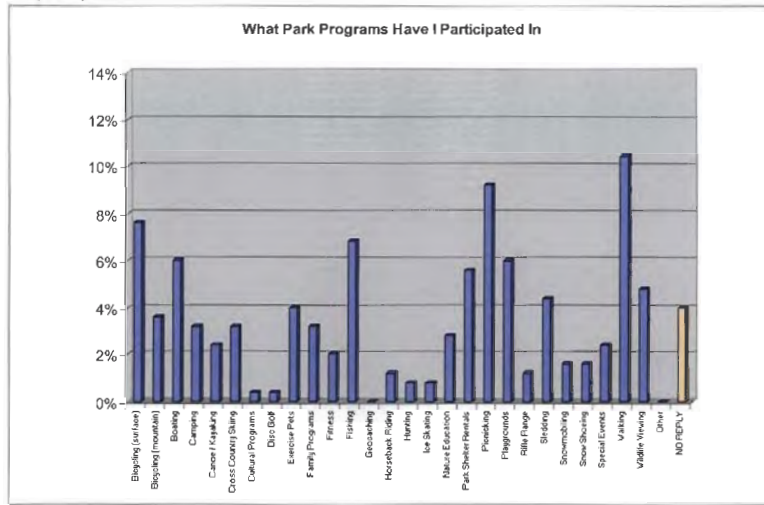
13% of the respondents walk in Brown County parks.

25% of the respondents participate in adjacent/nearby county park programs.

38% of the respondents participating in adjacent/nearby county park programs utilize Door County.

Walking, bicycling on surfaced trails, and wildlife viewing are the three most common activities in Brown County parks.

(Rural)



- 10% participated in walking
- 9% participated in picnicking
- 8% participated in bicycling on surfaced trails

What They Currently Do Summary (Rural):

10% of the respondents walk in Brown County parks.

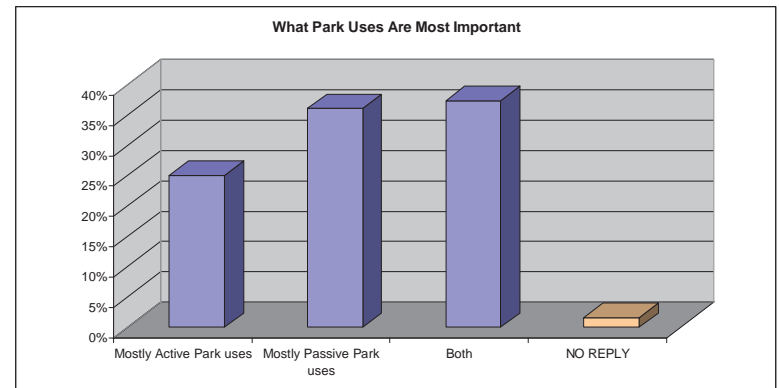
24% of the respondents participate in adjacent/nearby county park programs.

38% of the respondents participating in adjacent/nearby county park programs utilize Door County.

Walking, picnicking, and bicycling on surfaced trails are the three most commonly selected activities in Brown County parks.

WHAT THEY WANT TO DO IN THE PARK SYSTEM (Urban)

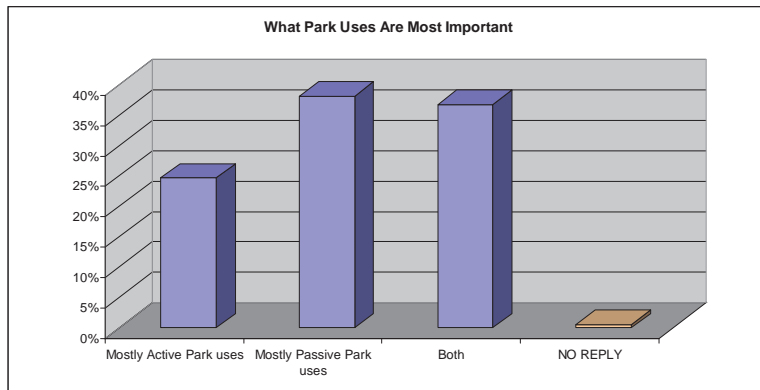
The respondents were questioned what they desire in the Brown County park system. This includes activities that may already be available, and activities that should be added to the area. One point to consider in this section of the report is that the some members of the public may have difficulty imagining new park services that are not already available in this region of Wisconsin. Thus, when developing a Park plan, one should not remain exclusive to the choices with highest percentages. Respondents were given the option to reply to more than one category, unless the chart represents a simple “yes/no” question.



