

APPENDIX B: REGIONAL GOALS, OBJECTIVES, AND POLICIES

Regional Goals, Objectives, and Policies

Through the North Mendota Combined Communities Comprehensive Plan, the Town of Springfield worked with the Town of Westport, Village of Waunakee, and City of Middleton on a set of goals, objectives, and policies to represent regional aspirations. The following represents recommendations under all nine elements required by Wisconsin's Smart Growth legislation. The Town's goals, objectives, and policies in previous sections of this *Plan* are consistent with these for the region.

1. HOUSING

Goals:

- a. Provide a range of housing opportunities in the North Mendota communities, where appropriate, that meets existing and forecasted needs of persons of all income levels and age groups and persons with special needs.
- b. Promote and maintain quality neighborhoods that offer residents of the North Mendota Communities an exceptional quality of life.
- c. Discourage housing that contributes to patterns of urban sprawl.

Objectives and Policies:

- a. Encourage housing developers to integrate a variety of housing styles and affordability levels into their residential subdivisions and other housing developments.
- b. Preserve and rehabilitate the existing stock of affordable housing.
- c. Encourage neighborhood design that promotes social interaction and pedestrian access.
- d. Encourage the location of housing in areas that are readily accessible to schools, parks, and neighborhood business districts, where appropriate.
- e. In rural areas, utilize "conservation subdivision" principles to maintain the rural character of the countryside and preserve open space.
- f. Encourage Traditional Neighborhood Developments (TND's) that foster a sense of neighborhood and community.
- g. Link the approval of new housing developments to the availability of infrastructure (including streets, schools, and utilities) to serve the housing.
- h. Discourage non-farm housing on land with Group I and II agricultural soil (as defined by the Dane County Land Conservation Department's Land Evaluation System) in the North Mendota communities. Guide rural housing to lands that are less suitable for farming, generally, Group III-VIII soils.
- i. Explore the possibility of land trusts and other programs and methods for ensuring the lasting availability of affordable housing.

2. TRANSPORTATION

Goal 1: Address the region's transportation needs without encouraging development.

Objectives and Policies:

- a. Control development adjacent to roadways.
 1. Limit new access points onto county and state trunk highways.
 2. Ensure that parcels adjacent to roadways, particularly near interchanges and major intersections, are appropriately zoned for the desired land use.
 3. Investigate funding sources for purchase of land or development rights on key parcels.
 4. Evaluate other legal means for achieving this objective, such as securing open space easements.
- b. Develop and maintain a network of roads and streets
 1. Discourage regional routes from severing local streets that link residents to neighborhoods and farmers to their fields.
 2. Encourage short, local trips to take place on the local road network instead of relying on regional highways, which should be geared to carrying through traffic.
 3. Officially map necessary transportation corridors.

Goal 2: Plan transportation systems in a long-term, comprehensive manner instead of relying on short-term solutions.

Objectives and Policies:

- a. Identify and protect from development future transportation corridors through official mapping and compatible zoning.
- b. Consider the potential land use implications of transportation investment decisions, as well as the impacts of land development proposals on the existing and planned transportation network.
- c. Mitigate environmental, economic and traffic consequences of improvements to the transportation system, including the potential development of a North Mendota Parkway.
- d. Support short-term improvements that ameliorate unsafe conditions at particular intersections, with an eye toward long-term solutions and conditions that are anticipated to exist in the future.
- e. Identify a timeframe for making improvements to the area's transportation system.
- f. Take advantage of existing land features in future transportation planning.

Goal 3: Promote multi-modal transportation planning, not just auto-oriented.

