

CITY OF WASHBURN
119 Washington Avenue
P.O. Box 638
Washburn, WI 54891



715-373-6160
715-373-6161
FAX 715-373-6148

This meeting may have members participating via tele or web conferencing. Public participants can listen to the proceedings by utilizing a computer or smart phone and using the link <https://us02web.zoom.us/j/86863374752?pwd=UjdYY1lsdFRFRlplNdFVKdk9ia2NzQl09> or by calling 1 (877) 853-5247 (Toll Free) and entering Webinar ID: 868 6337 4752 and entering passcode 843876 as opposed to being present for the meeting.

NOTICE COMMISSION MEETING

DATE: Monday, September 19, 2022

TIME: 5:30 PM

PLACE: Washburn City Hall – 119 Washington Ave

AGENDA:

- Call to Order/Roll Call
- Approval of Minutes of August 31, 2022
- Discussion & Action on Application for Sign Permit, Thrivent, 123 W. Bayfield Street, C-3 District – Ashley Moore, Petitioner
- Discussion on Conceptual Ordinance to Apply Current Downtown Design Standards to all Applicable Development in the City Where Architectural Review is Currently Required
- Continued Discussion and Action on Comprehensive Plan Re-Write Project –Review of Land Use Maps and Policies
- Adjourn

August 31, 2022

CITY OF WASHBURN PLAN COMMISSION MEETING

5:30PM Washburn Public Library

COMMISSION MEMBERS: Felix Kalinowski, Leo Ketchum-Fish, Mary Motiff, Michael Malcheski, Matt Simoneau

ABSENT: Dave Anderson, Nicolas Suminski

MUNICIPAL PERSONNEL: Scott Kløver-City Administrator, Tammy DeMars-Treasurer/Deputy Clerk

Meeting called to order at 5:30 pm by Motiff, attendance as recorded above.

Approval of Minutes – August 18, 2022, Minutes – Motion Malcheski to approve the minutes of August 18, 2022, second by Ketchum-Fish Motion carried 5-0.

Continued Discussion and Action on Comprehensive Plan Re-Write Project – Review of Policy –Planning Commission continue reviewing the land use policies. Started with 7.1, Text changes were made to 7.1a, 7.1.b was replaced with the suggested text “Maintain and enhance the water quality of riparian corridors.”, 7.1.c was replaced by suggested text “Development shall be sited and designed to avoid impacts from coastal hazards over the life of the development.”, 7.1.d, 7.1.e, had text changes made, 7.1.f, 7.1.g was removed entirely, 7.1.h had text change and split out Preserve views of and from lake Superior into separate policy. 7.2.a text change, 7.2.b removed, added policy “Support local farmers market.”, 7.3.d removed. 8.1.a, and 8.1.b text changes, 8.1.c removed, 8.1.d and 8.1.g text changes, added two recommended policies as written. Economic Goal was changed to read “Provide adequate jobs, create a progressive economic climate that meet retail and service needs, provides a strong municipal tax base, and enhances the quality of life.” 9.1.a, 9.1.b, 9.1.c, 9.1.d, 9.1.e, 9.1.f all had text changes. We will start with objective 9.2 at the next meeting.

Next special meeting will be held September 22, 2022. Regular meeting if needed will be September 15th if we have a quorum, as we have two members who cannot make that date.

Moved by Ketchum-Fish to adjourn. seconded by Malcheski Motion carried 5-0. Meeting adjourned at 7:59pm

Respectfully Submitted,
Tammy DeMars
City Treasurer/Deputy Clerk

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To: Honorable Mayor and Plan Commission Members

From: Tammy DeMars, Deputy Zoning Administrator

Re: Sign Permit 123 W. Bayfield Street

Date: September 12, 2022

Ashley Moore is applying for a permit to place 25" x 60" aluminum wall sign for Thrivent Financial, located at 123 W. Bayfield Street. This sign meets all the sign requirements outlined in Article 18.

Since this is a new sign, and in the C3 District, architectural review is required. We have no specific architectural standards for signs.

I have no concerns with this application.

The City of Washburn is an equal opportunity provider, employer, and lender.

City of



SIGN PERMIT APPLICATION

Date Received 8/31/22

No sign shall be erected, relocated, remodeled, enlarged or repaired until this Permit Application has been approved by the Zoning Administrator.