- 25% think both passive and active park uses are important.
- 36% think passive park uses are more important.
- 37% think active park uses are more important.

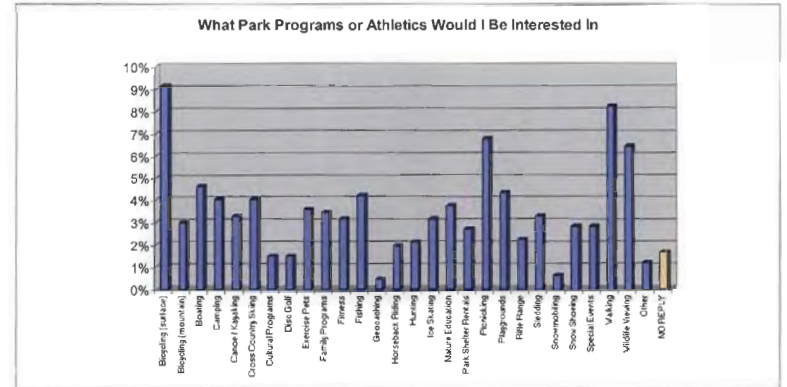
WHAT THEY WANT TO DO IN THE PARK SYSTEM (Rural)

The respondents were questioned what they desire in the Brown County park system. This includes activities that may already be available, and activities that should be added to the area. One point to consider in this section of the report is that the some members of the public may have difficulty imagining new park services that are not already available in this region of Wisconsin. Thus, when developing a Park plan, one should not remain exclusive to the choices with highest percentages. Respondents were given the option to reply to more than one category, unless the chart represents a simple “yes/no” question.



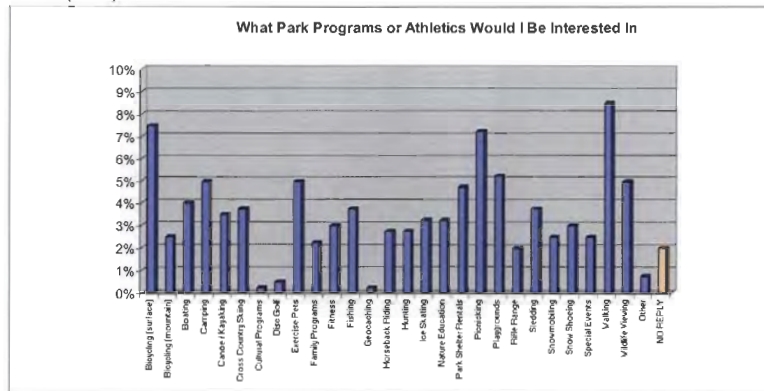
- 25% think both passive and active park uses are important.
- 38% think passive park uses are more important.
- 37% think active park uses are more important.

(Urban)



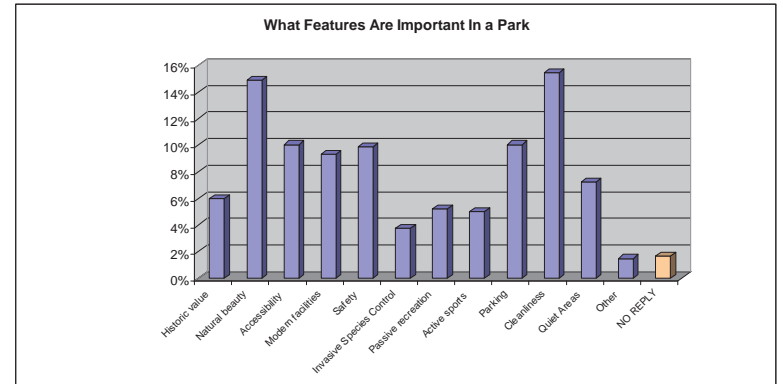
- 9% would be interested in bicycling on surfaced trails
- 8% would be interested in walking
- 7% would be interested in picnicking
- 6% would be interested in wildlife viewing
- The least common of suggestions was snowmobiling and geocaching

