

Chapter 2

ISSUES AND OPPORTUNITIES

This chapter of the plan interpolates information regarding the existing conditions and historic trends and gives an overview of the important demographic trends and economic base of the town. This information is essential to preparing a comprehensive plan. As required under §66.1001, Wisconsin State Statutes, this chapter includes background information on population, household and employment forecasts, age distribution, educational levels, income levels and employment characteristics that exist within the town. This information was useful in developing the overall objectives, principles and standards to guide the future development and redevelopment of the town over the next 25-year planning period.

Population Trends and Projections

Information on the size, characteristics, and distribution of the resident population of the Town, and on anticipated changes over time in those demographic factors, is essential to sound local planning since, in the final analysis, the purpose of any local planning program is to benefit the people of the community by maintaining and enhancing living and working conditions. Certain of the needs to which a land use plan seeks to meet are directly related to the existing and probable future population levels of the Town.

In 1960, the Town of Genesee's population was 2,183 persons, which was approximately 72 percent of the total population of the original Genesee Township, which consisted of the Town of Genesee, Village of North Prairie and the Village of Wales. In 2005, the population for the Town of Genesee was 7,542, which is 63 percent of the three (3) communities. Between 1960 and 1970, the Town of Genesee grew 45 percent. During the 1990's; the population of the Village of North Prairie increased by 249 persons, or about 19 percent; and the Village of Wales increased by 52 persons, or 2.1 percent (Table II-1).

Table II-1
POPULATION TRENDS

	1960	1970	1980	1990	2000
Town of Genesee	2,183	3,172	5,126	5,986	7,284
Percentage Change		+45%	+62%	+17%	+22%
Village of North Prairie	489	669	938	1,322	1,571
Percentage Change		+37%	+40%	+41%	+19%
Village of Wales	356	691	1,992	2,471	2,523
Percentage Change		+94%	+188%	+24%	+2.1%

Source: US Census Bureau

From 1960 to 1970 the increase in population in the Town was primarily nonfarm-oriented, and only about 5 percent of the employed residents of the Town listed their occupation as farming or farm-related in the 1970 census. Between 1970 and 1980, the Town of Genesee saw its most rapid growth, when the Town grew 62 percent. Between 1980 and 1990, the population of the Town of Genesee, increased by 17 percent. According to the most recent census data, the population of the Town grew 22 percent between 1990 and 2000 and 3.5 percent between 2000 and 2005. Waukesha County as a whole grew 18 percent between 1990 and 2000 and about 4.6 percent between 2000 and 2005 (Table II-2).

Table II-2
POPULATION FIGURES

	1970	1980	1990	2000	2005	Population Change*	Percent Change*
Town of Genesee	3,172	5,126	5,986	7,284	7,542	258	3.5%
Town of Delafield	3,750	4,597	5,735	7,820	8,286	466	6.0%
Town of Waukesha	4,408	6,668	7,566	8,596	8,832	236	2.7%
Town of Ottawa	1,689	2,795	2,988	3,758	3,850	92	2.4%
Town of Mukwonago	1,930	4,979	5,967	6,868	7,482	614	8.9%
Village of North Prairie	669	938	1,322	1,571	1,855	284	18.1%
Village of Wales	691	1,992	2,471	2,523	2,567	44	1.7%
Waukesha County	231,335	280,203	304,715	360,767	377,348	16,581	4.6%
Wisconsin	4,417,821	4,705,767	4,891,769	5,363,675	5,536,201	172,526	3.2%

Source: U.S. Bureau of the Census and the Wisconsin Department of Administration

* 2000 to 2005 Population change

Growth in the Town has generally followed the growth trends found in other Towns in Waukesha County, which do not have municipal services, such as public sewer and water. This trend is typified by the rapid growth experienced in Waukesha County since World War II, with the completion of the Interstate 94 road system, the upgrading of S.T.H. 83 and the general trend of businesses and industries moving westerly. The relatively easy access to this rural area, along with the natural beauty of the landscape and the rolling wooded terrain, contribute to the population inflow experienced in the last forty (40) years.

The rapid increase in population during this 40-year period was paralleled by a similar increase in the existing housing stock, which increased from 620 housing units in 1960 to 2,481 housing units in 2000, or by about 300 percent (Table II-3).

Table II-3
EXISTING HOUSING UNITS

Actual 2000 Population	Total Housing Units	Single Family	Duplex	3 or 4 Family
7,284	2,481	2,413	52	16

Source: US Census Bureau

Residential dwellings in the Town are predominantly owner occupied: of the 2,431 occupied dwelling units in the Town, 2,248, or 92.5 percent, are owner occupied, and 183, or 7.5 percent, are renter occupied. According to the 2000 Census, approximately 50 housing units were unoccupied in 2000 (Table II-4).

Table II-4
OWNER VS. RENTER OCCUPIED UNITS

	Owner Occupied	Percent	Rent Occupied	Percent
Town of Genesee	2,248	92.5	183	7.5
Village of North Prairie	455	85.7	76	14.3
Village of Wales	722	85.3	124	14.7

Source: US Census Bureau

The median age of residents in the Town of Genesee is about 38.7. The Town's median age is slightly younger than the State, but a little older than the other residents in the County. In 2000, the percentage of the Town's population aged 18 and under was slightly higher than the County and State and the percentage of the Town's population aged 65 and older was much less than the County and State (Table II-5).

Table II-5
MEDIAN AGE OF POPULATION

	Town of Genesee	Waukesha County	State of Wisconsin
Median Age	38.7	40.6	37.6
Percent under 18	29.5	23.5	23.7
Percent over 65	6.5	12.9	13.0

Source: US Census Bureau

The Town of Genesee has a substantially higher median household income compared to Waukesha County as a whole (Table II-6). The median household income for the Town of Genesee was \$78,740 in 2000. This represents a 25 percent higher median household income when compared to the entire County and a 30 percent higher median household income when compared to the State.

Table II-6
MEDIAN HOUSEHOLD INCOME BY COMMUNITY

Municipality	Median Household Income
Town of Genesee	\$78,740.00
Town of Delafield	\$98,779.00
Town of Mukwonago	\$75,067.00
Town of Ottawa	\$69,493.00
Town of Waukesha	\$73,984.00
Waukesha County	\$62,839.00
State of Wisconsin	\$60,634.00

Source: US Census Bureau

Many Town residents work outside the Town boundaries and commute to work. However, the Town of Genesee has experienced a substantial increase (33 percent) in employment in the Educational, Health & Social Services and Other Services (except Public Administration) between 1990 – 2000. The Town of Genesee has experienced a slight increase in manufacturing employment, but like Waukesha County and the rest of the State of Wisconsin, has experienced a slight decline in Manufacturing as a percent of total employment, but Manufacturing still remains the highest employer in the Town at 23 percent (Table II-7).

Table II-7
TOWN OF GENESEE EMPLOYMENT INDUSTRY TREND 1990-2000

Town of Genesee	1990	2000	1990-2000 Number Change in Employment	2000 Percent of Total Employment
Agriculture	56	57	1	1 %
Construction	156	361	205	9 %
Manufacturing	885	914	29	23 %
Wholesale Trade	254	214	-40	5 %
Retail Trade	482	443	-39	11 %
Transportation, Communication & Utilities	236	122	-114	3 %
Finance, Insurance & Real Estate	239	249	10	6 %
Arts, Entertainment & Recreation	14	162	148	4 %
Educational, Health & Social Services	522	795	273	20 %
Other Services (except Public Administration)	367	592	225	15 %
Public Administration	29	117	88	3%

Source: US Census Bureau

The utilization of population forecasting is essential in trying to establish land use objectives, principals and standards for the development of any Land Use Plan. According to the Wisconsin Department of Administration, there will be an increase of 2,380 people or 32.7 percent between 2000 and 2035 (Table II-8).

