

PIERCE COUNTY



“SMART GROWTH” COMPREHENSIVE PLAN:

PHASE THREE: FACILITATION & GOAL DEVELOPMENT

— 2009 —

PIERCE COUNTY COMPREHENSIVE PLAN

Phase III: Facilitation and Goal Development

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Jim Kleinhans, *Zoning Administrator*
Emily Lund, *Assistant Zoning Administrator*
Brad Roy, *Zoning Specialist*
Rand Kluegel, *GIS Specialist*
Louie Filkins, *County Surveyor*
Bob Lannan, *County Surveyor (Retired '09)*
Barry Hove, *Surveyor Tech*
Carol Denninger, *Planning Secretary*
Shari Hartung, *Zoning Secretary*
Faye Owen, *Zoning Secretary*

Prepared with the assistance of

RUDD & ASSOCIATES

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Executive Summary

In October 1999, the State of Wisconsin enacted ambitious land use legislation intended to ensure that by 2010 every city, village, county, and town in the state will be guided by a comprehensive plan. The Wisconsin planning legislation came about through the efforts of a unique coalition that included the Wisconsin Realtors Association, 1,000 Friends of Wisconsin, the Wisconsin Builders Association, the Wisconsin chapter of the American Planning Association, the Wisconsin Council of Regional Planning Organizations, local governments, and the State. The law was created to address four major shortcomings in Wisconsin's land use planning:

1. In 1998, only 29 percent of Wisconsin communities had any kind of land use plan.
2. In the 29 percent of communities with land use plan, the quality of the plans varied widely. Some plans were updated regularly and addressed a wide range of issues while others were old, outdated, and poorly conceived.
3. Communities with good plans often did not invest the resources necessary to implement them.
4. Current state provisions offered little to improve the situation.

Wisconsin's planning law defines the nine elements of a comprehensive plan, and includes several requirements of the communities responsible for creating a comprehensive plan. The law requires that comprehensive plans be adopted in their entirety by the local government's governing body. The law also mandates that local programs and actions affecting land use be consistent with the local government's comprehensive plan.

Wisconsin's legislation is not the first of its type in the nation, but it provides for land use planning provisions to help stop sprawl. These provisions were designed to help local government achieve growth goals, ranging from the promotion of urban development and transportation choices to the protection of open spaces and preservation of farmland.

The Pierce County Experience

Between August 2006 and January 2009 the county and its planning consultant worked to prepare a county Comprehensive Plan to replace the current county Land Management Plan, adopted in 1996. Changes in state law, with the passage of the 1999 Comprehensive Planning Law, necessitated a more extensive planning document than the 1996 plan. In addition, changes within and around Pierce County over the last thirteen years have made the components of the present plan dated, resulting in a less useful guide toward the future.

Throughout 2006 the county undertook Phase I of the planning process. This phase was composed of a Background Report, entailing a compilation of demographic data and an assessment of current conditions and trends — information required by state statute. In January of 2007, Phase II of the planning process was initiated. This phase was comprised of a countywide survey distributed to every property owner in the county. Extensive information was gathered, tabulated, and assessed regarding citizen opinions on both countywide and local town planning concerns. This survey tool (with a 41% response rate) proved invaluable as a source of information in the planning process.

To underscore the value of cooperative planning, and as a way of ensuring that the interests of all jurisdictions in the county are fully recognized, the county formed a Comprehensive Plan Steering

Committee, composed of eleven countywide representatives. These members have knowledge of their current individual town plans or are active participants in the preparation of new town comprehensive plans.

Through an extensive citizen participation process, the Steering Committee became an active participant in the planning process for developing the county's comprehensive plan. The Steering Committee met as a whole, which facilitated an understanding of both unique and common concerns and issues. These meetings fostered discussion on planning and implementation options that could be effectively implemented across jurisdictional boundaries. This process allowed the county to determine an action plan for implementing those strategies and recommendations that are best accomplished at a county level.

Phase III, the facilitation process of the determination for goals, objectives, and policies for the county was undertaken in January of 2008. During March and April 2008, staff of the county's Land Management Department and consultant conducted eight sub-area meetings throughout the county in order to obtain the comments, wisdom, and perspective of Pierce County elected officials and citizens regarding the future of Pierce County. These sessions allowed the staff, the consultant, and the Pierce County Comprehensive Plan Steering Committee to focus on the principal issues of growth and change affecting the county, towns, and municipalities. Early drafts of proposed goals, objectives, and policy statements, in addition to proposed future land use scenarios, were circulated to county, town, and municipal officials for their comments. Twelve additional sub-area meetings were conducted in various towns to review each product of the Steering Committee throughout 2008. Finally, all information garnered during the three year planning process was posted, in an ongoing and timely manner, on the county's Web site.

As mentioned above, comprehensive planning has been required by the state comprehensive planning statute. The county's plan will be the basis for planning and implementation that will address countywide, and thus, cross-municipal concerns. Large and small land use developments, particularly those that have economic and land use impacts, clearly have implications for communities throughout the county. With a greater recognition that their community still benefits when certain types of appropriate land use or activities are located in an adjacent town or municipality, cooperation rather than competition will be fostered. This mindset extends to other aspects such as water quality and quantity, community facilities/services, and transportation.

Pierce County and its towns, villages, and cities face common issues regarding future growth. With no town larger than 2,500 residents, the county is expected to remain primarily a rural area. As a result, residents will continue to rely on larger urban centers in the cities of Prescott, Menomonie, River Falls, Hudson, Red Wing MN, and the Twin Cities metro area for many of their shopping, service, and employment needs.

A changing agricultural base has contributed to changes in the size, number, and type of agricultural operations. The county is also attracting new residents, drawn by the area's natural amenities. These new residents find that commuting to work in the Twin Cities or other employment centers, is an acceptable trade-off for the area's quality of life.

In some areas, the county's seasonal homes are being converted into year-around housing as their owners retire and city residents look for recreation properties to eventually convert into retirement homes. This trend further increases the demand for health care and other eldercare services. These issues are complex and interrelated and, for the most part, transcend the ability of a single community to adequately address them. Using a multi-jurisdictional planning approach to address these and other

issues is viewed as the most effective way to integrate and/or coordinate future land use and development strategies.

Overview

The Pierce County Comprehensive Plan was developed through a public participation and review process and is intended to be reflective of the values, goals, and vision of the residents and communities that comprise Pierce County.

The Pierce County Comprehensive Plan is not intended to pre-empt local comprehensive plans developed under Wis. Stats. 66.1001. Rather, the plan is intended to be a framework or “toolbox,” which can provide local communities with concepts and ideas (tools) to implement the objectives set forth in their own localized comprehensive plans while still maintaining a coordinated and consistent vision with the Pierce County plan.

Purpose and Intent

A comprehensive plan is an official public document adopted by ordinance by the governing body that sets forth its major policies concerning the future development of the community. The primary purposes of this plan are to generate goals for attaining a desirable development pattern, devise strategies and recommendations the county can follow to achieve its desired development pattern, and meet the requirements of the State of Wisconsin Comprehensive Planning Law.

Comprehensive Planning Process

This document is comprised of nine sections reflecting the various elements in the Comprehensive Planning Law: Issues and Opportunities (Phase I and Phase II); Housing; Transportation; Utilities and Community Facilities; Agricultural, Natural, and Cultural Resources; Economic Development; Intergovernmental Cooperation, Land Use; and Implementation. Although all of these chapters have their own goals, objectives, and policies, the elements are all interrelated and therefore, the goals, objectives and policies are also. This plan was developed with the interrelationships of the elements in mind.

Since all communities in Pierce County administer their own comprehensive plans and have a strong tradition of local control, it is not appropriate for Pierce County develop a countywide future land use map without including the local communities’ individual land use maps. Rather, the future land use map for Pierce County is actually a “quilt” composed of each community’s future land use map that meets the Wisconsin Comprehensive Planning Law requirements. Since all of the local comprehensive plans are not yet completed, it is not possible to create a complete composite map showing the future land uses of all of the Pierce County communities. However, the Land Use chapter offers goals, objectives, and policies that provide guidance for those local future land use maps that meet the requirements of the comprehensive planning law.

An important part of the plan involves implementing the policies. A comprehensive plan is only effective when it is actually used. This includes utilizing the plan on a routine basis when making policy and administrative decisions and when creating or revising county ordinances, such as the subdivision and zoning ordinances, to guide development consistent with the plan.

This document is not the end of the planning process. For Pierce County to succeed in achieving its vision for the future, planning must be a continual, ongoing exercise. Just as this plan replaced the Pierce County Land Management Plan, planning within the county must continue to evolve to reflect new trends and concepts.

A More Comprehensive Plan

A comprehensive plan is a vision of the future. It is essentially an end-state toward which a municipality, town, or county works. In most cases, the plan builds the rationale for and illustrates the most appropriate use of land within the jurisdiction, and depicts the facilities and services necessary to support the development of those land uses.

Often comprehensive plans do not create the results they depict. These plans anticipate that the county, towns, and municipalities will adopt the appropriate decisions, fund the appropriate programs, and install the appropriate facilities that will implement the plan. Often plans have not proposed how to take actions, who should take them, or when they should be taken.

The county does not want to adopt a plan that cannot or will not be implemented. It has chosen to prepare a comprehensive plan with a structure that leads to successful implementation. In doing so, the county has decided to utilize the powers granted to local governments by the state. This document has a *comprehensive planning process* as an essential element. In addition, the plan also has a parallel activity: the *management process*. The planning process forms a policy framework for the physical and functional characteristics of the county, while the management process forms a parallel framework for the county's institutional strategic decision makers.