Objectives and Policies:

- a. Encourage the development of alternative transportation to reduce demands on road systems and incentives to use ride sharing, electric and fuel-efficient cars, and an expanded bus system.
- b. Identify and promote transportation systems for persons with disabilities.
- c. Highways:

1. Support and facilitate the concept of a “North Mendota Parkway corridor” that minimizes regional traffic impacts on neighborhoods, environmentally sensitive areas, and productive farmland.
 2. Ensure that development of a “North Mendota Parkway” does not discourage the growth in use of alternative transportation.
 3. Support improvements to current standards to the extent practical when repaving or reconstructing local roads.
- d. Bicycle/Pedestrian accommodations:
1. Create safe and convenient bicycle routes serving both commuters and recreational riders.
 2. Include bike lanes on regional roadways, including County Trunk Highways K, M and Q and popular municipal “urban escape routes,” such as Pheasant Branch Road.
 3. Support development of a regional trail system along at least one environmental corridor, connecting the communities and key parcels of recreational land north of Lake Mendota.
 4. Encourage developers of medium and high-density residential areas to include sidewalks in their subdivisions.
 5. Explore the feasibility of establishing a pedestrian ferry service across Lake Mendota, connecting Westport with downtown Madison.
 6. Refer to Dane County’s and local municipal adopted bicycle plans for additional, specific recommendations.
- e. Public transit:
1. Encourage the development of inter-city bus service.
 2. Identify appropriate locations for park & ride lots that maximize the convenience of transferring between the private vehicle and public transit service.
 3. Support the region’s Transport 2020 study that is evaluating the future of the existing rail corridor that connects Waunakee, Westport, and Madison.
- f. Aviation:
1. Support the City of Middleton’s efforts to develop a small, municipal airport serving the general aviation needs of the west side of the metropolitan area.
 2. Support the development of the Waunakee airport, serving smaller aviation needs on the west side of the metropolitan area.

Goal 4: Manage the transportation system to address traffic volumes, safety, and congestion.

Objectives and Policies:

- a. Support measures to facilitate the flow of traffic on congested roadways while providing opportunities for safe access from side streets and driveways.
- b. Monitor the activities and proposals of the Madison Area Metropolitan Planning Organization and the County Highway and Transportation Department.

3. UTILITIES AND COMMUNITY FACILITIES

Goal, Parkland: Provide an integrated park and open space plan to link the communities in the region.

Objectives:

- a. Ensure that park areas will be accessible throughout the region via trails or sidewalks.
- b. Size and develop parkland for a variety of uses and users.
- c. Ensure that park facilities and permanent, public open space are accessible to every resident in the region.
- d. Address open space separately from parkland.

Policies:

- a. Combine public facilities with parkland, wherever possible.
- b. Establish a separate definition for open space, and include these sites on community plans.
- c. Include an analysis of parkland impacts with all new development.
- d. Evaluate development proposals on a regional basis, not just for the community, to determine impact on the region's park facilities.
- e. Try to site and size facilities for use by adjacent communities.
- f. Include connections by trail, sidewalk and roadway between park facilities.
- g. Site and develop new parks and recreational facilities, incorporating the location of existing parks and recreational facilities in the region.
- h. Coordinate trail developments among local jurisdictions to allow for easier connections between communities.

Goal, Shared Services between Communities: Ensure that services keep up with growth.

Objectives:

- a. Coordinate service levels with adjacent communities.
- b. Identify and minimize the impact of development on existing services.
- c. Coordinate the planning, construction and maintenance of new and existing infrastructure between communities, when appropriate.

Policies:

- a. Evaluate the potential for shared facilities in large capital projects.
- b. Coordinate bidding and construction projects for improved efficiency.
- c. Share Capital Improvement Plans with adjacent communities to identify potential coordinated projects (i.e. roads, stormwater management, signage).
- d. Complete regional flood protection and stormwater management plans and apply these to development proposals.

- e. Evaluate and discuss the demand for services and infrastructure in potential growth areas and determine which jurisdiction is best suited to provide services to those areas.

4. AGRICULTURAL, NATURAL, AND CULTURAL RESOURCES

Goal, Agricultural Resources: Limit the loss of agricultural land, and preserve its value for agricultural use in the future.

Objectives:

- a. Coordinate service levels with adjacent communities.
- b. Locate new development in a manner that preserves large areas of farmland.
- c. Maximize preservation of family farms.
- d. Preserve large farm acreages.
- e. Minimize loss of agricultural lands.
- f. Limit growth impacts on farmland.
- g. Control farmland runoff to prevent soil erosion.
- h. Encourage cooperation between municipalities in desirable and smart growth, where warranted.