Table II-8
POPULATION PROJECTIONS

	2000	2005	2010	2015	2020	2025	2030	2035
Town of Genesee	7,284	7,653	7,970	8,281	8,593	8,971	9,305	9,664
Town of Delafield	7,820	8,508	9,120	9,712	10,295	10,949	11,603	12,313
Town of Ottawa	3,758	3,920	4,057	4,191	4,327	4,497	4,461	4,795
Town of Mukwonago	6,868	7,263	7,631	7,989	8,346	8,765	9,153	9,571
Town of Waukesha	8,596	8,750	8,873	9,001	9,139	9,354	9,493	9,646
Village of North Prairie	1,571	1,746	1,900	2,048	2,193	2,353	2,520	2,702
Village of Wales	2,523	2,537	2,537	2,540	2,548	2,578	2,584	2,594

Source: Demographic Services Center, Wisconsin Department of Administration

Based on previous population history of the Town and the general desirability of the area, it is believed that these estimates are relatively close, but may be slightly understated. The challenge of the planning process will be to accommodate the forecast levels of the population increase while not affecting the environmentally sensitive areas. The preparation of population forecasts for a rural community set in a dynamic region, such as the Town of Genesee, is a particularly difficult task, fraught with uncertainties and subject to periodic revision as new information may dictate. The projection of population growth and anticipated housing needs, a population forecast of 5 percent was considered based on the past growth of the Town and the projected forecasts by the Wisconsin Department of Administration (Table II-9).

Table II-9
5% GROWTH PROJECTIONS BASED ON 2000 FIGURES

	2000	2005	2010	2015	2020	2025	2030	2035
Population	7,284	7,648	8,031	8,432	8,853	9,296	9,761	10,249
Total Housing Units (3.00 persons per unit)	3,045	+121	+128	+134	+140	+148	+155	+163

Source: Demographic Services Center, Wisconsin Department of Administration

Although the Wisconsin Department of Administration projected the population growth somewhat slower than the projected 5 percent, based on the number of building permits issued over the last 20 years, the previous population growth increase in the Town and the general desirability of the area, a 5 percent growth rate based on the 2000 figures for 5-year increments was used for the study in order to establish the amount of housing units and types through the year 2035. Using the 5 percent growth factor, the 2010 population would be projected at 8,031 persons and 10,249 persons by the year 2035. These figures were also used in establishing the amount of new housing units, which would be necessary in order to accommodate the growth in 5-year increments. Projecting the population through the year 2035, the projected population will be 10,249 or 2,965 additional persons, in which an additional 989 housing units will be necessary (see Table II-9).

The additional 989 housing units will require additional land be devoted to residential type uses in the land use plan accordingly; under the low density scenario 472 – 1,384 acres will be necessary in accommodate the projected growth by 2035. At the Suburban I Density scenario 1,485 to 2,869 acres will be necessary for growth through 2035 and 2,967 to 4,163 acres for the Suburban II Density scenario. The five (5) acre scenario would require 4,945 acres (Table II-10).

Table II-10
ACRES OF LAND FOR RESIDENTIAL DEVELOPMENT NECESSARY FOR
PROJECTED 5% GROWTH IN 5-YEAR PERIOD

	2005	2010	2015	2020	2025	2030	2035
Housing Units (5 Year Period)	121	128	134	140	148	155	163
Housing Units Per Year	24	26	27	28	30	31	33
Low Density Residential Development	58-169	61-179	64-188	67-196	70-207	74-217	78-228
Suburban I Density Residential Development	182-351	192-371	201-389	210-406	222-429	233-450	245-473
Suburban II Density Residential Development	363-593	384-627	402-657	420-686	444-725	465-760	489-799
5 –Acre Density	605	640	670	700	740	775	815

Two additional demographic factors to be considered in any local planning effort are resident employment patterns and average household size. Although the Town of Genesee is predominantly rural in character, less than one (1) percent of the resident population is employed directly in farm operations. About 42.4 percent of the resident work force is classified as professional, technical, managerial, administrative, and clerical, and since commercial and/or industrial development in the Town is limited, it is apparent that most of these people commute out of the Town to their place of employment.

As shown in Table II-11, the average household size in the Town decreased from 3.59 persons per household in 1970 to 3.00 persons per household in 2000. Potential changes in household size have important implications for land use and especially for housing planning, since an estimate of household size is required to convert forecast population levels into housing and residential land demand. The population in this Town seems to be evenly distributed between the different age groups; 29.5 percent of the population is less than 18 years of age; 32.5 percent of the population is between the ages of 20 and 44; 25.3 percent is between 45 and 60, and 10.3 percent is over 60 years of age.

Review of the existing land use pattern in the Town indicates that recent growth has been in urban rather than rural households and has not been concentrated in any one area, but has been scattered throughout the Town. This diffusion of urban residential development is clearly evident on the existing Zoning map for the Town (Map B). Such diffused urban development is not only difficult to serve with traditional urban services, but also is disruptive to agricultural uses. If the population of the Town continues to increase at the rate and in the manner that has been the case over the past decade, a determination of public policy needs to be made by the Town as to whether to continue to permit and encourage scattered residential development, as has been the practice up to this time, or to attempt to concentrate urban development in areas of the Town that can be more readily served by utilities and that are otherwise better suited to urban use.

Household Characteristics

The rapid increases in population in previous decades were paralleled by a similar increase in the existing housing stock, which increased from 620 units in 1960 to 2,481 units in 2000. In that same time period, the number of renter occupied and other/vacant units have stayed roughly the same, while the number of persons per household has decreased from 3.52 persons per household to 3.00 persons per household. The average household size in the Town of Genesee was 3.00 persons per household in 2000. Household size is unrelated persons living together while a family size is a household containing related persons. Potential changes in household size have important implications for land use especially since an estimate of household size is required to convert forecast population levels into housing units and residential land demand. In 1960, 62.5 percent of the housing units in the Town were owner occupied and in 2000, 92.5 percent of the units were owner occupied. In the analysis of renter occupied and vacant units in the Town, the number of vacant units has increased by one unit, 49 units in 1960 to 50 units in 2000. While the number of renter occupied units has stayed the same from 1960 to 2000 at 183 units (Table II-11).

Table II-11_
HOUSING STATISTICS

	1960	2000
Number of Housing Units		
	620	2,481
Owner Occupied	388	2,248
Renter Occupied	183	183
Other/Vacant	49	50
Persons Per Household	3.52	3.00

Source: US Census Bureau

Housing statistics indicate that the rental units have only decreased from 29.5 percent of the total housing units in 1960 to 7.5 percent in 2000 with the median rent in 2000 being \$718 per month. In evaluating the amount of land necessary to accommodate the projected growth, it was anticipated that 90% of the total housing units necessary would be single-family detached residences; 6% would be attached or two-family units; and 4% would be three or more family units.