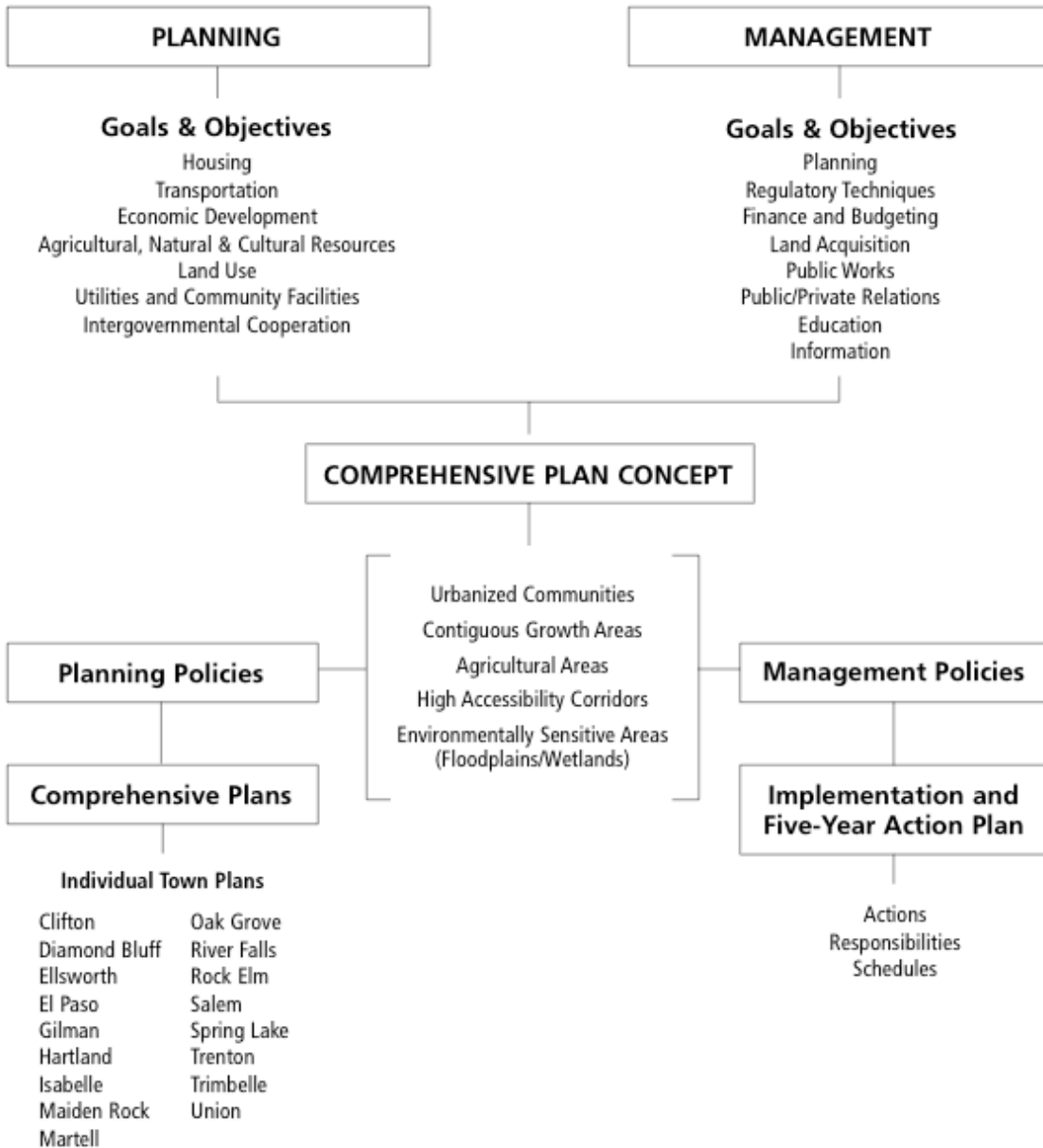
Figure 1 represents the Pierce County Comprehensive Plan model, in which the two parallel processes (planning on the left, management on the right) merge at the creation of the plan concept, with corresponding policies to achieve the concept. The plan concept divides the document into planning/management policies that allow the decision makers to focus on planning policies that will be used to implement planning goals and objectives.

The management side of the process is intended to be parallel to the planning process. In planning, goals and objectives guide the comprehensive plan — in management, goals and objectives guide the five-year action plan. These two approaches are *not* independent. There must be substantial agreement and overlap between the plan and reasonable actions to implement that plan.

Essentially, the planning process delineates “where we should go” over the twenty-year timeframe of the plan, while the management process proposes “how we can get there.” The goals and objectives prepared for the Pierce County Comprehensive Plan show how the planning goals are oriented toward a physical end-state in the relationship between land-uses and the supporting public support systems. The management goals were prepared to give direction to fundamental governmental and private actions that will build that physical end-state relationship.

Comprehensive Plan

FIGURE 1



Comprehensive Plan Framework

The planning process is based on personal and collective decision-making, beginning with values and culminating with policies. The resulting policy framework unites and supports the individual elements of the comprehensive plan. The components of the policy framework are often described as follows:

- Value** — something perceived to be desirable by an individual or group; often evidenced by feelings and actions rather than words.
- Goal** — the stated end toward which effort is to be directed; the expression of values.
- Objective** — a specific target established, by which to achieve a goal.
- Policy** — a definite course of action selected from among alternatives and in light of given conditions to guide and determine present and future decisions.

As part of the planning process of developing the policy framework for the comprehensive plan, the following value statements were distilled from positive and negative descriptions of Pierce County residents, expressed at the sub-area meetings held throughout the county during the months of March and April of 2008.

- Diversity is an asset, as long as adequate transitions exist between different uses and activities to avoid problems of incompatibility.
- The trend of urbanization, which has moved outward from the Twin Cities Metro area along transportation corridors, can be a positive element of the future of the county.
- The ability to develop land to the perceived highest potential is a “right” that is supported by many landowners and is sometimes challenged by neighbors and individuals concerned about perceived environmental impacts and changes to the areas rural character.
- Public health is an important consideration requiring attention and public action to protect sources of water from contamination and depletion.
- Some residents believe there is a conflict between the desire to maintain the existing character of Pierce County and the desire for economic development and employment opportunities.
- As long as it is economically feasible to farm and to live a farm life, many residents would prefer to see agricultural lands remain intact with urbanization, including residential development, limited on productive agricultural land.
- The quality of life within Pierce County is affected more by the quality of the natural environment than by the manmade environment.
- Many landowners prefer permissive land use regulations versus restrictive land use regulations.
- The farming sector prefers agricultural preservation, but wants to reserve the ability to develop if other options are not viable.

Pierce County Vision

IN THE YEAR 2029, Pierce County will continue to offer an exceptional quality of life through thoughtfully planned and designed development, a transportation system emphasizing roadway system maintenance, vigorous business and job growth, and preservation of treasured natural resources.

Existing communities will be preserved and new investment and redevelopment will continue to ensure that these communities remain both functional and desirable. Most new homes in the cities and villages will be within walking or biking distance of parks, shops, and schools. Neighborhoods will contain a mix of housing types to reflect the needs of a diverse population. Scattered rural non-farm development will be moderated as efforts to preserve agricultural lands and the county's rural character are successful. Nevertheless, new rural housing will remain available to ensure that a full range of housing choices is available in the county.

Future investments in the transportation system will emphasize the maintenance and improvement of existing roadway facilities over expansion of the roadway system. Even though auto travel will become more costly, it will remain the preferred mode of travel for many residents. Thus, roadway improvements that correspond with careful, planned growth will continue to be necessary.

Economic development will occur mainly in business centers along major transportation corridors. Additional businesses will be promoted in cities and villages to facilitate a "jobs-housing balance" in those communities. River Falls will continue to maintain its vitality as the county's dominant civic, cultural, educational, and employment center. Pierce County's high quality of life will continue to be a principle factor in the retention and attraction of new business development.

The quality of Pierce County's many streams, rivers, natural areas, and environmental corridors will be preserved and improved. The county's farmlands will continue to produce food for both nearby and faraway markets. Preservation of these resources will remain an overriding consideration as the county continues to grow.

Overview of Pierce County Planning Goals

The goals and objectives drafted for the planning portion of the comprehensive plan in Pierce County promotes three land use concepts:

1. Encourage growth in areas near villages and cities supported by adequate infrastructure.
2. Retain rural character and ensure the continuation of traditional rural activities.
3. Promote stewardship of land and water resources.

The goals and objectives for management are aimed at implementing this management concept:

- Encourage a development pattern that is compact and efficient while maintaining the rural and agricultural character of the county. This development pattern should have a close, functional relationship to infrastructure and transportation, individual town comprehensive plans, and a concern for environmental quality and natural processes. Additionally, it is recognized that certain development does not require municipal utility infrastructure and is not incompatible with the rural character of Pierce County.

As a result of the above, a more manageable process of growth and change will result not only in an attractive and sustainable living environment for Pierce County residents, but will also result in savings in the cost of providing and maintaining public facilities and services, and an equitable distribution of these costs.

Context for Discussion of Pierce County's Comprehensive Plan

Effective January 1, 2010 all land use decisions made by a Town, Village, City, or County must be consistent with its Comprehensive Plan. This following information is intended to help define Pierce County's approach to land use and to provide guidance as to how this plan frames interaction with the units of government located within it.

Goal, Objective, and Policy Language

Throughout the comprehensive plan the terms "encourage" and "discourage" are utilized frequently. The meaning will vary depending upon context.

- The County will consider goal, objective and policy statements that "discourage" a given condition or use – as not prohibiting the specific action - but as a statement that the condition or use is not the preferred outcome, except when relating to rezones (map amendments). In cases of rezones (map amendments), language discouraging the establishment of a use (or type of use) at a given location shall be interpreted as not supporting the establishment of that district at that location – if the town in which the rezone is proposed does not have a comprehensive plan. In cases where a town does have a comprehensive plan, the appropriateness of a proposed rezone shall be determined based on its consistency with that town's plan. (*Management Policies for the Entire County*)
- The county will strive to create processes and a fee structure that provides incentives to produce the activities or outcomes that the County wants to "encourage" and disincentives for

activities or outcomes that the County wants to “discourage.” (*Management Policies for the Entire County*)

To elaborate, in cases where the county plan “discourages” an activity - that activity should not be viewed as prohibited, but recognized as something that Pierce County wants to discourage county wide and for which a strategy to discourage that activity will be pursued. For example, the objective; “Discourage residential subdivision development on productive agriculture land” doesn’t mean that residential subdivision development is prohibited on productive agriculture land – but that Pierce County will pursue strategies to discourage the subdivision of productive agriculture land throughout the county through the establishment of a process and/or fee intended to make initiating that activity less attractive (i.e. fee could reflect full cost of service). Conversely, an activity that is to be “encouraged” might be subject to a simplified process with lesser fees.