(Rural)



- 8% would be interested in walking
- 7% would be interested in bicycling on surfaced trails
- 7% would be interested in picnicking
- 5% would be interested in playgrounds
- The least common of suggestions was cultural programs and geocaching

(Urban)



- 15% think cleanliness is most important
- 15% think natural beauty is important
- 10% think accessibility is important
- 10% think parking is important
- Only 4% think invasive species control is important

What They Want To Do Summary (Urban):

36% think passive uses are important in county park development.

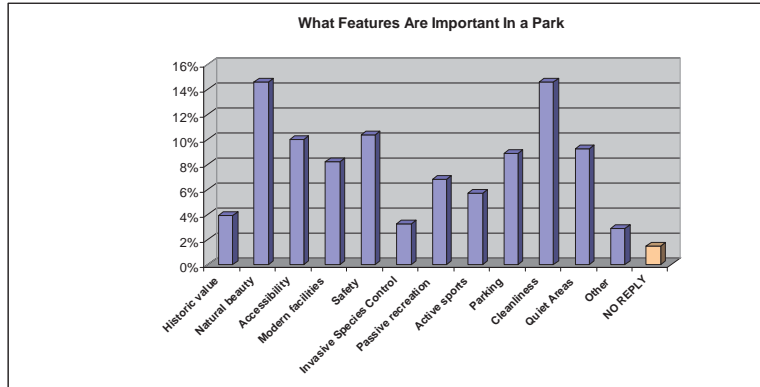
Residents are most interested in establishing bicycling programs on surfaced trails and walking programs.

Residents believe park cleanliness and natural beauty are the most important park features.

The park features considered least important was invasive species control. Perhaps this is because the general public may not understand issues related to invasive species, or that control is not of a great concern.

Many handwritten suggestions were made, and are included in Appendix A.

(Rural)



- 15% think cleanliness is most important
- 15% think natural beauty is important
- 10% think safety is important
- 10% think accessibility is important
- Only 3% think invasive species control is important

What They Want To Do Summary (Rural):

38% think passive uses are important in county park development.

Residents are most interested in establishing walking programs and bicycling programs on surfaced trails.

Residents believe park cleanliness and natural beauty are the most important park features.

The park features considered least important was invasive species control. Perhaps this is because the general public may not understand issues related to invasive species, or that control is not of a great concern.

Many handwritten suggestions were made, and are included in Appendix B.

APPENDIX A

The following are "Other" replies to certain survey questions within the **Urban Area** only, and includes comments that were handwritten into the survey margins. The Appendix A comments are separated between program related topics and park feature related topics. All comments were paraphrased and documented, thus some personal comments made by the respondents that are not specifically related to parks may be included.

The comments are in no particular order. Repeated comments are indicated with a number in parentheses identifying the number of individuals making the comment.

Comments from surveys returned from Urban Area:

Park program Related:

1. Training for hunting
2. Relaxing
3. Music and community bands
4. Weddings
5. Golf (2)
6. Need multi-county boat ramp stickers for bay and lake Michigan
7. Swimming (4)
8. Family reunion planning
9. Water activities
10. Weekend events & different events for older & younger generations. Quiet for older.
11. Unable to load 5 bikes in car to go to Fox River State Recreational Trail
12. Zoo (2)
13. ATV
14. Live in Allouez & use Fox River State Recreational Trail, other parks are in rural areas
15. We don't use parks
16. I am a 2 year resident and found question #9 informational as I did not know this (Brown County Pet & Exercise Area) existed. Is this information mailed to residents? It would be a good way to promote Brown County.