Policies:

- a. Consider a multi-jurisdictional purchase of development rights program for farmland preservation.
- b. Limit development to areas that are not prime farmland through zoning and cooperative land use plans.
- c. Encourage clear, objective methods for evaluating development proposals on agricultural land.
- d. Work with the County, UW-Extension, and other organizations to control soil erosion and explore preventative measures for soil conservation.

5. NATURAL RESOURCES

Goal: Protect valuable natural resources within the region.

Objectives:

- a. Protect, restore and manage water resources, including shorelands, wetlands, stream corridors and groundwater.
- b. Limit impacts of development on wildlife, particularly endangered species.
- c. Limit loss of designated natural areas.
- d. Protect sensitive wildlife habitat areas, environmentally sensitive areas, and forests.
- e. When evaluating new development proposals, consider scenic view preservation and other special landscape features.
- f. Identify appropriate areas for non-metallic mineral extraction operations.

Policies:

- a. Require submittal of a conceptual plan for all proposed development detailing impacts on natural resources and plans for protection and/or restoration of those resources.
- b. Consider the impact of development on natural resources when making any land use decisions.
- c. Implement and enforce effective ordinances to protect natural resources.
- d. Designate sensitive groundwater areas and avoid intensive development within these areas.
- e. Protect groundwater quality, enforcing regulations governing overconcentration of animals.
- f. Consider acquisition of open space and natural areas.

6. CULTURAL RESOURCES

Goal: Promote preservation of cultural resources in the area.

Objectives:

- a. Identify and protect unique historical and archeological areas within the area.
- b. Recognize that the character of the area is defined by a wide variety of historical and archeological elements, ranging from urban to rural.
- c. Recognize that historic and archeological resources play a role in the economy and quality of life in the area.

Policies:

- a. Promote the screening of new development with topography and vegetation.
- b. Encourage new development forms that are compatible with existing, historical development.
- c. Support local community festivals and events, which celebrate local heritage and traditions.
- d. Enforce local historic preservation ordinances.
- e. Work with historic preservation groups on continuing to catalog historic areas.

7. ECONOMIC DEVELOPMENT

Goals:

- a. Promote the development of balanced communities with sufficient commercial, industrial, residential and open spaces to meet the needs of existing and future residents.
- b. Maintain healthy and economically viable downtown business districts in Middleton and Waunakee that reflect a “small town” atmosphere.
- c. Attract businesses and industries that are compatible with the character of the communities and do not adversely impact the environment.

Objectives and Policies:

- a. Encourage the location of industries within planned business parks.
- b. Maintain an inventory of fully serviced lots in business parks that will enable the North Mendota Communities to attract high quality businesses.
- c. Offer a variety of types of business and commercial park settings.
- d. Continue to promote programs to enhance the downtown business districts through design guidelines, preservation of historic structures, streetscape enhancements, and programs that promote locally-owned specialty businesses.
- e. Identify economic development programs at the County, regional, and State level to assist with the economic development goals, objectives and policies of the North Mendota communities.
- f. Encourage the development of smaller neighborhood-oriented businesses within walking distance of surrounding residences.
- g. Adopt strong “green building” standards to require commercial and industrial developers to implement the most recent innovations in building design and landscaping to protect the environment.
- h. Implement appropriate land use tools along major transportation corridors, interchanges, access points, and arterial entrances, in order to control commercial development at these key locations.
- i. Discourage “big box” retailers that would have the effect of undermining existing business districts. This policy should not eliminate the potential for “big box” retailers, but would rather control their location and character.
- j. Promote the development of under-utilized and environmentally contaminated sites.
- k. Seek out economic assistance grants and investigate other financial incentives and grants for the utilization of environmentally contaminated sites.

8. INTERGOVERNMENTAL COOPERATION

Goal 1: Promote intergovernmental cooperation among the North Mendota communities.

Objectives:

- a. Encourage general cooperation between local governments through intergovernmental meetings and on-going dialogue
- b. Coordinate planning and policy with adjacent governmental units, as well as County, State and regional governmental and policy bodies.