Formulation of Objectives

The purpose of the local planning effort documented herein is to provide the Town of Genesee with a comprehensive community development plan, a “Smart Growth Plan”. This plan, while constituting an important guide to community development, is also intended to amend and carry out the Waukesha County Comprehensive Development Plan elements described into greater depth and detail as necessary for both sound local and county planning and plan implementation. This chapter provides a set of Land Use Objectives along with supporting principles and standards consistent with the Waukesha County Comprehensive Development Plan.

Planning Objectives, Principles and Standards

Planning is a rational process for formulating and meeting objectives. Therefore, the formulation of objectives is an essential task that must be undertaken before the preparation of a Land Use Plan can proceed. Accordingly, a set of Land Use Development objectives, principles and standards were formulated as part of the Waukesha County Comprehensive Development Plan. These objectives, principles and standards were reviewed, modified and updated by the advisory committee to meet the vision set forth for the Town of Genesee. This Chapter sets forth those objectives together with supporting principles and standards. The Land Use Development objectives relate primarily to the allocation and distribution of various land uses and the provision to those land uses of essential community facilities and services required to meet the needs of the existing and probable future resident population of the Town through the year 2035.

Objectives, principles and standards are defined by below:

Objective a goal or end toward the attainment of which plans and policies are directed. Each objective may have more than one principle that fulfills specific aspects of the objective.

Principle a fundamental, primary or generally accepted belief used to support objectives and prepare standards and plans and attainable through direct action and/or strategic planning.

Standards a criterion used as a basis of comparison to determine the adequacy of plan proposals to attain objectives.

General Development Objectives

The following general development objectives are taken from the Waukesha County Comprehensive Development Plan and modified to meet the overall objectives of the Town of Genesee. The order of the objectives is in no way prescribed and no ranking of importance of each objective is implied:

1. Economic growth at a rate consistent with county resources, including land, water, labor and capital, and primary dependence on free enterprise in order to provide needed employment opportunities for the expanding labor force.
2. A wide range of employment opportunities through a broad diversified economic base.
3. Preservation and protection of desirable existing residential, commercial, industrial and agricultural development in order to maintain desirable social and economic values and renewal of obsolete and deteriorating areas in both urban and rural areas; and prevention of slums and blight.
4. A broad range of choice among housing designs, sizes, types and costs, recognizing changing trends in age group composition, income and family living habits.
5. An adequate, flexible and balanced level of community services and facilities.
6. An efficient and equitable allocation of fiscal resources with in the public sector of the economy.
7. An attractive and healthful physical and social environment with ample opportunities for high quality education, cultural activities and outdoor recreation.
8. Protection, sound use and enhancement of the natural resource base.
9. Development of communities having distinctive individual character, based on physical conditions, historical factors and local desires.

Specific Development Objectives

The Land Use Planning Committee established a secondary set of objectives, which are more specific objectives concerned primarily with spatial allocation to and distribution of the various land uses; land use compatibility; resource protection; and accessibility. Again, no ranking is implied

1. To provide a balanced allocation of space to each of the various land use categories, which meets the social, physical, and economic needs of the Town.
2. To provide a spatial distribution of the various land uses that result in a compatible relationship and arrangement between existing and proposed land uses.
3. Protection of the environment and the natural resource base of the Town.
4. The proper distribution of the various land uses as they relate to transportation and public utility systems in order to assure the economical provision of public services.

5. To accommodate a broad range of new residential development with a physical environment that is healthy, safe, convenient, and attractive, while attaining the projected growth of the Town.
6. Establishment of new industrial and commercial sites, while preserving and complementing the existing industrial and commercial sites.
7. Preservation of open space to enhance the overall quality of the environment.
8. Preservation of the remaining primary environmental corridor lands in the Town and, to the greatest extent practicable, to preserve the remaining secondary environmental corridor lands and isolated natural resource areas in the Town in order to maintain the overall quality of the environment; to protect opportunities for recreational and educational activities; to avoid serious environmental and development problems.
9. Preservation of economically viable agricultural lands within the Town and to preserve the rural character of the farming areas.
10. The attainment of good soil and water conservation practices to reduce water runoff, control erosion and prevent surface water and groundwater contamination.

Balancing of Planning Standards

In applying the planning standards and preparing the Waukesha County Comprehensive Development Plan, it should be recognized that it is unlikely that the Plan can meet all of the standards completely. It should also be recognized that some objectives are complementary, with the achievement of one objective supporting the achievement of others. Conversely, some objectives may be conflicting, requiring reconciliation through consensus building and/or compromise.

For example, as part of the planning process, the objectives of preserving agricultural and other open space lands must be balanced with the need to convert certain lands to urban use in support of the orderly growth and development of the County.

Most of the development objectives, principles, and standards were incorporated without significant change from the set of planning objectives, principles, and standards included in the adopted design year 2035 Regional Land Use Plan.

PLANNING OBJECTIVES, PRINCIPLES AND STANDARDS

Agricultural, Natural and Cultural Resources Objective No. 1

A spatial distribution of the various land uses which maintains biodiversity and which will result in the preservation and sustainable use of the natural resources of the Town.

Environmental Corridors and Isolated Natural Resource Areas

Principle

To preserve sufficient high-quality open spaces for protection of the underlying natural resources base and enhancement of the social and economic well being and environmental quality of the area. The preservation of environmental corridors and isolated natural resource areas in essentially natural, open use yields many benefits, including recharge and discharge of groundwater; maintenance of surface water and groundwater quality; attenuation of flood flows and flood stages; maintenance of base flows of streams and watercourses; reduction of soil erosion; abatement of air and noise pollution; provision of wildlife habitat; protection of plant and animal diversity; protection of rare and endangered species; maintenance of scenic beauty; and provision of opportunities for recreational, educational, and scientific pursuits. Conversely, since some environmental corridors and isolated natural resource areas are poorly suited for urban development, their preservation can help avoid serious and costly development problems while protecting the Town's most valuable natural resources.

Ecological balance and natural beauty are important determinants of a community's ability to provide a pleasant and habitable environment for all forms of life and to maintain social and economic well being. The primary and secondary environmental corridors and isolated natural areas are a composite of the best individual elements of the natural resource base. These elements include lakes, rivers, streams, floodlands and wetlands; woodlands; wildlife habitat areas; rugged terrain consisting of slopes 12% or greater; wet, poorly drained or organic soils; and significant geological formations. Preservation of environmental corridors contribute to the maintenance of ecological balance and natural beauty, and the economic well-being of the town planning area. By protecting these elements of the natural resource base, flood damage can be reduced, soil erosion abated, water supplies protected, air cleansed, wildlife population enhanced and continued opportunities provided for scientific, educational and recreational pursuits.

Environmental corridors are elongated areas in the landscape which contain concentrations of natural resource features (lakes, rivers, streams, and their associated shorelands and floodlands; wetlands; woodlands; prairies; wildlife habitat areas; wet, poorly drained, and organic soils; and rugged terrain and high-relief topography) and natural resource-related features (existing park and open space sites; potential park and open space sites; historic sites; scenic areas and vistas; and natural areas and critical species habitat sites). Primary environmental corridors include a variety of these features and are at least 400 acres in size, two miles long, and 200 feet in width. Secondary environmental corridors also contain a variety of these features and are at least 100 acres in size and one mile in length. Isolated natural resource areas are smaller concentrations of natural resource features that are

physically separated from the environmental corridors by intensive urban or agricultural uses; by definition, such areas are at least five acres in size and 200 feet in width.