Park feature related:

1. Cooking and shelter
2. Camping
3. Family oriented
4. Location to residential areas
5. We have all we need
6. I own property in Brown County but live in Shawano County
7. No animals in parks, unless there is area for waste
8. Well groomed ski trails
9. Need a balance of all these park features
10. Ice Rink

APPENDIX B

The following are "Other" replies to certain survey questions within the **Rural Area** only, and includes comments that were handwritten into the survey margins. The Appendix B comments are separated between program related topics and park feature related topics. All comments were paraphrased and documented, thus some personal comments made by the respondents that are not specifically related to parks may be included.

The comments are in no particular order.

Comments from surveys returned from Rural Area:

Park program related:

1. Provide handicap access trails
2. Dog park
3. Indoor pool/recreation center
4. Team up park services with entities like cities and colleges
5. I do not know many (local parks)

Park feature related:

1. Enlarge Bay Shore Park docking facilities
2. More hunting
3. Dog park
4. Pets allowed
5. Provide parking by De Pere boat dock for boaters only, not hikers
6. Trails for biking & hiking
7. Love the camp and playground at Bay shore Park
8. Rest rooms/open (2)
9. We have some nice parks like this now

APPENDIX D – AASHTO GUIDELINES FOR BICYCLE FACILITIES AND THE PROPOSED GUIDELINES FOR TRAILS

Comparison of American Association of State Highway and Transportation Officials (AASHTO) Guidelines for Bicycle Facilities and the Proposed Guidelines for Trails

16.2.1 Surface:

Outdoor Developed Areas Accessibility Guidelines: Firm and stable

AASHTO Guide for the Development of Bicycle Facilities, 1999: Bicycles need the same firmness and stability as wheelchairs; skaters usually require a smooth, paved surface. Most shared use paths are paved, although crushed aggregate surfaces are used on some paths.

16.2.2, Clear Tread Width:

Outdoor Developed Areas Accessibility Guidelines: 36 inches (3 feet; 915 mm); exception for 32 inches (815 mm).

AASHTO Guide for the Development of Bicycle Facilities, 1999: Shared use paths usually require a minimum 3 meter (10 foot) width, plus a 0.6 meter (2 foot) safety buffers on both sides. A 2.4 m (8 ft) width may be allowed in low use facilities.

Posts or bollards installed to restrict motor vehicle traffic should be spaced 1.5 m (5 feet) apart. Posts or bollards should be brightly painted and reflectorized for visibility. When more than one post is used, use an odd number, with one on the centerline to help direct opposing traffic.

16.2.3, Surface Openings (Gaps):

Outdoor Developed Areas Accessibility Guidelines: To prevent wheelchair wheels and cane tips from being caught in surface openings or gaps, openings in trail surfaces shall be of a size which does not permit passage of a ½ inch (13 mm) diameter sphere, elongated openings must be perpendicular or diagonal to the direction of travel; exception to permit parallel direction elongated openings if openings do not permit passage of a ¼ inch (6 mm) sphere; second exception to permit openings which do not permit passage of a ¾ inch (19 mm) sphere.[Ⓐ]

AASHTO Guide for the Development of Bicycle Facilities, 1999: The AASHTO Guide does not specify a maximum dimension for a surface opening, but openings

should be minimized. Openings should not permit a bicycle wheel to enter.[Ⓐ] Grates should be flush with the surface, and elongated openings should be perpendicular to the direction of travel. (Diagonal openings are more difficult for bicyclists to negotiate). Where openings are unavoidable, they should be clearly marked.

16.2.4, Protruding Objects

Outdoor Developed Areas Accessibility Guidelines: ADAAG 4.4; provide a warning if vertical clearance is less than 80 inches (2030 mm)

AASHTO Guide for the Development of Bicycle Facilities, 1999: Protruding objects should not exist within the clear tread width of a shared use path. Vertical clearance on shared use paths should be a minimum of 3 m (10 feet) or the full clear width and the safety buffers. Where vertical barriers and obstructions, such as abutments, piers, and other features are unavoidable, they should be clearly marked.