Goals, Objectives, and Policies Relating to Cities and Villages

Pierce County generally has no jurisdiction over land use decisions within Villages and Cities. In theory, if a Village or City does not adopt a comprehensive plan the document guiding land use decisions would be, by default, the County Plan. It is for this reason that “urban” goals, objectives, and policies are identified.

- The county acknowledges that the primary responsibility for achieving plan objectives within urbanized communities remains with the municipalities. The county further acknowledges that it shares responsibility with the municipalities for achieving the plan objectives within the one and one-half to three mile area of shared jurisdiction.

Role of Town Plans in Pierce County Zoning Decisions

It is anticipated that most towns within Pierce County will adopt a comprehensive plan either prior to the January 1, 2010 deadline or shortly thereafter. The following text describes how town plans will provide guidance to land use decisions occurring within that towns borders.

- Ensure that towns subject to county zoning understand the role of town plans and ordinances in county land use processes, including implications of statutory authority and land use case law (i.e. responsibility for decisions regarding conditional use permits, lack of town plan authority over permitted uses, etc.) (*Intergovernmental Cooperation*)

Zoning decisions involving Towns that HAVE NOT adopted a comprehensive plan:

- The county acknowledges that the responsibility for accomplishing planning objectives set forth in plans developed by towns subject to county zoning lies jointly with the Town and Pierce County. The county further acknowledges that it will seek to further each Town’s planning goals and objectives when considering the establishment of conditionally permitted uses. **In cases where a town has not adopted a comprehensive plan, the county will continue to solicit a non-binding town recommendation regarding the proposed use.** (*Management Policies for the Entire County*)
- The county will approve re-zonings or map amendments only when the proposed change is consistent with an adopted or amended town comprehensive plan. **In cases where a town has not adopted a comprehensive plan, rezoning will be approved only when consistent with**

the Pierce County Plan (encouraged vs. discouraged). In such cases, Pierce County will solicit a non-binding town recommendation regarding the proposed rezone. (*Management Policies for the Entire County*)

- The County will consider goal, objective and policy statements that “discourage” a given condition or use – as not prohibiting the specific action - but as a statement that the condition or use is not the preferred outcome, except when relating to rezones (map amendments). (*Management Policies for the Entire County*)

The relationship between towns without a comprehensive plan and Pierce County will remain much the same as it has been in the past. The main difference being that the town will, after January 1, 2010, no longer have veto authority over rezones within their borders and a determination of the appropriateness of a proposed rezone will be based on consistency with the Pierce County Plan. The submission of a Town Recommendation regarding a proposed rezone or conditional use permit will continue to be required at the time of application. Town Recommendations will be advisory and non-binding.

Zoning decisions involving Towns that HAVE adopted a comprehensive plan:

- **The county acknowledges that the responsibility for accomplishing planning objectives set forth in plans developed by towns subject to county zoning lies jointly with the Town and Pierce County. The county further acknowledges that it will seek to further each Town’s planning goals and objectives when considering the establishment of conditionally permitted uses.** In cases where a town has not adopted a comprehensive plan, the county will continue to solicit a non-binding town recommendation regarding the proposed use.
- **The county will approve re-zonings or map amendments only when the proposed change is consistent with an adopted or amended town comprehensive plan.** In cases where a town has not adopted a comprehensive plan, rezoning will be approved only when consistent with the Pierce County Plan (encouraged vs. discouraged). In such cases, Pierce County will solicit a non-binding town recommendation regarding the proposed rezone.
- Pierce County will consider adherence to the goals, objectives, and policies of an adopted or amended comprehensive plan to be consistent with the “public interest” for decisions relating to that governmental unit or municipality.

The relationship between towns with an adopted comprehensive plan and Pierce County will become somewhat more formal than in the past. Applications for rezones can not be approved by Pierce County unless the request is consistent with that town’s comprehensive plan. The submission of a Town Recommendation regarding a proposed rezone will continue to be required at the time of application. Reference to the pertinent section of the Town’s plan supporting the proposed rezone or text amendment must be provided to demonstrate consistency with the Town’s plan.

A Town Recommendation regarding a proposed conditional use permit will continue to be required at the time of application. If a proposed conditionally permitted use is not consistent with a given Town’s comprehensive plan, the code/plan provision with which it is incompatible must be specifically referenced. Pierce County will not approve conditionally

permitted uses that are inconsistent with an adopted town plan. It should be noted that consistency with a town plan does not guarantee Pierce County approval of a proposed conditional use if the Land Management Committee determines that the proposed use at the proposed location will be detrimental or injurious to the public health or to public safety. In cases where a Town's comprehensive plan does not provide guidance regarding a proposed use, the recommendation shall continue to be advisory and non-binding.

It should be noted that permitted uses, uses which are allowable by right in a given district by the Pierce County Zoning Code (Chapter 240), are not impacted or restricted by a Town's Comprehensive Plan.

PLANNING GOALS, OBJECTIVES, AND POLICIES

Agricultural, Natural, and Cultural Resources

Introduction

Oftentimes, cohesive and consistent goals, objectives, and policies about agricultural, natural, and cultural resources are lacking in a comprehensive plan. Pierce County has recognized the importance of planning for these resources.

Beyond the obvious quality of life benefits, it is important to understand and realize the vital functions and benefits that preservation of agricultural lands and natural and cultural resources provides, which in the long run saves everyone money. Wetlands, for example, perform a vital function in preserving the quality of groundwater, as well as surface water. Development adjacent to natural resource areas should be done in a well-planned fashion to preserve the natural functions of these resources areas. Such development can be enhanced by melding development features with natural features.

Wisconsin’s Comprehensive Planning Law includes 14 goals for local comprehensive planning. The goals listed below specifically relate to the county’s planning for agricultural, natural, and cultural resources:

- Protecting natural areas, including wetlands, wildlife habitats, lakes, woodlands, open spaces, and environmental corridors.
- Protecting economically productive agricultural areas.
- Protection of agricultural lands for agricultural purposes.
- Preserving cultural, historical, and archaeological sites.

Agricultural, Natural, and Cultural Resources Vision

IN THE YEAR 2029, throughout Pierce County, natural areas, farmland, and open spaces enhance recreational opportunities for residents and provide habitat for wildlife. Woodlands, wetlands, agricultural lands, rivers, and streams remain the landscape features in the county.

Goals, Objectives and Policies

AGRICULTURAL RESOURCES GOAL:

- Maintain the operational efficiency, viability and productivity of the county’s agricultural areas for current and future generations.

AGRICULTURAL RESOURCES OBJECTIVES:

- Support land use practices that reduce potential conflicts between agriculture and other land uses.
- Strive to reduce the conversion of productive farmland to non-agricultural development.
- Encourage towns to recognize their responsibility in ensuring the future viability of agriculture in their town, such as the identification of agriculture clusters and farmland preservation programs.
- Preserve natural resources, including productive farmland, woodlands, open water, wetlands, and other features in their natural condition, consistent with town plans.

AGRICULTURAL RESOURCES POLICY:

- Encourage greater use of density transfer mechanism.
- Discourage residential subdivision development on productive agricultural land.
- Encourage uses such as agri-business/agri-tourism which retain the agricultural productivity and viability of the land while allowing for nontraditional uses.

NATURAL RESOURCES GOALS:

- Use the county’s land resources in a manner sensitive to environmental limitations.
- Promote stewardship of the county’s land and water resources.

NATURAL RESOURCES OBJECTIVES:

- Protect natural drainage areas, flood plains, and wetlands to avoid costly storm water projects.
- Prevent the disruption of the natural environment by ensuring that land developments and other activities are sensitive to the character and limitations of the natural environment.
- Encourage the preservation of areas of significant forested lands, wetlands, wildlife habitat corridors and areas, bluffs, springs, groundwater recharge areas, and other lands of geological or physical significance for use and enjoyment by wildlife and humans, and for the balance they contribute to the Pierce County ecology.
- Encourage land use practices that minimize environmental pollution.

NATURAL RESOURCES POLICIES:

- Encourage the preservation of open space and protection of natural resources before, during, and after development of land uses.
- Encourage preservation of woodlands, conservation areas, and open spaces close to developed areas to protect the natural environment so that the effects of urbanization and the loss of the character of the area can be minimized.

- Encourage the linking of open spaces and natural resource areas of significance to increase the usefulness and accessibility of individual open spaces, (ie discourage habitat fragmentation).
- Plan for the reclamation of mining areas.

CULTURAL RESOURCES GOAL:

- Maintain, preserve, and enhance the cultural, historical and archeological resources of Pierce County.

CULTURAL RESOURCES OBJECTIVES:

- Increase awareness of the culture, history and archeology upon which Pierce County is built.
- Foster tourism that promotes the natural resource base and the unique cultural, historical and archeological heritage of the county.

CULTURAL RESOURCES POLICIES:

- Encourage the preservation and enhancement of cultural, historical and archeological sites and structures within urbanized communities and utilize cultural, historical and archeological resources in the revitalization of the communities.
- Encourage the preservation and enhancement of places of cultural, historical and archeological significance in cultural, historical or archeological preservation sites, consistent with town plans.
- Encourage the development of cultural, historical and archeological sites for passive recreation, education, and tourism.

Economic Development

Introduction

According to the Comprehensive Planning Law, the purpose of the Economic Development Element is to promote the stabilization, retention, and expansion of the economic base, and quality employment opportunities. With respect to the 14 state comprehensive planning goals, those listed below relate specifically to the county's goals, objectives, and policies for economic development:

- Promoting the redevelopment of lands with existing infrastructure and public services and the maintenance and rehabilitation of existing residential, commercial and industrial structures.
- Encouraging land uses, densities, and regulations that promote efficient development patterns and relatively low municipal, county, state government, and utility costs.
- Encouraging coordination and cooperation among units of government.
- Providing adequate infrastructure and public services and an adequate supply of developable land to meet existing and future market demand for residential, commercial, and industrial uses.
- Promoting the expansion or stabilization of the current economic base and the creation of a range of employment opportunities at the state, regional, and local levels.