Standards

- a. Primary environmental corridors should be preserved in natural, open uses.
- b. Secondary environmental corridors and isolated natural resource areas should be preserved in essentially natural, open uses to the extent practicable, as determined in county and local plans.

Uses considered compatible with both planning standards relating to the preservation of environmental corridors and isolated natural resource areas are indicated in Table II-12.

Table II-12

GUIDELINES FOR DEVELOPMENT CONSIDERED COMPATIBLE WITH ENVIRONMENTAL CORRIDORS

Component Natural Resource and Related Features within Environmental Corridors ^a	Permitted Development															
	Transportation and Utility Facilities (see General Development Guidelines below)				Recreational Facilities (see General Development Guidelines below)											Rural Density Residential Development (see General Development Guidelines below)
	Streets and Highways	Utility Lines and Related Facilities	Engineered Stormwater Management Facilities	Engineered Flood Control Facilities ^b	Trails ^c	Picnic Areas	Family Camping ^d	Swimming Beaches	Boat Access	Ski Hills	Golf	Playfields	Hard-Surface Courts	Parking	Buildings	
Lakes, Rivers, and Streams	-- ^e	-- ^{f,g}	--	-- ^h	-- ⁱ	--	--	X	X	--	--	--	--	--	--	--
Shoreland	X	X	X	X	X	X	--	X	X	--	X	--	--	X	X ^j	--
Floodplain	-- ^k	X		X	X	X	--	X	X	--	X	X	--	X	X ^l	--
Wetland ^m	-- ^k	X	--	--	X ⁿ	--	--	--	X	--	-- ^o	--	--	--	--	--
Wet Soils	X	X	X	X	X	--	--	X	X	--	X	--	--	X	--	--
Woodland	X	X	X ^p	--	X	X	X	--	X	X	X ^p	X ^p	X ^p	X ^p	X ^p	X
Wildlife Habitat	X	X	X	--	X	X	X	--	X	X	X	X	X	X	X	X
Steep Slope	X	X	--	--	-- ^q	--	--	--	--	X ^r	X	--	--	--	--	--
Prairie	--	-- ^g	--	--	-- ^q	--	--	--	--	--	--	--	--	--	--	--
Park	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	--
Historic Site	--	-- ^g	--	--	-- ^q	--	--	--	--	--	--	--	--	X	--	--
Scenic Viewpoint	X	X	--	--	X	X	X	--	X	X	X	--	--	X	X	X
Natural Area or Critical Species Habitat Site	--	--	--	--	-- ^q	--	--	--	--	--	--	--	--	--	--	--

NOTE: An "X" indicates that facility development is permitted within the specified natural resource feature. In those portions of the environmental corridors having more than one of the listed natural resource features, the natural resource feature with the most restrictive development limitation should take precedence.

- Recreational Facilities: In general, no more than 20 percent of the total environmental corridor area should be developed for recreational facilities. Furthermore, no more than 20 percent of the environmental corridor area consisting of upland wildlife habitat and woodlands should be developed for recreational facilities. It is recognized, however, that in certain cases these percentages may be exceeded in efforts to accommodate needed public recreational and game and fish management facilities within appropriate natural settings

The above table presents development guidelines for major recreational facilities. These guidelines may be extended to other similar facilities not specifically listed in the table.

- Residential Development: Limited residential development may be accommodated in upland environmental corridors, provided that buildings are kept off steep slopes. The maximum number of housing units accommodated at a proposed development site within the environmental corridor should be limited to the number determined by dividing the total corridor acreage within the site, less the acreage covered by surface water, floodplains and wetlands, by five. The permitted housing units may be in single-family or multi-family structures. When rural residential development is accommodated, conservation subdivision designs are strongly encouraged to locate development outside the corridor while maintaining an overall development density of no more than one dwelling per five acres.

Single-family development on existing lots of record should be permitted as provided for under county or local zoning at the time of adoption of the land use plan.

- Other Development: In lieu of recreational or rural density residential development, up to 10 percent of the upland corridor area in a parcel may be disturbed in order to accommodate urban residential, commercial, or other urban development under the following conditions: 1) the area to be disturbed is compact rather than scattered in nature; 2) the disturbance is located on the edge of a corridor or on marginal resources within a corridor; 3) the development does not threaten the integrity of the remaining corridor; 4) the development does not result in significant adverse water quality impacts; and 5) development of the remaining corridor lands is prohibited by a conservation easement or deed restriction. Each such proposal must be reviewed on a site-by-site basis.

Under this arrangement, while the developed area would no longer be part of the environmental corridor, the entirety of the remaining corridor would be permanently preserved from disturbance. From a resource protection point of view, preserving a minimum of 90 percent of the environmental corridor in this manner may be preferable to accommodating scattered home sites and attendant access roads at an overall density of one dwelling per five acres throughout the upland corridor areas.

- Pre-Existing Lots: Single-family development on existing lots of record should be permitted as provided for under county or local zoning at the time of adoption of the land use plan or on lands with the Primary Environmental Corridor amended through adopted sewer service plans.
- All permitted development presumes that sound land and water management practices are utilized.

Footnotes to Table II-12:

^a*The natural resource and related features are defined as follows:*

Lakes, Rivers, and Streams: Includes all lakes greater than five acres in area and all perennial and intermittent streams as shown on U. S. Geological Survey quadrangle maps.

Shoreland: Includes a band 50 feet in depth along both sides of intermittent streams; a band 75 feet in depth along both sides of perennial streams; a band 75 feet in depth around lakes; and a band 200 feet in depth along the Lake Michigan shoreline.

Floodplain: Includes areas, excluding stream channels and lake beds, subject to inundation by the 100-year recurrence interval flood event.

Wetlands: Includes areas that are inundated or saturated by surface water or groundwater at a frequency, and with a duration sufficient to support, and under normal circumstances do support, a prevalence of vegetation typically adapted for life in saturated soil conditions.

Wet Soils: Includes areas covered by wet, poorly drained, and organic soils.

Woodlands: Includes areas one acre or more in size having 17 or more deciduous trees per acre with at least a 50 percent canopy cover as well as coniferous tree plantations and reforestation projects; excludes lowland woodlands, such as tamarack swamps, which are classified as wetlands.

Wildlife Habitat: Includes areas devoted to natural open uses of a size and with a vegetative cover capable of supporting a balanced diversity of wildlife.

Steep Slope: Includes areas with land slopes of 12 percent or greater.

Prairies: Includes open, generally treeless areas which are dominated by native grasses; also includes savannas.

Park: Includes public and nonpublic park and open space sites.

Historic Site: Includes sites listed on the National Register of Historic Places. Most historic sites located within environmental corridors are archeological features such as American Indian settlements and effigy mounds and cultural features such as small, old cemeteries. On a limited basis, small historic buildings may also be encompassed within delineated corridors.

Scenic Viewpoint: Includes vantage points from which a diversity of natural features such as surface waters, wetlands, woodlands, and agricultural lands can be observed.

Natural Area and Critical Species Habitat Sites: Includes natural areas and critical species habitat sites as identified in the regional natural areas and critical species habitat protection and management plan.