16.2.5, Tread Obstacles (Changes in level, roots, rocks, ruts)

Outdoor Developed Areas Accessibility Guidelines: Up to 2 inches (50 mm); exception up to 3 inches (75 mm).

AASHTO Guide for the Development of Bicycle Facilities, 1999: Tread obstacles are hazardous to bicyclists and skaters. The surface of a shared use path should be smooth and should not have tread obstacles.

16.2.6, Passing Space

Outdoor Developed Areas Accessibility Guidelines: At least 60 inches (1525 mm) width within 1,000 foot (300 m) intervals. Appendix note recommends more frequent intervals for some trail segments.

AASHTO Guide for the Development of Bicycle Facilities, 1999: Shared use paths should have a minimum clear width of 3 m (10 ft), exception for 2.4 m (8 ft).

16.2.7.1 Cross slope:

Outdoor Developed Areas Accessibility Guidelines: 1:20 (5%) maximum; exceptions for open drains up to 1:10 (10%).

AASHTO Guide for the Development of Bicycle Facilities, 1999: For drainage, shared use paths should have a minimum 2% (1:50) cross slope on a paved surface. On unpaved shared use paths, particular attention should be paid to drainage to avoid erosion. Curves on shared use paths may require super elevation beyond 2%

(1:50) for safety reasons. The Guide suggests limited cross slope for accessibility reasons.

16.2.7.2 Running Slope:

Outdoor Developed Areas Accessibility Guidelines:

- 1:20 (5%) any length;
- 1:12 (8.33%) for up to 200 feet;
- 1:10 (10%) for up to 30 feet;
- 1:8 (12.5%) for up to 10 feet;
- No more than 30% of the total trail length shall exceed 1:12

AASHTO Guide for the Development of Bicycle Facilities, 1999: Running slopes on shared use paths should be kept to a minimum; grades greater than 5 percent are undesirable. Grades steeper than 3 percent may not be practical for shared use paths with crushed stone or other unpaved surfaces. Where terrain dictates, grade lengths are recommended as follows:

- < 5% (< 1:20) any length
- 5-6% (1:20-16.7) for up to 240 m (800 ft)
- 7% (1:14.3) for up to 120 m (400 ft)
- 8% (1:12.5) for up to 90 m (300 ft)
- 9% (1:11.1) for up to 60 m (200 ft)
- 10% (1:10) for up to 30 m (100 ft)
- 11+% (1:9.1) for up to 15 m (50 ft)

16.2.8, Resting Intervals

Outdoor Developed Areas Accessibility Guidelines: Size: 60 inch (1525 mm) length, at least as wide as the widest trail segment adjacent to the rest area. Less than 1:20 (5%) slope in any direction. Resting areas are required where trail running slopes exceed 1:20 (5%), at intervals no greater than the lengths permitted under running slope (see 16.2.7.2 above)

AASHTO Guide for the Development of Bicycle Facilities, 1999: The Guide does not address resting intervals.

16.2.9, Edge protection:

Outdoor Developed Areas Accessibility Guidelines: Where provided, 3 inch (75 mm) minimum height. Handrails are not required.

AASHTO Guide for the Development of Bicycle Facilities, 1999: The Guide does not address edge protection. Some kinds of edge protection may be hazardous to bicyclists and skaters. The Guide has minimum railing height recommendations when needed for safety reasons.

16.2.10, Signs:

Outdoor Developed Areas Accessibility Guidelines: Accessible trails require designation with a symbol of accessibility, and information on total length of the accessible segment.

No traffic control sign information.

AASHTO Guide for the Development of Bicycle Facilities, 1999: Guidance on signing and marking is provided in the Manual on Uniform Traffic Control Devices (MUTCD), incorporated by reference as a Federal regulation (23 CFR 655.601). A proposed amendment for Part 9 (Traffic Controls for Bicycle Facilities) was published in the Federal Register on June 24, 1999 (64 FR 33802-33806). A rulemaking is scheduled for March 2000 that will have an update for Part 4 (Signals), that will include provisions for pedestrian signals for people with disabilities.