Government plays an increasingly critical role in promoting private sector economic development because economic strength is critical to the vitality of an area. Economic development is the process by which an area organizes and then applies its energies to the task of creating the type of business climate that will foster the retention and expansion of existing businesses, attract new businesses, develop new business ventures, and revitalize underutilized assets.

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

Success in economic development today requires a significant change in how economic development is done. Communities have come to realize that it is equally important to retain and attract smart, talented, entrepreneurial people who can create employment opportunities. It is realized that physical and cultural amenities are critical to attracting and retaining entrepreneurs.

Economic Development Vision

IN THE YEAR 2029, Pierce County offers a variety of shopping, restaurant, and entertainment choices for its residents.

In addition to a variety of commercial uses and residential development, industrial businesses have established near high access corridors. These businesses offer quality employment opportunities and are an important asset to the county's tax base. Many residents continue to also find a great variety of employment opportunities in nearby communities that are easily accessible via regional highway corridors.

Overall, economic development in Pierce County is in harmony with the county's natural environment.

Goals, Objectives and Policies

GOAL:

- Develop a strong, diversified, base of industry, commerce, agriculture, and education that provides a broad range of job opportunities, a healthy tax base, and improved quality of services to county residents.

OBJECTIVES:

- Encourage and increase opportunities for Pierce County residents to work within Pierce County.
- Encourage the preservation and function of existing business districts.
- Encourage the attraction, retention, and expansion of industries and businesses to provide a healthy tax and employment base.
- Encourage the development of more diversity in employment opportunities in proximity to the existing work force.
- Encourage the location of commercial and industrial development in accordance with sound land use principles (i.e., transportation, utility infrastructure).
- Encourage the development of regional aviation facilities that contribute to the economic viability of employment areas.
- Maintain and support agriculture as a strong component of the county's economy.
- Promote ongoing dialogue between county planning entities and economic development groups to ensure economic development projects are consistent with plan goals and objectives.
- Promote development of tourism/agri-tourism and recreation throughout the county.
- Encourage the creation of new ventures.

- Encourage competition, and further the development of communication and information technology infrastructure.

POLICIES:

- Encourage the development of employment concentrations in areas capable of being served by adequate infrastructure.
- Encourage the development of multi-use trail systems that links major residential areas to employment centers, public facilities, and recreation areas.
- Encourage the development of businesses that provide employment opportunities and services for residents of the rural areas.
- Encourage the use of land that adjoins or is in proximity to significant transportation facilities to associate with and benefit from these facilities. In this way, airport facilities, railroad corridors, highways, and river shipping will lend the greatest leverage toward economic development.
- Encourage entrepreneurship (e.g. home occupations, home business, farm and home business).
- Encourage the promotion of appropriate recreational opportunities while maintaining the rural character of the area.
- Pursue establishment of conditional use permitting procedures that allow for site specific, multifaceted, entrepreneurial activities and allow for limited lodging and accommodations (e.g. vineyard with retail component and lodging/conference facilities).

Land Use

Introduction

The wide ranges of land uses in Pierce County are a reflection of the demographics, geography, and communities within the county. From the urban settings of downtown River Falls and Prescott to the rural Towns of Union and Salem, Pierce County is a study in contrasts. Sometimes as a result of these contrasts, conflicts regarding the use of land can occur. This is particularly the case as local communities experience a sometimes not-so-gradual shift from primarily rural communities to more suburban or urban communities as increasing numbers of people call Pierce County home. While this chapter will not eliminate the conflicts resulting from change, it will identify specific goals, policies, or “tools” that local communities can utilize to try and avoid potential conflicts resulting from the change. Which tools from the Pierce County Comprehensive Plan each community chooses to utilize in implementing their local comprehensive plans that meet Section 66.1001, Wisconsin Statutes, is up to them, but what is necessary is that a consistent and coordinated vision for the future of Pierce County is shared by all.

Of the 14 local planning goals provided in the Comprehensive Planning Law, Pierce County believes that the goals listed below specifically relate to planning for land use:

- Promoting the redevelopment of lands with existing infrastructure and public services and the maintenance and rehabilitation of existing residential, commercial, and industrial structures.
- Encouraging designs that support a range of transportation choices.
- Protecting natural areas, including wetlands, wildlife habitats, lakes, woodlands, open space, and ground water resources.
- Encouraging land uses, densities, and regulations that promote efficient development patterns and relatively low municipal, county, state governmental, and utility costs.
- Providing adequate infrastructure and public services and an adequate supply of developable land to meet existing and future market demand for residential, commercial, and industrial uses.
- Balancing individual property rights with community interests and goals.
- Planning and development of land uses that create or preserve unique rural communities.

Land Use Vision

IN THE YEAR 2029, Pierce County has successfully maintained its land base and continues to offer rural residential living options in relative close proximity to the Twin Cities. The natural beauty of the area has been maintained through the protection of environmentally sensitive corridors, parks, agricultural lands, and preserved open spaces throughout the county.

Goals, Objectives and Policies

GOALS:

- Provide for a well-balanced mix of land uses within the county that take into consideration the other goals and objectives of the comprehensive plan.

OBJECTIVES:

- Encourage land use patterns in conjunction with transportation options that reduce single occupant auto dependency.
- Encourage the protection of prime industrial and mineral extraction areas from encroachment by incompatible uses.
- Encourage the protection of other land uses from negative impacts of mineral extraction and heavy industry through appropriate siting and adequate screening and buffering.
- Preserve the county’s natural, cultural, historic, and rural areas, including productive agricultural lands, by encouraging new residential growth to locate close or adjacent to existing areas of development.
- Encourage development that promotes open space through site design, has minimal impact on the environment, and fits within the character of the county as well as the specific location in which the development is proposed.
- Ensure all landowners have an equal opportunity for proposing land use change.
- Discourage the establishment of land uses that are incompatible with existing land uses.

POLICIES:

- Encourage the planned growth of urban communities, including the expansion of municipal boundaries through annexation of lands only as shown on adopted municipal plans and in cooperation and coordination with Town comprehensive plans.
- Encourage the use of non-automotive modes of transportation.
- Encourage commercial development within existing municipalities. Major commercial activity will be discouraged outside existing municipalities and unincorporated areas unless approved by the affected municipalities and/or towns, and included within their adopted plans.
- Encourage the preservation of open space and protection of natural resources before, during, and after development of land uses.
- Encourage preservation of woodlands, conservation areas, and open spaces close to developed areas to protect the natural environment and so that the effects of urbanization and the loss of the character of the area can be minimized.
- Encourage the location of public schools, parks, and libraries in locations that are central to existing, recently developed, and planned areas so that automobile driving and the need for school bus facilities can be minimized.
- Encourage the concentration of non-agricultural employment, including commercial and light industrial uses, within high accessibility corridors, at or near intersections of County and State Highways, and within close proximity to necessary support services.

- Land adjoining waterways actively used for transportation that is within high access corridors may be developed for industrial uses.
- Encourage industrial development in appropriate location within Heavy Transportation Corridors (e.g. railways, waterways, highways).
- Encourage the establishment or expansion of residential districts in close proximity to or adjacent to existing areas of residential development.

Land Use – Urban Areas

GOAL:

- Create a pattern of compact, contiguous urban development that enhances the quality of personal and community life.

OBJECTIVES:

- Establish a pattern of development that supports the sense of community.
- Promote a vital central business district as the central focus of each community.
- Coordinate land use type and density with the level of accessibility provided by the supporting transportation and infrastructure systems.
- Encourage development consistent with good design principles in the process of development.

POLICIES:

- Encourage a compact development pattern that clusters neighborhoods, rather than a pattern that scatters or sprawls subdivisions.
- Build on the pattern of established urbanized communities, rather than creating new urbanized places isolated from existing development.
- Encourage the use of non-automotive modes of transportation.
- Encourage commercial development within existing municipalities. Major commercial activity will be discouraged outside existing municipalities and unincorporated areas unless approved by the affected municipalities and/or towns, and included within their adopted plans.
- Encourage the preservation of open space and protection of natural resources before, during, and after development of land uses within the contiguous growth area.
- Encourage preservation of woodlands, conservation areas, and open spaces close to developed areas to protect the natural environment and so that the effects of urbanization can be minimized.
- Encourage the establishment of growth areas served by central utility systems, with varying suburban, countryside, and urban densities.
- Encourage the development of housing surrounding existing municipalities at suburban or countryside densities in a sequence that follows an orderly pattern of annexation, zoning, subdivision, and the extension of public facilities. In cases where properties are contiguous to existing urban densities, similar urban densities may be extended into the contiguous growth areas.

Land Use – Rural Areas

GOAL:

- Maintain a rural environment that provides for continuation and evolution of agricultural activities and a rural character and lifestyle.

OBJECTIVES:

- Encourage the preservation of cultural, social, economic, environmental, and aesthetic amenities provided by agricultural land use for the benefit of Pierce County.
- Encourage the maintenance of the most productive agricultural lands for agricultural purposes.
- Discourage urbanization from penetrating prematurely into productive zones of agriculture and support services.
- Encourage the use of agriculture techniques that produce long-term advances in agriculture production and soil and water conservation.
- Encourage development within established areas that can provide the infrastructure required by such development.
- Encourage the establishment of a pattern of rural land use that is sensitive to the natural environmental context and that encourages compatibility between land uses.
- Support land use practices that reduce potential conflicts between agriculture and other land uses.

POLICIES:

- Incorporate land uses as shown in plans adopted by municipalities or towns.
- Encourage towns to define the physical and practical limit of rural settlements based on the capacity of facilities and the historic function of the community.

Housing

Introduction

Housing a growing and ever-changing population presents both challenges and opportunities to Pierce County and its local units of government. The Pierce County population is growing and changing as new families continue to move into Pierce County, “baby-boomers” approach retirement age, and the population becomes more diverse. Providing a range of housing choices for these and all other population segments is very important in order to keep the local communities and Pierce County growing and vibrant.