^b*Includes such improvements as stream channel modifications and such facilities as dams.*

^cIncludes trails for such activities as hiking, bicycling, cross-country skiing, nature study, and horseback riding, and excludes all motorized trail activities. It should be recognized that trails for motorized activities such as snowmobiling that are located outside the environmental corridors may of necessity have to cross environmental corridor lands. Proposals for such crossings should be evaluated on a case-by-case basis, and if it is determined that they are necessary, such trail crossings should be designed to ensure minimum disturbance of the natural resources.

^dIncludes areas intended to accommodate camping in tents, trailers, or recreational vehicles, which remain at the site for short periods of time, typically ranging from an overnight stay to a two-week stay.

^eCertain transportation facilities such as bridges may be constructed over such resources.

^fUtility facilities such as sanitary sewers may be located in or under such resources.

^gElectric power transmission lines and similar lines may be suspended over such resources.

^hCertain flood control facilities such as dams and channel modifications may need to be provided in such resources to reduce or eliminate flood damage to existing development.

ⁱBridges for trail facilities may be constructed over such resources.

^jConsistent with Chapter NR 115 of the Wisconsin Administrative Code.

^kStreets and highways may cross such resources. Where this occurs, there should be no net loss of flood storage capacity or wetlands. Guidelines for mitigation of impacts on wetlands by Wisconsin Department of Transportation facility projects are set forth in Chapter Trans 400 of the Wisconsin Administrative Code.

^lConsistent with Chapter NR 116 of the Wisconsin Administrative Code.

^mAny development affecting wetlands must adhere to the water quality standards for wetlands established under Chapter NR 103 of the Wisconsin Administrative Code.

ⁿOnly an appropriately designed boardwalk/trail should be permitted.

^oWetlands may be incorporated as part of a golf course, provided there is no disturbance of the wetlands.

^pOnly if no alternative is available.

^qOnly appropriately designed and located hiking and cross-country ski trails should be permitted.

Only an appropriately designed, vegetated, and maintained ski hill should be permitted.

Source: SEWRPC and Waukesha County

Other Environmentally Sensitive Areas

Principle

Care in locating urban and rural development in relation to other environmentally sensitive areas can help to maintain the overall environmental quality of the County and to avoid developmental problems.

Standards

- a. Small wetlands, woodlands, and prairies not identified as part of an environmental corridor or isolated natural resource area should be preserved to the extent practicable, as determined in county and local plans.
- b. All natural areas and critical species habitat sites identified for preservation in the Regional Natural Areas and Critical Species Habitat Protection and Management Plan should be preserved.
- c. One hundred-year recurrence interval floodlands should not be allocated to any development, which would cause or be subject to flood damage; and no unauthorized structure should be allowed to encroach upon and obstruct the flow of water in perennial stream channels and floodways.
- d. Urban and rural development should be directed away from areas with steep slopes (20% or greater) or with seasonally high groundwater one foot or less from the surface.
- e. Land use patterns should be designed to discourage development of below grade structures on soils with seasonally high groundwater less than 3 feet from the surface. The intent is to allow development on these marginal soils, providing below grade structures (including basements) maintain a minimum of one foot separation from the seasonally high groundwater level.

Restoration/Enhancement of Natural Conditions

Principle

The restoration of unused farmland and other open space land to more natural conditions, resulting in the re-establishment or enhancement of wetlands, woodlands, prairies, grasslands, and forest interiors, can increase biodiversity and contribute to the overall environmental quality of the Town by providing additional functional values as set forth in Objective No. 1 above.

Standard

- a. Carefully planned efforts to restore unused farmland and other open space land to more natural conditions should be encouraged.

Agricultural, Natural and Cultural Resources Objective No. 2

The Preservation of Productive Agricultural Land.

Agricultural Land

Principle

The preservation of productive agricultural land is important for meeting future needs for food and fiber. Agricultural areas, in addition to providing food and fiber, can provide wildlife habitat and contribute to the maintenance of an ecological balance between plants and animals. Moreover, the preservation of agricultural areas also contributes immeasurably to the maintenance of the scenic beauty and cultural heritage of the Town. Maintaining agricultural lands near urban areas can facilitate desirable and efficient production-distribution relationships, including community-supported agriculture operations.

The preservation of agricultural lands can maximize return on investments in agricultural soil and water conservation practices; and minimizes conflicts between farming operations and urban land uses.

Standard

Agricultural lands in the Town of Genesee include those lands in agricultural use, unused/open lands and primary/secondary environmental corridor or isolated natural areas. Although the Town recognizes the importance of Agricultural production and supports the remaining farmers in the Town, many of the locally operated farms in the Town are considered family farms. Because of economics during the last ten (10) years, the number of family farms is diminishing not only in the Town of Genesee, but in Waukesha County as well. Waukesha County defines Prime Agricultural Land as those lands in agricultural use, unused/open lands and primary/secondary environmental corridor or isolated natural areas within a 5 square mile contiguous area (including adjacent counties) that meet all of the following criteria: 1) is outside of any planned sewer service area boundary; 2) 75% is agricultural or open/unused land use; 3) 50% is Class I or Class II soils which meet Natural Resources Conservation Service standards; and 4) 75% consists of land ownership parcels of 35 acres or more.

This standard is a modification of the standard used to prepare the Development Plan for Waukesha County in 1996. In general, the modified standards produced the same map results used in the 1997 Development Plan. Unfortunately, the Town does not have a conglomerate of farmland that meets this definition. The Town does recognize the existing agricultural lands (currently farmed) should be preserved for agricultural uses through appropriate zoning regulations.

Agricultural, Natural and Cultural Resources Objective No. 3

The preservation and protection of open space to enhance the total quality of the Town environment, maximize essential natural resource availability, give form and structure to urban development, and provide opportunities for a full range of outdoor recreational activities.

Parks and Recreation

Principle

Open space is the fundamental element required for the preservation and sustainable use of such natural resources as soil, water, woodlands, wetlands, native vegetation, and wildlife; it provides the opportunity to add to the physical, intellectual, and spiritual growth of the population; it enhances the economic and aesthetic value of certain types of development; and it is essential to outdoor recreational pursuits.

Standards

- a. Park and recreation sites providing opportunities for a variety of natural resource-oriented activities and nonresource-oriented outdoor recreation activities should be provided by the Town. A minimum of two (2) community parks having a minimum gross site area of 25 acres should be provided by the Town. The parks should provide a variety of activities, including but not limited to, soccer fields, softball fields, playground equipment, picnic areas, hiking trails, and general play field areas.
- b. Areas having unique scientific, cultural, scenic, or educational value should not be allocated to any urban or agricultural land uses; adjacent surrounding areas should be retained in open space use, such as agricultural or limited recreational uses.
- c. The Town should acquire or otherwise protect land and establish Greenways along Genesee Creek and Spring Brook. For the purposes of this plan, greenways are located along a stream or river and are intended to provide aesthetic and natural resource continuity and often serve as ideal locations for trail facilities.
- d. Public use of outdoor recreational sites promote the maintenance of proper physical and mental health both by providing residents the opportunity to participate in activities that facilitate the maintenance of proper health because of the exercise involved. Well designed and properly located public general use outdoor recreation sites also provide a sense of community, bringing people together for social and economical purposes and contribute to desirability and stability of residential neighborhoods. Smaller parks for individual Subdivisions should also be considered.