Policies:

- a. Continue to promote continuity and resolve differences among the plans of the North Mendota communities, while respecting unique differences between the communities.
- b. Work with surrounding communities, the County, and State agencies to encourage an orderly, efficient land use pattern.
- c. Promote consistent zoning standards among the North Mendota communities.

- d. Consider providing joint services and facilities, promoting conservation of resources and enabling cost savings among the jurisdictions.
- e. Pursue further formal intergovernmental agreements for planning and shared services, and continue to update existing agreements.

Goal 2: Include educational institutions in planning reviews in their evaluation and siting.

Objectives:

- a. Identify impacts of development on educational institutions.
- b. Involve relevant educational institutions in plan reviews.
- c. Maximize the cooperative use of existing facilities with educational institutions.

Policies:

- a. Include a local educational institution contact on all project staff reviews.
- b. Identify local educational institution contacts for local government interaction.
- c. Include educational institution locations in all development application forms.
- d. Complete a development impact analysis with the local school districts to inform the general public of the actual costs of development.
- e. Consider school district boundaries in review of developments.
- f. Evaluate opportunities for shared use of facilities.
- g. Coordinate siting of future school facilities between local governments and educational institutions as part of the land use planning process.
- h. Include an impact analysis on existing infrastructure when siting future school facilities.
- i. Incorporate the potential for additional demand on existing community facilities, as well as a need for new facilities (i.e. schools), when siting developments.
- j. Connect community facilities by trail facilities, wherever appropriate.
- k. Encourage the set-aside of property to be used as a community facility (i.e. school) where appropriate when planning for land use.

9. LAND USE

Goal, Growth Management: Guide the type, location, size and timing of development within the region.

Objectives:

- a. Incorporate potential regional as well as local impacts into development analyses.
- b. Plan for new residential development in the region.
- c. Create common guidelines for development in all four communities.
- d. Coordinate development to create new neighborhoods containing housing, recreation and employment.

- e. Coordinate development to create specific housing, agricultural, recreational and commercial areas in the region.
- f. Maintain the character of existing neighborhoods.

Policies:

- a. Locate industrial lands on the land use plan and limit industrial development to those areas.
- b. Describe a maximum number of residential subdivisions approved annually for each community.
- c. Create a multi-jurisdictional review format for development on community boundaries.
- d. Control sprawl by enforcing urban service boundaries and minimizing road expansions.
- e. Promote development in the region that is diverse, sustainable, and compatible with the region.
- f. Consider major transportation corridors when evaluating growth-related decisions, including policies to control growth along those corridors.
- g. Encourage the development and maintenance of different types of housing (see the Housing goals, objectives and policies for additional recommendations).
- h. Approve development projects that include housing at different levels of affordability (see the Housing goals, objectives and policies for additional recommendations).

Goal, Land Use Design: Influence the overall design and character of development in the region.

Objectives:

- a. Establish a set of design criteria for all commercial and industrial development and include these in the local ordinances.
- b. Maintain scenic vistas and open spaces in the region.
- c. Establish policies that maintain, protect or enhance the region's community identity.
- d. Discourage, prevent and eliminate spot zoning.

Policies:

- a. Encourage appropriate development patterns consistent with each community based on the available utility systems and land characteristics.
 - 1. For urban areas, an infill development pattern will be encouraged.
 - 2. For rural areas, clustered developments and conservation subdivisions will be encouraged.
- b. Consider the Lake Mendota Priority Watershed in analysis of new development.
- c. Evaluate development proposals on a community and regional basis, not individually, to determine impact on the community and region.
- d. Review commercial and industrial projects for location, design and scale appropriate to the community and surroundings.

Goal, Regional Identity Preservation: Encourage land use patterns that preserve, protect and enhance the quality of life that defines the region's communities.

Objectives:

- a. Identify and maintain long-term agricultural and open space uses.
- b. Coordinate development patterns to reinforce the overall rural character of the region.
- c. Limited expansion of urban service boundaries.

Policies:

- a. Create and adopt codes and ordinances to maintain the rural nature of designated areas of the region.
- b. Evaluate requests for rustic road designation on local highways where appropriate.
- c. Designate and maintain existing rural roads as routes for local residential and agricultural traffic, discouraging their use as regional commuting corridors.