Providing a wide range of housing choices is necessary for each community to maintain a stable housing stock and population base. Therefore, it is necessary for each community to provide as wide a selection of housing choices as their utilities and other services can supply. Different housing choices might include single-family homes, townhouses, duplexes, apartments, and senior housing.

Well-designed, safe, and affordable housing choices are important to healthy communities. Housing gives character to communities. It also establishes a connection between residents and their communities. Wisconsin’s Comprehensive Planning Law includes 14 goals for local comprehensive planning. Pierce County believes that the goals listed below from the Comprehensive Planning Law specifically relate to planning for local housing:

- Providing adequate infrastructure and public services and an adequate supply of developable land to meet existing and future market demands for residential uses.
- Encouraging communities to incorporate a variety of housing types.
- Promoting the redevelopment of lands with existing infrastructure and public services
- Encouraging the maintenance and rehabilitation of existing residential dwellings.
- Providing an adequate supply of affordable housing for individuals of various income levels.
- Providing local housing choices for all stages of life.

Housing Vision

IN THE YEAR 2029, Pierce County offers a variety of housing types to meet the lifestyle, demographic and economic needs and desires of its residents. Housing developments are designed in harmony with local farms and natural green spaces. Alternative housing choices (such as condominiums, apartments, townhouses, and so on) buffer nearby single family residential neighborhoods from business areas and offer a housing choice for residents who want to live in a development close enough to walk to stores, restaurants, services, and local employers. Additional senior housing development has also been established in Pierce County. County codes and ordinances promote attractive housing with abundant green spaces and trail access in accordance with the recommendations outlined in the Pierce County Comprehensive Plan.

Coordination with Other Comprehensive Plan Elements

Housing is the primary developed land use in Pierce County. As such, it directly affects most other elements of this comprehensive plan. Land Use, Utilities and Community Facilities, Transportation, Economic Development, and Agricultural, Natural, and Cultural Resources are all elements directly affected by housing. The goals and objectives set for in this Housing Element will affect these elements and vice versa. Therefore, it is imperative that the elements are consistent and support one another.

Land Use Element — Zoning and land division ordinances control the amount of land available for housing, as well as its location, type, and density. The housing goals, objectives, and policies devote acres to residential use over the next 20 years in accordance with desired density restrictions. Location considerations are also an important aspect of land use planning. With respect to housing, resident needs should be an important consideration. For example, seniors who may not be able to drive, desire housing locations that are within a walkable distance (less than 1/4 mile) to grocery stores, pharmacies, and restaurants. Walkable access to churches and libraries is also highly desirable. Similarly, children depend on safe areas to walk and bicycle. Safe access to shopping, schools, parks, and libraries is also highly desirable. Providing sidewalk and trail connections to libraries, schools, and parks from nearby neighborhoods is important. This is especially true for new development occurring on the outer limits of existing communities.

Utilities and Community Facilities — Improvements such as roads, sewers, parks, recreational programs, trails, schools, and other infrastructure all need to be coordinated with the housing decisions and vice versa. The best method to coordinate improvements is to follow the land use policies presented and plan for future improvements as recommended in the Utilities and Community Facilities Element. This approach will enhance the efficiency of capital improvements and services. In addition, Pierce County needs to be open to the use of alternative wastewater treatment systems and private

community water systems as tools to efficiently and effectively accommodate county development. This approach may help to offset annexation pressure associated with the extension of municipal water and sewer service.

Transportation — The location of housing affects commuting patterns and transportation costs. The inverse is also true — the location and density of housing affects transportation needs. The location of housing influences on which roads people drive or whether they need to drive at all. These factors are considered in the Transportation goals, objectives, and policies to ensure compatibility with projected residential development.

Economic Development — Housing needs must be linked to the county’s economic situation. Specifically, it is important to ensure that the housing supply is affordable to residents. Moreover, given that housing is the primary developed land use in the county, quality housing directly impacts the county’s ability to finance needed improvements to support the local economy through receipt of property taxes.

Agricultural, Natural, and Cultural Resources — The desire to preserve agricultural lands and natural and cultural elements often competes with the desires of others to build housing. These competing interests are balanced through the goals, objectives and policies presented in the Agricultural, Natural, and Cultural Resources Element. These policies recommend that housing is located in areas that will have the least impact possible on existing farming areas and natural resources, while still supporting additional residential development needs.

Goals, Objectives, and Policies

GOAL:

- Manage housing development to insure that a full range of housing opportunities exist for Pierce County residents.

OBJECTIVES:

- Encourage at appropriate locations an affordable variety of housing types commensurate with demands created by current needs and future growth.
- Encourage the improvement of deteriorating residential areas, and assure safe, healthy, and attractive communities through preventive maintenance and appropriate reinvestment.
- Utilize and/or explore various programs and development concepts that encourage creative methods to preserve county character and natural resources.

POLICY:

- Encourage the development of housing surrounding existing municipalities at suburban or countryside densities in a sequence that follows an orderly pattern of annexation, zoning, subdivision, and the extension of public facilities. In cases where properties are contiguous to existing urban densities, similar urban densities may be extended into the contiguous growth areas.
- Encourage towns, villages, and cities to plan for residential subdivision growth through comprehensive planning.

- Direct residential subdivision development to planned growth areas identified in town, city, and village comprehensive plans.

Transportation

Introduction

A truly comprehensive and balanced transportation system includes several modes and facilities that can be conveniently and safely used by the young, old, and everyone in between. Creating a county where people and freight are able to move about safely and efficiently is the purpose of the goals, objectives, and policies.

Additionally, a diversified, well-balanced transportation system is a major factor in the growth of a county. The transportation system exists to move people, goods, and services both through and within the area. Planning for the various modes of transportation is an important aspect of planning for the future of Pierce County.

Wisconsin’s Comprehensive Planning Law includes 14 goals for local comprehensive planning. Pierce County believes that those goals listed below specifically related to planning for transportation:

- Encouraging designs that support a range of transportation choices
- Encouraging coordination and cooperation among units of government
- Providing an integrated, efficient, and economical transportation system that affords mobility, convenience, and safety and that meets the needs of all citizens.

Transportation Vision

IN THE YEAR 2029, Pierce County has a well- connected multimodal transportation system that provides for the safe and efficient movement of people and goods.

Goals, Objectives, and Policies

GOAL:

- Develop and support a safe and well-maintained transportation network which through its location, capacity and design, will effectively serve existing land uses and meet anticipated transportation demand generated by future development.

OBJECTIVES:

- Coordinate transportation planning with land use development by providing a transportation framework with which the proposed land development patterns can be supported.
- Guide future development to roadways capable of accommodating resulting traffic.
- Encourage the development of opportunities for making walking and bicycling viable, convenient, and safe transportation choices within the county.
- Explore opportunities for multi-use trails/routes.
- Encourage towns to adopt uniform town road standards.
- Encourage the realization of the cost effectiveness of utilizing the existing road network to accommodate most future development.

POLICIES:

- Encourage the use of non-automotive modes of transportation.
- Encourage the development of employment concentrations to areas that will support transit options.
- Encourage the development of a multi-use trail system that links major residential areas to employment centers, public facilities, and recreation areas.
- When appropriate, encourage the use of utility rights-of-way and any abandoned railroad corridors as part of an open space trail system.
- Encourage the development of corridors, including those along high-capacity roadways, railroads, and rivers, for uses that benefit by those transportation resources.
- Encourage the concentration of non-agricultural employment within the high accessibility corridors and within close proximity to support services.

Utilities and Community Facilities

Introduction

The type and quality of services that a county provides are two of the most important reasons why people and businesses are attracted to and choose to remain within a county. Healthcare, childcare, and schools are examples of services that are often important to the residents of a community, while utilities, power supply and power transmission capabilities are examples of services that are often most important to businesses and industries. When desirable services are provided in a quality and cost-effective manner, the area's long-term prosperity is fostered.

However, many local communities are unable to provide the services or level of services their residents and businesses demand. Therefore, they have come to rely upon cooperative agreements with neighboring communities or upon other units of government, such as the county or the state, to meet such demands.

As communities grow and mature, so does their need for services. Some basic services, such as law enforcement, municipal justice, public health and safety, education, roads, and public improvements, are provided in all communities to one extent or another regardless of the size or nature of the community. But over time, an area grows and changes, so do the services it provides. The level of existing services changes, often becoming more comprehensive, complex, and expensive, and new services are added. These new services often include public sewage treatment, solid waste disposal, recycling, public drinking water, and public recreation.

To provide high quality services, it is particularly important that a county like Pierce County and its local communities maintain, upgrade, and regularly reevaluate their utilities, facilities, and services. This means that the county should continuously evaluate its existing facilities and services to ensure their continued provision in the most cost-effective manner possible, consistent with the county's and the local communities' long-term goals, trends, and projects, as well as consider the elimination of unnecessary services and the provision of new services when necessary. It is also important that local communities work cooperatively whenever possible and feasible to ensure the safest and most cost-effective provision of utilities, facilities, and services possible.

Understanding the location, use, and capacity of utilities and facilities is an important consideration when planning for the future. This information, coupled with demographic trends and projections, provides a realistic picture of service supply and demand. Wisconsin's Comprehensive Planning Law includes 14 goals for local comprehensive planning. The goals from the law listed below specifically related to planning for utilities and community facilities in the county's Comprehensive Plan:

- Promoting the redevelopment of lands with existing infrastructure and public services and the maintenance and rehabilitation of existing residential, commercial, and industrial structures.
- Providing infrastructure and public service and an adequate supply of developable land to meet existing and future market demand for residential, commercial, and industrial uses.

Utilities and Community Facilities Vision

IN THE YEAR 2029, Pierce County coordinates with municipalities and towns to ensure that residents have convenient access to quality services and facilities.

Goals, Objectives, and Policies

GOAL:

- Provide public facilities and services in a healthful, economical manner.