Agricultural, Natural and Cultural Resources Objective No. 4

A spatial distribution of land uses and specific site development designs which protects or enhances the surface and ground water resources of the Town.

Principle

Information regarding existing and potential surface and ground water quality and quantity conditions is essential to any comprehensive land use and natural resource planning program. The existing quality condition of the surface and ground water resource provides important baseline data. The potential condition becomes the goal upon which planners and resource managers target their land use efforts.

Standards

- a. Potentially contaminating land uses should not be located in areas where the potential for groundwater contamination is the highest.
- b. Storm water management planning should seek to meet the potential biological use objectives of the streams in the Town.

Notes: The Wisconsin Department of Natural Resources (DNR) is required, under Wisconsin Statutes and the State Water Resources Act of 1965, to establish a set of water use objectives and supporting water quality standards applicable to all surface waters of the state. The type of aquatic community a particular surface water resource is capable of supporting is represented by the biological use objectives. The potential biological use of streams indicates the biological use or trout stream class a stream could achieve if it was well managed and pollution sources were controlled.

The Wisconsin Department of Natural Resources (DNR) has established Administrative Code NR 140 to establish groundwater quality standards for substances detected in or having a reasonable probability of entering the groundwater resources of the state; to specify scientifically valid procedures for determining if a numerical standard has been attained or exceeded; to specify procedures for establishing points of standards application, and for evaluating groundwater monitoring data; to establish ranges of responses the department may require if a groundwater standard is attained or exceeded; and to provide for exemptions for facilities, practices and activities regulated by the department.

- c. Land use development patterns and practices should be designed to preserve important groundwater recharge areas and should support maintaining the natural surface and groundwater hydrology to the extent practicable.
- d. Storm water management planning should seek to encourage ground water recharge to maintain the natural groundwater hydrology.

Notes: As of the writing of this Plan, the Southeastern Wisconsin Regional Planning Commission is engaged in the preparation of a Regional Water Supply Plan. The

recommendations contained in the plan may be incorporated into future amendments to this Comprehensive Development Plan for the Town of Genesee.

Agricultural, Natural and Cultural Resources Objective No. 5

A spatial distribution of the various land uses which maintains biodiversity and clean air and will result in the protection and wise use of the natural resources of the Town, including its soils, nonmetallic minerals, rivers/streams, groundwater, wetlands, woodlands, prairies, and wildlife.

Principle

The proper allocation of uses to land can assist in maintaining an ecological balance between the activities of man and the natural environment.

1. Soils

Principle

The proper relation of urban and rural land use development to soil types and distribution can serve to avoid many environmental problems, aid in the establishment of better settlement patterns, and promote the wise use of an irreplaceable resource.

Standards

- a. Urban development, particularly for residential use, should not be located in areas covered by soils identified in the detailed operational soil survey as having severe limitations for such development.
- b. Unsewered suburban residential development should not be located in areas covered by soils identified in the detailed operational soil survey as unsuitable for such development.
- c. Rural development, including agricultural and rural residential development, should not be located in areas covered by soils identified in the detailed operational soil survey as unsuitable for such uses.
- d. Urban and rural development should be directed away from areas, with steep slopes (20% or greater) or with seasonally high groundwater one foot or less from the surface.
- e. Land use patterns should be designed to discourage development of below grade structures on soils with seasonally high groundwater less than 3 feet from the surface. The intent is to allow development on these marginal soils, providing below grade structures (including basements) maintain a minimum of one foot separation from the seasonally high groundwater level.

2. Nonmetallic Minerals

Principle

Nonmetallic minerals, including sand and gravel, dimensional building stone, and organic materials, have significant commercial value and are an important economical supply of the construction materials needed for the continued development of the Town, County and the Region and for the maintenance of the existing infrastructure. Development of

lands overlying these resources and urban development located in close proximity to these resources may make it impossible to economically utilize these resources in the future and thus may result in shortages and concomitant increases in the costs of those materials, which would ultimately be reflected in both consumer prices and in the community tax structure.

Standard

All known economically viable nonmetallic mineral deposits should be protected and preserved for future mining.

3. Clean Air

Principle

Air is a particularly important determinant of the quality of the environment for life, providing the vital blend of oxygen and other gases needed to support healthy plant and animal life. Air, however, contains pollutants contributed by both natural and human sources which may be harmful to plant and animal life that may injure or destroy such life, and that may severely damage personal and real property.

Standards

- a. Encourage a centralized land use development pattern to minimize automobile travel and related air pollutant emissions.
- b. Encourage protection of existing woodlands, wetlands, and prairies to enhance atmospheric oxygen supply levels.

Land Use Allocation Objective No. 1:

To balance the allocation of space to the various land use categories in order to meet the physical, social and economic needs of the Town of Genesee.

Principle - The planned supply of land set aside for any given use shall approximate the known and anticipated demand for that use through the Year 2035.

Standard - The amount of land set aside for accommodating forecast growth in the Town of Genesee study area.

Standards

- a. For each additional 100 dwelling units to be accommodated within the Town at each urban residential density, the following amounts of residential and related land should be allocated:

Residential Density	Residential Area (Net Area)		Residential Area Plus Supporting Land Uses (Gross Area)	
	Acres Per 100 Dwelling Units	Dwelling Units Per Acre	Acres Per 100 Dwelling Units	Dwelling Units Per Acre
Low-Density Urban	83	1.2	109	0.9
Suburban I-Density	167	0.6	204	0.5
Suburban II-Density	350	0.4	413	0.3
5-Acre Residential	500	0.2	588	0.17

- b. For each additional 1,000 persons to be accommodated within the Town, at least nine (9) acres should be set aside in other local/public parks.

Land Use Development Objective No. 2

A spatial distribution of the various land uses which will result in a convenient and compatible arrangement of land uses.

Principle

The proper allocation of uses to land can avoid or minimize hazards and dangers to health, safety, and welfare and maximize amenity and convenience in terms of accessibility to supporting land uses.

Standards

- a. Urban high and medium-density residential uses should be located within neighborhood and other planning units which are served with centralized public sanitary sewerage and water supply facilities and contain, within a reasonable walking and bicycling distance necessary supporting local service uses, such as park, commercial, and elementary-school facilities.
- b. Mixed-use development designs should be used, as appropriate, to accommodate urban land uses that are compatible and complementary in the vicinity of each other. Mixed-use development may consist of residential and compatible business uses together.
- c. To the extent practicable, residential and employment-generating land uses should be located so as to provide opportunities for living in close proximity to work.
- d. Residential development should be located in such a way as to minimize conflicts attendant to dust, odors, and noise associated with farming activity that may arise when residences are located in the vicinity of agricultural operations. Rural residential development should also be located in such a way as to minimize impacts on the natural resource base including wildlife habitat.

Land Use Spatial Distribution Objective No. 3:

A spatial distribution of various land uses which is available to the supporting transportation, utility and public facility systems in order to assure the most economic provision for those services.

Principle

The transportation and public utility facilities and the land use pattern which these facilities serve and support are mutually interdependent in that the land use pattern determines the demand for, and loading upon, transportation and utility facilities; and these facilities, in turn, are essential to, and form a basic framework for, land use development.

Standards

- a. Urban development should be located and designed so as to maximize the use of existing transportation and utility systems.
- b. The transportation system should be located and designed to serve not only all land presently devoted to urban development but to land planned to be used for such urban development.
- c. The transportation system should be located and designed to minimize the penetration of existing and planned residential neighborhood units by through traffic.
- d. Land developed or planned to be developed for urban high- and medium-density residential use should be located in areas serviceable by an existing or planned public sanitary sewerage system and preferably within the gravity drainage area tributary to such a system.
- e. Land developed or planned to be developed for urban high-, medium-, and low-density residential use should be located in areas serviceable by an existing or planned public water supply system.
- f. Land developed or planned to be developed for urban high, medium- density residential and commercial use should be located in areas serviceable by existing or planned public transit facilities.
- g. Mixed use development should be encouraged to accommodate multi-purpose trips, including pedestrian trips, as a matter of convenience and efficiency.
- h. In the absence of public sanitary sewer service, onsite sewage disposal systems should be utilized only in accordance with the following:
 1. Onsite soil absorption sewage disposal systems should be sited and designed in accordance with Chapter Comm 83 of the *Wisconsin Administrative Code*.
 2. The use of onsite sewage disposal systems should be limited to the following types of development:
 - Rural density residential development.
 - Sub-urban density residential development, limited, however, to areas already committed to such use through subdivision plats or certified surveys.

- Urban land uses, which may be, required in unsewered areas limited to agriculture businesses, communication facilities, utility installations, public institutional uses and park and recreation sites.
3. New urban development served by onsite sewage disposal systems in areas planned to receive sanitary sewer service is discouraged. Where such development is permitted, it should be designed so that the public and private costs of conversion to public sanitary sewer service are minimized.
 4. For a private sewage system serving multiple buildings located on a separate property and owned by multiple owners, the private sewage system must be owned and maintained by a governmental entity or agency. For condominium private sewage systems serving multiple units/buildings, owned by multiple owners and located on the same property as the unit/building, the owner/association must accept responsibility for the operation and maintenance of the private sewage system and have the local municipality provide written acceptance of this responsibility should the owner/association fail to do so.

Land Use Development Objective No. 4

The development and preservation of residential areas within a physical environment that is healthy, safe, convenient, and attractive.¹

Principle

Residential development in the form of planned residential neighborhoods can provide a desirable environment for families as well as other household types; can provide efficiency in the provision of neighborhood services and facilities; and can foster safety and convenience.

Standards

- a. Urban low-density residential neighborhoods should be designed as cohesive units properly related to the larger community of which they are a part. Such neighborhoods should be clearly defined and relatively permanent recognizable boundaries, such as arterial streets and highways, major park and open space reservations, or significant natural features, such as rivers, streams, or hills. Desirably, the neighborhoods should contain enough area to provide the following: housing for the population served by one elementary school and one neighborhood park; an interconnected internal street, bicycle-way, and pedestrian system which provides multiple opportunities for access and circulation; and those community and commercial facilities necessary to meet the day-to-day living requirements.²

¹ *This objective does not address sub-urban density residential development (between 0.2 and 0.6 dwelling units per acre) since new sub-urban density residential development would be limited to that which is already committed in subdivision plats and certified surveys.*

² *Neighborhood sizes envisioned under these standards are as follows: high-density—160 acres; medium-density—640 acres; and low-density—2,560 acres. As a practical matter, smaller household sizes and the attendant lower neighborhood population levels often require that an elementary school or retail and service area be provided to serve two or more contiguous neighborhoods, rather than a single neighborhood.*

- b. Desirably, urban residential neighborhoods should accommodate a mix of housing sizes, structure types, and lot sizes, resulting in an overall density that is within the planned density range for each neighborhood.
- c. Conservation subdivision design concepts should be incorporated into high-, medium- and low-density neighborhoods, as appropriate.³
- d. To the extent practicable, efforts directed at the conservation and renewal of existing residential areas should be undertaken on a neighborhood basis and should seek to preserve those cultural features which contribute to the promotion of neighborhood identity within the larger urban complex.

Principle

Residential development in mixed-use settings can provide a desirable environment for a variety of household types seeking the benefits of proximity to places of employment as well as civic, cultural, commercial, and other urban amenities. Examples of mixed use settings include dwellings above the ground floor of commercial uses and residential structures intermixed with, or located adjacent to, compatible commercial, institutional, or civic uses.

Standards

- a. Opportunities should be provided for residential dwellings—particularly in the medium- and high-density range—within a variety of mixed-use settings.
- b. Residential uses should be integrated into, or located in close proximity to, major economic activity centers.

Principle

Residential development in a rural setting can provide a desirable environment for households seeking proximity to open space.

Standards

- a. The Town comprehensive land use plan seeks to maintain the rural character of lands located in the Town.
- b. Continued agricultural and other open space uses are encouraged in such areas.
- c. Where residential development is to be accommodated, an overall density of no more than one dwelling unit per five acres should be maintained. The use of residential cluster designs, with homes developed in clusters surrounded by agriculture or other open space sufficient to maintain the maximum recommended density of no more than one home per five acres, is encouraged. Although there are areas within the Town rural areas where higher densities are permitted and in some instances encouraged.

³ *Conservation subdivision designs generally involve locating dwelling units in clusters surrounded by open space, thereby achieving the desired density for the site on an overall basis. The layout of individual lots and supporting streets is done in a manner that preserves the most significant existing natural resource features to the extent practicable. In a rural setting, conservation subdivisions can include agricultural lands as part of the open space area that is planned to be preserved.*

- d. A development density of no more than one home per five acres in rural areas is recommended to help accomplish the following:
- Minimize traffic volumes on rural highways and the need to widen highways beyond two lanes.
 - Preserve natural drainage systems insofar as possible and minimize drainage problems and the need for stormwater management facilities.
 - Preserve open space and rural character, especially through the use of cluster design, to accommodate residential development while avoiding “wall to wall” residential subdivisions.
 - Minimize the risks to the groundwater supply and quality which the widespread use of onsite sewage treatment and wells at higher densities may pose in the long term.
 - Minimize the risks to the groundwater supply and quality which the widespread use of onsite sewage treatment and wells at higher densities may pose in the long term.
 - Preserve, through careful design, the overall integrity of the rural landscape, including environmental corridors and wildlife habitat areas.
 - Minimize the loss of farmland covered by agricultural soils classified as Class I and Class II soils.

Land Use Development Objective No. 5

Provide for the preservation, development, and redevelopment of a variety of suitable industrial and commercial sites both in terms of physical characteristics and location.

Principle

The production and sale of goods and services are among the principal determinants of the level of economic vitality in any society; the important activities related to these functions require areas and locations suitable to their purposes.

Standards

- a. Industrial, retail, and office uses should meet the following standards:
1. Available adequate water supply, sanitary sewer service (desirable), stormwater drainage facilities, and power supply.
 2. Ready access to the arterial street and highway system.
 3. Adequate on-street and off-street parking (may not be directly on-site but within vicinity) and loading areas.
 4. Provision of properly located points of ingress and egress appropriately controlled to prevent congestion on adjacent arterial streets.
 5. Site design emphasizing integrated nodes or centers, rather than linear strips.
 6. Site design appropriately integrating the site with adjacent land uses.

- b. In addition, major centers accommodating industrial, retail, and office development should meet the following standards:⁴
 - a. Served by rapid and express transit service.
 - b. Access within two miles of the freeway system.
 - c. Access to a transport-corporate airport within a maximum travel time of 30 minutes (major office and industrial development).⁵
 - d. Reasonable access through appropriate components of the transportation system to railway and seaport facilities, consistent with the requirements of the industries concerned (major industrial development).
 - e. Residential uses appropriately integrated into, or located in proximity to, the major center.