OBJECTIVES:

- Maintain a level of public utilities and facilities that ensures not only the health, safety, and welfare of the county’s population, but also maintains the highest community standards obtainable within adopted budget constraints.
- Target the provision of public facilities as a prerequisite to urban development.
- Provide an equitable level of community and human services throughout the county.
- Ensure an appropriate amount and distribution of land for parks and open space throughout the county, placing special emphasis on preserving and enhancing the natural and scenic environment.
- Encourage the adequate provision of community facilities, which add to the attractiveness of the county to employers and employees.
- Continually recognize, identify, and when appropriate, provide for the recreational needs and priorities of residents of the county.
- Promote quality schools and access to educational opportunities for everyone.

POLICIES:

- Encourage the establishment of growth areas served by central utility systems, with varying suburban, countryside, and urban densities.
- Encourage the location of public schools, parks, and libraries in locations that are central to existing and planned developed areas so that automobile driving and the need for school bus facilities can be minimized.
- Encourage the development of multi-use trail systems that links major residential areas to employment centers, public facilities, and recreation areas.
- Coordinate planning efforts with the incorporated municipalities and towns in the provision of facilities and utilities so as to reduce undesirable environmental and fiscal impacts.

- Continually evaluate opportunities to increase coordination and effectiveness between law enforcement officials, local fire departments and emergency service providers, towns, and local departments on meeting the needs of county residents.
- Promote effective solid waste disposal and recycling services that protect the public health, natural environment, and general appearance of land use within the county.

Intergovernmental Cooperation

Introduction

Intergovernmental cooperation involves working with communities and agencies to understand how their future planning activities will impact Pierce County. At a minimum, this involves sharing information about Pierce County’s Comprehensive Plan with communities and agencies and vice versa. However, Pierce County believes that intergovernmental cooperation should not end with the sharing of plans. Instead, this process should be the beginning for joint planning and decision-making, conflict resolution, and other strategies to promote countywide coordination.

Cooperation between neighboring and overlapping units of government is one of the primary goals of the Wisconsin Comprehensive Planning Law and is an important aspect of the Pierce County Comprehensive Plan. As Pierce County and the local governments within the county develop and redevelop over the next 20 years, it is important for Pierce County and the various jurisdictions within the county to work with each other, with various school districts, surrounding communities, the state, and other units of government to provide services. With recent budget challenges, it is even more fiscally prudent to evaluate the potential for savings and improvements to services through intergovernmental cooperation.

Many issues faced by units of government can be better handled cooperatively when they extend beyond the political boundaries of a community. While these goals, objectives, and policies deal mainly with cooperative options and ideas that may save money and provide efficiency, it is important to continually evaluate and improve the provision of the government services so as to make the service to the citizens of the county better.

Intergovernmental Cooperation Vision

BY THE YEAR 2029, intergovernmental cooperation efforts have enabled Pierce County to establish partnerships with municipalities, towns, state agencies, and school districts to provide coordinated, cost-effective services. Through cooperation with municipalities and towns, the county has preserved its rural lifestyle while providing a unique blend of industrial, commercial, and residential development.

Goals, Objectives, and Policies

GOAL:

- Encourage a team approach to comprehensive planning involving state, regional and county agencies, and municipalities and towns for the most effective, representative decision-making process.
- Work with other units of government to seek efficiencies and economies of scale in providing services, while recognizing the autonomy of each.

OBJECTIVES:

- The county should encourage land-use, boundary, and administrative agreements between municipalities and between the county, towns, and municipalities in an effort to eliminate defensive municipal annexation or private developers taking advantage of municipal or county approval processes.
- County agencies, and town and municipal authorities should open direct channels of communication that promote the two-way exchange of ideas and meaningful dialogue on issues of importance to either the county or the towns and municipalities.
- The county should encourage a variety of approaches to coordinate local planning and development practices and to help resolve conflicts between communities, including encouraging the use of intergovernmental agreements, improved notification procedures, and cross-adoption or acceptance of plans and by sponsoring intergovernmental task forces on specific planning and land use issues.
- Encourage each agency within the county that reviews or approves development proposals to strengthen the public hearing process by requiring, prior to the decision-making process, conspicuous notices that provide relevant information, such as maps, about proposed developments, potential impacts, and the ability to participate to residents and surrounding government agencies.
- The county should play a prominent role in managing the land-uses around airports, including the investigation of an Airport Zone.
- The county should, when appropriate, coordinate with municipalities and utility providers in planning development within their jurisdictions to discourage land uses that would hinder the orderly provision of utilities.
- The county should cooperate with local municipalities in the identification of potential industrial sites, and the preservation of existing industrial sites having the appropriate topography, geology, accessibility, utilities, highway, water, and rail facilities, and relationships to existing or future land uses that are necessary for industrial development.
- The county should support the efforts of the Pierce County EDC in working with local municipalities, chambers of commerce, regional industrial associations, and state agencies to encourage the retention and expansion of existing businesses and industries in Pierce County.

POLICIES:

- The county acknowledges that the primary responsibility for achieving plan objectives within urbanized communities remains with the municipalities. The county further acknowledges that it shares responsibility with the municipalities for achieving the plan objectives within the one and one-half to three mile area of shared jurisdiction.

- The county will, when appropriate, act to assist in municipal planning and development practices and assist in resolving conflicts between communities toward the benefit of the county as a whole and toward its adopted planning and management goals and objectives.
- The county will encourage the development, revitalization, and redevelopment of urbanized communities.
- The county will encourage municipalities and towns to adopt land use regulations that allow for the widest possible mixture of housing types, with particular attention paid to providing housing opportunities that meet the needs of the elderly, the low and moderate income households, and the handicapped.
- The county will encourage each municipality to adopt land use controls that support the central business district of each community, if present.
- The county acknowledges that the responsibility for accomplishing planning objectives set forth in plans developed by towns subject to county zoning lies jointly with the Town and Pierce County. The county further acknowledges that it will seek to further each Town's planning goals and objectives when considering the establishment of conditionally permitted uses. In cases where a town has not adopted a comprehensive plan, the county will continue to solicit a non-binding town recommendation regarding the proposed use.
- The county will approve re-zonings or map amendments only when the proposed change is consistent with an adopted or amended town comprehensive plan. In cases where a town has not completed a comprehensive plan, rezoning will be approved only when consistent with the Pierce County Plan. In cases where a town has not adopted a comprehensive plan, the county will solicit a non-binding town recommendation regarding the proposed rezone.
- The county will encourage consistent procedures for municipal management of growth and change.
- The county will encourage municipalities to require each new development that uses public water treatment and transmission capacity, to pay for its fair share of capital costs to construct such facilities. The county will support the annexation of new developments to the local government capable of providing public sewer and water services, if consistent with adopted comprehensive plans.
- The county will encourage municipalities to adopt land use regulations that include standards for landscaping, impervious surface areas, and maximum lot coverage with the intent of protecting wildlife habitat from detrimental effects of development.
- The county will work with municipalities and towns, when appropriate, to establish boundary agreements and other mutual planning actions that discourage the premature or inappropriate annexation of lands.
- The county will discourage the annexation of land not governed by adopted municipal comprehensive plans.
- The county will work with municipalities and towns to prepare and adopt specific area plans and land use controls for the high-accessibility corridor areas that enhance the opportunity for economic development.
- Ensure that towns subject to county zoning understand the role of town plans and ordinances in county land use processes, including implications of statutory authority and land use case law (e.g. responsibility for decisions regarding conditional use permits, lack of town plan authority over permitted uses, etc.)

MANAGEMENT GOALS, OBJECTIVES, AND POLICIES

Among the features that distinguish a comprehensive plan under the Wisconsin state statute provisions from a traditional comprehensive plan is the emphasis on implementation.

The Management of Growth and Change

In lay terms, “growth” relates to the size of a community measured by many different dimensions. “Change” relates to the character of a community, also measured by many different dimensions. Growth can influence change. Change can occur without growth, even with negative growth, e.g. loss of population.

The management of growth and change has been defined in a publication of the Urban Land Institute as: *“The utilization by government of a variety of traditional and evolving techniques, tools, plans, and activities to purposefully guide local patterns of land use, including the manner, location, rate, and nature of development.”*

Implementing a plan almost always requires that a “proactive” position be taken on the management of growth and change, rather than a “reactive” position. What follows are goals, objectives, and policies related to a host of management areas.

Planning

GOAL:

- Establish comprehensive, county-wide policy planning that supports municipal, town, and other agency planning efforts, and supports effective decision-making.

OBJECTIVES:

- Encourage local municipalities and towns to adopt comprehensive plans and development policies that reflect local characteristics and standards, and mesh with the adopted county comprehensive plan.
- County planning should consistently advance county goals in countywide plans and decisions.
- County planning should anticipate change and provide decision-makers with insight into alternatives and consequences.
- The county should make its comprehensive plan well known, up-to-date, and useful so it becomes part of the fabric of decision-making.
- Consistency with the county comprehensive plan should be made a prerequisite of development within the county's jurisdiction.
- Encourage energy efficiency in site planning and building design.

POLICIES:

- The county acknowledges that the responsibility for accomplishing planning goals and objectives set forth in plans developed by towns subject to county zoning lies jointly with the Town and Pierce County. The county further acknowledges that it will seek to further each Town's planning goals and objectives when considering the establishment of conditionally permitted uses. In cases where a town has not adopted a comprehensive plan, the county will continue to solicit a non-binding town recommendation regarding the proposed use.
- The county will approve re-zonings or map amendments only when the proposed change is consistent with an adopted or amended town comprehensive plan. In cases where a town has not completed a comprehensive plan, rezoning will be approved only when consistent with the Pierce County Plan. In cases where a town has not adopted a comprehensive plan, the county will solicit a non-binding town recommendation regarding the proposed rezone.
- The County will consider goal, objective and policy statements that "discourage" a given condition or use – as not prohibiting the specific action - but as a statement that the condition or use is not the preferred outcome, except when relating to rezones (map amendments). In cases of rezones, language discouraging the establishment of a use (or type of use) at a given location shall be interpreted as not supporting the establishment of that district at that location – if the town in which the rezone is proposed does not have a comprehensive plan. In cases where a town does have a comprehensive plan, the appropriateness of a proposed rezone shall be determined based on its consistency with that town's plan.
- The county acknowledges that the primary responsibility for achieving plan objectives within urbanized communities remains with the municipalities. The county further acknowledges that it shares responsibility with the municipalities for achieving the plan objectives within the one and one-half to three mile area of shared jurisdiction.

- The county will encourage municipalities to adopt land use regulations that allow for the widest possible mixture of housing types, with particular attention paid to providing housing opportunities that meet the needs of the elderly, the low and moderate income households, and the handicapped.
- The county will encourage each municipality to adopt land use controls that support the central business district of each community, if present.
- The county will encourage municipalities to consider land use regulations that include standards for landscaping, impervious surface areas, and maximum lot coverage with the intent of protection human and wildlife habitat from any detrimental effects of development.
- The county will encourage the use of clustered development, density transfers, and planned residential development procedures that allow the construction of dwellings in an arrangement that encourages the permanent protection of open space and/or agricultural lands.
- The county will work with towns and property owners to establish, when appropriate, land use controls that preserve and enhance the agricultural industry.
- The county will encourage the establishment of town land use regulations and land use transitions designed to reduce potential conflicts arising from the proximity of agriculture to urban areas and other incompatible land uses.
- The county will work with the Wisconsin Department of Transportation to carefully examine proposals for primary highways and major arterials with respect to the impacts on conversion of agriculture lands to non-agriculture use.
- The county will work with municipalities and towns, when appropriate, to prepare and adopt specific area plans and land use controls for the high-accessibility corridor areas that enhance the opportunity for economic development.
- The county will encourage municipalities and towns to prepare and adopt specific area plans and land use controls for sites conducive to economic development located along major water corridors, including the Mississippi River, for the purpose of resolving conflicts between the competitive interests of industrial uses and recreation and historic/cultural uses.
- The county will encourage municipalities and towns to adopt land use controls and promote the development of structured economic development parks that protect employment areas from incompatibility and land use conflicts, both internally to the park and externally to surrounding land uses.
- The county will encourage the Pierce County Economic Development Corporation to focus potential employers to areas in proximity to concentrations of population within the county, and within reasonable distance to transportation routes, so that Pierce County residents have the opportunity to minimize long, energy-absorbing commuting.

Regulatory Techniques

GOAL:

- Encourage the development of regulations and enforcement techniques necessary to protect public health, safety, public and private property, the natural environment, water resources, and the

aesthetics and character of the county, through the establishment and administration of regulations such as zoning, subdivision, floodplain, building, and other ordinances or development standards.

OBJECTIVES:

- The potential for improving Pierce County’s living, working, and natural environments should be the standard used to determine the need and effectiveness of regulations.
- All regulations should be consistent with the plan and work to implement county goals and objectives.
- Only those regulations that are enforceable under realistic expectations for staffing level, expertise, capacity, and resources should be adopted.
- Formal, multi-discipline site plan reviews of development proposals should be considered.
- Environmental design criteria should be considered in development controls to protect natural, scenic, historic, and environmental areas and minimize adverse impacts.
- All new developments should be encouraged to preserve significant natural features such as vegetation, waterways, floodplains, wetlands, woodlands, and scenic vistas.
- The county will strive to make its land use regulations, development and performance standards, approval processes, and expectations regarding plan compliance as clear and streamlined as possible.
- Efforts will be made to attain community goals while respecting private property rights.

POLICIES:

- The county acknowledges that the responsibility for accomplishing planning goals and objectives set forth in plans developed by towns subject to county zoning lies jointly with the Town and Pierce County. The county further acknowledges that it will seek to further each Town’s planning goals and objectives when considering the establishment of conditionally permitted uses. In cases where a town has not adopted a comprehensive plan, the county will continue to solicit a non-binding town recommendation regarding the proposed use.
- Pierce County will consider adherence to the goals, objectives, and policies of an adopted or amended comprehensive plan to be consistent with the public interest for conditional use permitting decisions relating to that governmental unit or municipality.
- The county will approve re-zonings or map amendments only when the proposed change is consistent with an adopted or amended town comprehensive plan. In cases where a town has not completed a comprehensive plan, rezoning will be approved only when consistent with the Pierce County Plan. In cases where a town has not adopted a comprehensive plan, the county will solicit a non-binding town recommendation regarding the proposed rezone.
- The County will consider goal, objective and policy statements that “discourage” a given condition or use – as not prohibiting the specific action - but as a statement that the condition or use is not the preferred outcome, except when relating to rezones (map amendments). In cases of rezones, language discouraging the establishment of a use (or type of use) at a given location shall be interpreted as not supporting the establishment of that district at that location – if the town in which the rezone is proposed does not have a comprehensive plan. In cases where a town does

have a comprehensive plan, the appropriateness of a proposed rezone shall be determined based on its consistency with that town's plan.

- The county will strive to create processes and a fee structure that provides incentives to produce the activities or outcomes that the County wants to “encourage” and disincentives for activities or outcomes that the County wants to “discourage.”
- The county will continue to utilize land use controls, including site plan review procedures that regulate site development in a way that encourages compatibility between uses and an efficient development process.
- The county will continue to permit the use of density transfer, which allow for the development of dwellings at the same overall gross density, to encourage the retention of the greatest area of open space.
- The county will consider the adoption of transferable development rights (TDR's) procedures, which allow developers to purchase development rights from willing property owners. The use of TDR's must be limited only to those developments that implement stated public policies. In order to encourage the preservation of the best agriculture lands, TDR's may limit the transfer of density to only those properties with lower productivity than the sending site.
- The county will encourage town land use regulations and land use transitions designed to reduce potential conflicts arising from the proximity of agriculture to urban areas and other incompatible land uses.
- The county will require adherence to standards that prevent erosion, sedimentation, and adverse visual impact resulting from the modification of shorelines of rivers, lakes, and streams.
- The county will utilize land use regulations, such as zoning, subdivision, flood plain, stormwater, and wetland ordinances, to carefully regulate development in all areas, with particular reference to safeguarding environmentally sensitive areas and limiting development in these areas.
- The county will pay particular attention to the protection of environmentally sensitive areas and groundwater resources in its review of development proposals.
- The county will participate in groundwater protection planning efforts of local communities, as appropriate.

Finance and Budgeting

GOAL:

- Continue financial monitoring, fiscal analysis, revenue projections, and mid-range budgeting to ensure financial health of the county and the equitable distribution of public costs between current and future residents and businesses.

OBJECTIVES:

- The county should minimize the cost of infrastructure and public facility expansion through integrated planning and capital improvement programming.
- The county should encourage intergovernmental approaches to address the cross-jurisdictional impacts of major new developments.

POLICY:

- The county will review and adopt only those management activities or programs that are adequately staffed and funded.

Land Acquisition

GOAL:

- Consider prudent acquisition or public control of property needed for rights-of-way, facility sites, parks, and open space.

OBJECTIVES:

- The county should consider acquiring property, rights-of-way, or easements in advance of identifiable needs in order to reduce costs and reduce the need to exercise eminent domain.
- County acquisition plans should maximize joint development potentials (e.g., school/park sites; fire/police/community centers) to accommodate county and regional needs.
- The county or other responsible agencies should consider acquiring environmentally critical lands wherever the natural environment cannot be protected through regulation.

POLICY:

- Land acquisitions will be made when in the best long-term interest of the county and a specific need is identified.

Public Works

GOAL:

- Establish standards in construction, management, and maintenance of public facilities that encourage growth, when and where growth can be supported, in a manner consistent with the plan.

OBJECTIVES:

- The county should utilize the capital improvement program to coordinate public facilities planning in the land-use development approval process to reduce costs, ensure timely public facilities, and an equitable distribution of costs among system users.
- The design and construction of county facilities should strive to set a standard of excellence that inspires attractive private development. Wherever possible, facilities should be energy efficient and designed for multiple uses and multiple purposes and avoid over or under capacity by building in increments directly related to demands projected for the planning period.
- The county should endorse and support local facilities' planning boundaries and plans that further the goals and objectives of the comprehensive plan.

POLICIES:

- The county will remain responsible for important county facilities within municipalities, especially county roads.
- The county will maintain compatible county road function and character. Since roads provide additional functions other than carrying traffic, roadway design and improvements within and along the rights-of-way will help to establish a well-ordered, attractive character.
- The county will establish right-of-way widths and easements based on projected county roadway needs.
- The county will work with municipalities and towns to maintain a compatible road function and road character within the rural communities. Roadway design and improvements within and along the rights-of-way will help to establish the character indigenous to this area.
- The county will work with the Wisconsin Department of Transportation and private developers to provide a well planned circulation system, which minimizes the exposure of residential areas to through traffic.
- The county will, in the event of a catastrophic event, utilize property owned by Pierce County, and if necessary seek approval to utilize property owned by other municipalities, to create cemetery space when cemetery space within Pierce County is exhausted and the need for additional burial sites is present.

Public/Private Relations

GOAL:

- Encourage a partnership of active, open, private sector participation in public decision-making and public support of private enterprise.

OBJECTIVES:

- Public notices, official communications, Web sites, and public documents that relate to development review should educate the community regarding rights, responsibilities, and opportunities for involvement within planning and development processes.
- The county and each of the municipal and town authorities should promote public review and discussion throughout the process of the development and implementation of comprehensive planning efforts.
- Development and enforcement of public policies regarding development should be based on community welfare, be well understood by the community, and be equitable and consistent.

POLICIES:

- The county will encourage each municipality to adopt land use controls that support the central business district of each community, if present.
- The county will, when appropriate, work with municipalities and towns to attract private employers and encourage creation of new and emerging ventures, which will allow the majority of the county's workforce to work within Pierce County.

Education

GOAL:

- Encourage the public awareness of and adherence to the principles of good planning, development, and maintenance practices.

OBJECTIVES:

- County agencies should work together to assess potential threats to environmental conditions within Pierce County, and identify potential impacts.
- The county should seek to educate the public and the development sector regarding the location, importance, and methods of protecting floodplains, wetlands, groundwater recharge areas, prime agriculture land, and environmentally sensitive areas.
- The county should seek to educate towns, municipalities, and other county agencies of the intent and content of the comprehensive plan.
- The county should seek to raise the standard of development by providing information to the public and development sectors about good planning and design standards for subdivision layout, site planning, landscaping, energy efficiency, building and sign appearance, highway access, and stormwater management.