Land Use Development Objective No. 6

The conservation, renewal, and full use of existing urban areas of the Town.

Principle

The conservation and renewal, as appropriate, of existing urban areas can enhance their viability and desirability as places to live, work, recreate, and participate in cultural activities. Such efforts, along with infill development on vacant land within existing urban service areas, serves to maximize the use of existing public infrastructure and public service systems and can moderate the amount of agricultural and other open space

⁴ A major economic activity center is defined as a concentrated area of commercial and/or industrial land having a minimum of 3,500 total employees or 2,000 retail employees. Major economic activity centers are further classified according to the following employment levels, recognizing that a major economic activity center may meet more than one of the indicated thresholds:

Major industrial center: A major economic activity center that accommodates at least 3,500 industrial employees.

Major office center: A major economic activity center that accommodates at least 3,500 office employees.

Major retail center: A major economic activity center that accommodates at least 2,000 retail employees.

General-purpose major center: A center that qualifies as a major economic activity center having total employment of at least 3,500, but does not meet any of the above individual thresholds for an industrial, office, or retail center.

It should be recognized that major industrial, office, and retail centers generally encompass a mix of uses. A major industrial center may accommodate offices, service operations, and research facilities in addition to manufacturing, wholesaling, and distribution facilities. A major retail center may accommodate office and service uses in addition to retail operations. The mix of uses extends to residential uses—which should be integrated into, or provided in close proximity to, major economic activity centers, as those centers develop or are re-developed.

⁵ A transport-corporate airport is defined as an airport that is intended to serve business and corporate jets as well as virtually all small single- and twin-engine general aviation aircraft. Existing and proposed transport-corporate airports in the Region are identified in the regional airport system plan, documented in SEWRPC Planning Report No. 38 (2nd Edition), A Regional Airport System Plan for Southeastern Wisconsin: 2010, November 1996.

land converted to urban use to accommodate growth in the county and regional population and economy.

Standards

1. Existing urban areas should be conserved and renewed, as appropriate.
2. To the extent practicable, the additional urban land necessary to accommodate growth in the regional population and economy should be met through the renewal or redevelopment as appropriate of older, underutilized urban areas that are in need of revitalization and through the infilling of undeveloped land within existing urban service areas.

Transportation Objective No. 1

A multi-modal transportation system which, through its location, capacity, and design, will effectively serve the existing regional, County and Town land use patterns and promote the implementation of the Town comprehensive development plan, meeting and managing the anticipated travel demand generated by the existing and proposed land uses.

Principle

An integrated multi-modal local and regional transportation system connects major land use activities within the Town and adjacent communities, providing the accessibility essential to the support of these activities. The transportation system should provide higher accessibility to areas recommended for development and redevelopment, and lower accessibility to areas not recommended for development.

Standards

- a. The transportation system should be consistent with and serve to support, and promote the implementation of the comprehensive development plan.
 1. Higher relative transportation accessibility should be provided to areas recommended for development than to areas not recommended for development;
 2. Improvements in accessibility should be provided to areas recommended for development rather than to areas not recommended for development.

Transportation Objective No. 2

A multi-modal transportation system which provides appropriate types of transportation needed by all residents of the Town at an adequate level of service; provides choices among transportation modes; and provides inter-modal connectivity.

Principle

A multi-modal regional transportation system is necessary to provide transportation service to all segments of the population and to support and enhance the economy and quality of life. The arterial street and highway system serving personal travel by automobile and freight travel by truck is, has been, and will likely continue to be the dominant element of the transportation system carrying over 90 percent of total daily travel, and serving the overwhelming majority of the population. However, there are

substantial reasons for a multi-modal regional transportation system, including public transit and bicycle-pedestrian elements. Moreover, in the most heavily traveled corridors, public transit and bicycle and pedestrian facilities can alleviate peak travel loadings on highway facilities and the demand for land for parking facilities. Also, a multi-modal transportation system can support and enhance the quality of life and economy by providing a choice of modes.

Standards

- a. Local Streets — The primary function of the local street is to provide direct traffic access to abutting lands and to direct said traffic to collector or arterial streets.
- b. Collector Streets — The primary function of a collector street is to collect traffic from local streets and convey it to arterial streets or highways.
- c. Arterial Streets — The primary function of arterial streets is to provide for the expeditious movement of through traffic into, out of, and within the community. Where possible, arterial streets should not be located within existing or proposed residential areas.

Streets and highways in the town should be improved to the level of service outlined above and to accommodate the traffic generated. Transportation facilities, such as off—street parking and off—street truck loading, should be located in close proximity to the commercial or industrial land uses to which they are accessory. Bicycle and pedestrian paths may be provided as a part of an overall system plan and be designed in conformance with generally accepted and contemporary standards and guidelines.

Community Facilities Objective No. 1

To provide police, fire and other emergency service facilities necessary to maintain high-quality protection throughout the Town.

Principle

The adequacy of police, fire and other emergency protection in the Town is dependent upon the relationship between the distribution of land uses and the location of facilities available to serve those uses.

Standard

The future placement and current use of emergency service facilities needs to be coordinated to optimize emergency response times and to eliminate overlap of service areas and equipment.

Housing Objective No. 1

The provision of an adequate stock of decent, safe, and sanitary housing to meet the Town's total housing requirement and, as components of that requirement, the effective market demand and true housing need.

Principle

Increases in the total number of households within the Town as a result of new household formations and net in-migration of additional households as well as changing size and composition of existing households require a concomitant increase in housing units. New centers of employment, which accommodate industrial, retail, service, governmental, or other uses, may also prompt the need for additional employee housing.

Standards

- a. The supply of vacant and available housing units should be sufficient to maintain and facilitate ready housing consumer turnover. Rental and homeowner vacancy rates at the Town level, if possible, should be maintained at a minimum of 4 percent and a maximum of 6 percent for rental units and a minimum of 1 percent and a maximum of 2 percent for homeowner units over a full range of housing types, sizes, and costs.
- b. The supply of sound housing units should be provided through the working of the private housing sector to the maximum extent possible, with continued assistance, incentives, and cooperation by various Federal, State, and local governmental agencies rendered as necessary.
- c. A sufficient supply of new housing should be made available within reasonable proximity to new employment centers. To meet this standard, additional housing at a rate of 75 housing units per 100 new jobs should be provided within a six-mile one-way travel distance of such employment centers.

Housing Objective No. 2

The provision of adequate locational choice of housing.

Principle

The Southeastern Wisconsin Region provides a wide variety of employment, educational, cultural, and recreational facilities. Adequate choice in the size, cost, and location of housing units will facilitate the opportunity for all households to utilize and enjoy these facilities. Geographic distribution and price level variety of housing units can also assist in reducing economic and racial imbalances and equalize fiscal disparities and services differences among communities within the Region.

Standard

With new commercial and industrial development, the Town should ensure that a broad range of housing styles, types and price ranges are provided so as to provide opportunities to minimize geographic imbalances between job and residence locations. In so doing, a community should examine both its range of housing stock and its range of jobs, with a view toward ensuring that the price range of the existing and planned housing stock compares favorably with the income range of the workers in those jobs.