POLICIES:

- The county will participate in groundwater protection planning efforts of local communities, when appropriate.
- The county will encourage the Pierce County Economic Development Corporation to make the benefits of economic development incentives available to firms that locate and build in accordance with municipal, town, and county comprehensive plans.
- Encourage greater use of the density transfer mechanism.

Information

GOAL:

- Continue to maintain and manage information regarding property conditions and the environment of the county, accessible by county and municipal agencies and the public.

OBJECTIVES:

- The county should maintain up-do-date and easily accessible records of information regarding land-use conditions, environmental conditions, jurisdictional boundaries, public facilities capacity, and local and regional land-use plans and ordinances.
- The county should monitor trends that may affect the need for public facilities or services.
- The county should act to coordinate data collection and data sharing among municipalities, towns, and county agencies to provide the most efficient and least expensive source of commonly used data.

POLICY:

- The county will continue to update and implement the Land Records Modernization Plan.

COUNTYWIDE POLICIES

Some of the policies governing both the planning and management of growth and change within the county are not specific to individual management areas listed above. Rather than repeating policies with county-wide application in each of the management areas, the following policies are grouped together.

PLANNING POLICIES for the entire county:

- Encourage that residential development be accommodated within the urbanized communities, contiguous growth areas, rural communities, and high accessibility corridors so that pressures for the conversion of agricultural land to residential uses is limited.
- Support the construction of dwelling units that meet the needs of every economic segment of the market in appropriate locations throughout the county, especially within urbanized communities and contiguous growth areas of the county, by providing for a range of densities and building types.
- Protect flood plains and natural drainage ways from development or development practices that reduce the capacity to store water or increase the potential flooding of other property.
- Support the location of public facilities that maximize the practicality of non-automotive modes of transportation, including walking and the use of bicycles and buses.
- Encourage commercial development within existing central business districts. Discourage unplanned large scale commercial activity outside existing municipalities.
- Encourage the growth of the tourism industry by reinforcing the viability of the county's historic, open space, and recreation resources.
- Encourage the preservation and enhancement of places of county-wide cultural or historic significance in historic or cultural preservation districts or sites, whether within municipal boundaries or in unincorporated lands.
- Encourage energy efficiency and the use of alternative/renewable energy systems.

MANAGEMENT POLICIES for the entire county:

- The county planning staff will work with municipalities and towns, when appropriate, to adopt joint or compatible comprehensive plans.
- The county will, when appropriate, assist in the mediation of problems and disputes between municipalities and towns regarding boundaries and land use development.
- The county will encourage land use regulations that allow for the widest possible mixture of housing types, with particular attention paid to providing housing opportunities that meet the needs of the elderly, the low and moderate income households, and the handicapped.
- The county will seek to minimize direct residential access to county roads and require the use of shared access where practical.
- The county will direct, and encourage municipalities and towns to also direct, special attention to the siting and development of new uses in proximity to historic or cultural sites, to increase the attractiveness of those areas for recreation and tourism purposes.
- The county will provide, when appropriate, support to municipalities and towns in their applications to, or communications with, other agencies or governments when said applications or communications further overall county goals.

Implementation

Introduction

The completion of the Pierce County Comprehensive Plan should be celebrated as a significant milestone in providing guidance for the future development and redevelopment of Pierce County. However, the key to the success of a comprehensive plan is its implementation. There are several regulatory tools and administrative mechanisms and techniques that can be utilized to implement the plan. Although this element does not include all of the policies in the comprehensive plan, it does summarize many of the action steps the county should take to implement the policies. This chapter also identifies many actions that can be cooperatively taken by the county and individual communities, and by the communities themselves, to implement the policies in the county comprehensive plan.

The keystone effort expressed in the previous chapters is the preparation of the comprehensive plan. The plan is the instrument the county will utilize to plan for and guide the growth and development of Pierce County over the next twenty years.

The plan has been prepared to present a vision of the county and what that will mean in terms of population growth, land development, and infrastructure development. This vision simply identifies an intention — a statement of what the county would like to achieve. However, this statement says very little about how it can be achieved. This element is intended to provide a link between the vision, goals, objectives, policies, and reality. The link is the various implementation actions that can be used to translate the plan into action.

It has been said that a plan is only as good as its implementation. The people of Pierce County have worked hard to develop this plan as a vision of their future. Whether or not that vision is realized depends upon the degree to which the elements of the plan are put into place by the various local governments.

In the case of Pierce County, local governmental bodies (elected and appointed) will make decisions that determine whether or not the plan can be realized. All of this affects how the plan relates to the future development of Pierce County. Over the twenty-year life of the plan, hundreds of decisions will be made that will impact its success. Therefore, it is important that each of these decision-making bodies understand the basic tenets of the plan and make decisions and recommendations with it in mind.

Plan Adoption

The first official action toward plan implementation is the adoption of the plan document as the general statement of public policy on land development within the county. After adoption by resolution by the Pierce County Comprehensive Plan Steering Committee, the County Board must adopt the plan by ordinance. This action formalizes the plan document as the current basic frame of reference for general development patterns over the next twenty years. The plan, thereby, becomes a tool for communicating the county's policies and for coordinating various individual decisions into a consistent set of actions to harmoniously shape the area's growth in the desired manner.

Amendments

The comprehensive plan is considered to be a flexible guide to decision making rather than an inflexible blueprint for development. Decisions regarding the location of different land uses were based on existing knowledge of the characteristics and expressed priorities of Pierce County leaders and its residents, and anticipated growth and development patterns. As this knowledge or comprehension of these and other factors expands and makes existing proposals undesirable, the plan should be amended.

Amendments should be made only after a realistic evaluation of existing conditions and the potential impact of such a change is made. Amendments should not be made merely to accommodate the daily pressures of development and/or government. It is important to recognize that planning is a process that should occur on a continuing basis if the county is to take advantage of new opportunities as conditions change.

An effective planning program should be continually reviewed and updated to reflect the processes of actual development and the changing attitudes and priorities of the county. Resource information should be gathered and studied to determine trends and reevaluate projections, forecasts, and plan. In five years (ten years at a maximum), the comprehensive plan should be reviewed in depth to make any necessary policy and recommendation changes in relation to the direction and character of community development at that time.

Pierce County Action Plan • 2009–2014

WHAT ACTION TO BE TAKEN	WHO TAKES ACTION	WHEN ACTION COMPLETED
Agricultural, Natural, and Cultural Resources		
Work with towns on Comp plans to ensure that towns recognize their responsibility in ensuring continuation of ag, and protection of cultural and natural resources.	Land Management Staff	2012
Economic Development		
Collaborate on an inventory of non-agricultural business types and location in the County.	Land Management Staff	2011
Investigate potential for creation of new mechanism to permit entrepreneurial activities that are site dependant	Land Management Staff	2011
Encourage placement of business/utility infrastructure (i.e., information technology)	Land Management Staff/Elected Officials	On-going
Identify and pursue state, federal, and non-profit resources that would be used by the County to help recruit and support new and existing tourism and other business ventures.	Land Management Staff/PCDC/Tourism Groups	On-going
Land Use		
Work with towns under county zoning on comp plans to ensure that they understand how their comp plans will give direction to land use decisions in their town.	Land Management Staff	On-going
Clarify Planned Residential Development code provisions in Chapter 240 (Pierce County Zoning Ordinance) to recognize potential for mixed uses.	Land Management Staff	2011
Map and catalogue areas of development (municipalities, towns)	Land Management Staff	2011
Identify and pursue strategies to implement goals, objectives, and policies identified in the Comprehensive Plan	Land Management Staff / Committee	On-going
Housing		
Seek to educate towns and municipalities about density and siting tools.	Land Management Staff	On-going

Facilitate relationships between Towns and the private sector when appropriate and requested.	Land Management Staff	On-going
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Transportation

Educate and encourage developers of residential and commercial projects to recognize the need for, and advantages of, a multi modal trail system.	Land Management Staff	On-going
Pursue the establishment of multi modal trails in conjunction with County highway projects.	Land Management Staff	On-going
Identify and convene recreation stakeholders to coordinate the formulation of a multi-modal action plan.	Parks Committee and Staff / Land Management Staff	2012

Community Facilities

Develop County owned recreation/park property consistent with Park Property Plan and Outdoor Recreation Plan.	Land Management Staff/Committee, Parks Staff/Committee	2015
Identify strategy to maximize potential of existing Park Development Fund and identify potential new revenue streams.	Land Management Staff	On-going
Evaluate county facilities (courthouse, office building, highway bldg, etc.) against future needs to determine adequacy and pursue formulation of development/facilities plan.	Land Management Staff/Other County Staff/Elected Officials	2012

Planning

Review codes and policies to ensure they reflect the comprehensive plan.	Land Management Staff	2011
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Regulatory Techniques

Evaluate existing regulatory procedures to improve effectiveness and efficiency.	Land Management Staff	On-going
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Finance and Budgeting

Investigate the potential for interdepartmental efficiencies to reduce overall costs.	Land Management Staff	On-going
Evaluate land management fee schedule to attempt to recapture 75 percent of cost of providing service.	Land Management Staff	2011

Intergovernmental Relations		
Investigate the potential for intergovernmental efficiencies to reduce overall costs to County, Towns, and Municipalities.	Land Management Staff/Other County Staff	On-going
Public / Private		
Enhance function of County web site to increase transparency and access.	Land Management Staff/Information Services Staff	On-going
Make Towns aware of potential for County web hosting.	Land Management Staff/Information Services Staff	On-going
Information		
Create information clearinghouse for County, WDOT, Municipal, and Town plans, etc.	Land Management Staff/Information Services Staff	2010

APPENDICES

A. Maps

B. Pierce County Public Participation Plan

C. Memorandum 1: Trends/Surveys

D. Memorandum 2: Vision/Issue Identification Sub-Area Meeting Results

E. Resolution

F. Adopting Ordinance