The erection, relocation, remodeling, enlargement, and repair of signs must conform to the provisions of the City of Washburn Zoning Code. Certain signs are exempt from the provisions of the Sign Ordinance. See Article 18-15, Signs Not Requiring a Permit, if you think a sign might be exempt.

PROJECT INFORMATION

Applicant's Name and Mailing Address Ashley Moore - 28640 Wannebo Rd, Washburn, WI 54891

Phone # 715-292-0502

Site Address 123 W Bayfield St, Suite 4 Parcel # 33243

Subdivision _____ Block No. _____ Lot(s) _____

Property Owner Name, Address & Phone # (if different from applicant) Morning Dew Properties

Kyle & Lori Anderson - 77600 Big Rock Rd, Washburn, WI 54891

Written Permission: Yes No (Please attach to application.)

Description of Project Exterior Sign - attached to front face of building

Thrivent logo with name's phone on white background.

Estimated Cost \$796.53

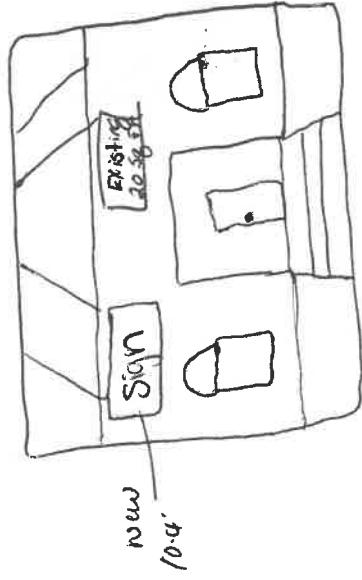
In the space provided on the back, please describe the overall dimensions of the sign and indicate unique characteristics of the sign. A photo, drawing, or sketch may be provided here. Be sure to include dimensions in the drawing as well as the location of the sign on, or in relation to the building. If more space is needed, please attach another sheet.

I am familiar with the Washburn Sign Ordinance and the regulations contained therein. I understand that if this permit request is granted, I am responsible to see that the sign is in conformance with the requirements of the Sign Ordinance and that such sign conforms to the standards set in this application.

I agree to comply with all applicable codes, statues and ordinances and with the conditions of this permit; understand that the issuance of the permit creates no legal liability, express or implied, on the State of Wisconsin or the City of Washburn; and certify that all of the above information is accurate. If I am an owner applying for an erosion control or construction permit; I have read the cautionary statement regarding contractor financial responsibility on the reverse side of this application form.

Applicant Signature Ashley J. Moore Date 8/30/22

Owner is ultimately responsible for all code compliance related to the work for which this permit is issued.



Sign Type Aluminum sign panel # Signs 1 # Faces 1
Lighting Type None Sign Dimensions 25" x 100" Total Sq Ft 10.4
Location of Sign Front left above window Height to Top of Sign from Ground ~ 14 feet

CONDITIONS OF APPROVAL: This permit is issued pursuant to the following conditions. Failure to comply with these conditions may result in suspension or revocation of this permit or other penalty.

1. _____
2. _____
3. _____

Fees: Section 13-1-106 The minimum fee for a sign permit shall not be less than \$15.00 for any sign or for an amount based on the sign area as follows: On-premise signs visible from a public right-of-way shall be calculated on the basis of \$2.00 per square foot in addition to the base fee of \$15.00. The calculation of the area of a ground sign or projection sign shall be the gross area of one face of the sign. The area of the sign shall be the gross area as calculated in this article.

PERMIT DENIAL:

Your request for a sign permit is denied. The reasons for the denial are specified Below. If you wish to appeal this finding, please contact the Zoning Administrator at City Hall.

PERMIT DENIED BY _____
DATE DENIED _____
REASONS FOR DENIAL _____

PERMIT APPROVAL:

The sign(s) described in this application meet the provisions of the Sign Ordinance as described in this application.

PERMIT ISSUED BY _____
DATE ISSUED _____
PERMIT # _____

July, 25, 2022

Attn: Scott Kluver
Zoning Administrator
City of Washburn
119 Washington Avenue
Washburn, WI 54891

Dear Scott:

We discussed with our tenant Ashley Moore and give permission for her to install signage on the exterior of our building located at 123 W Bayfield St in accordance with the City of Washburn Zoning Code. We agreed that the sign placed on the front face of the building will be located above her suite window up to 5 feet wide. Any questions can be directed to my cell at 715-815-0803.

Sincerely,



Kyle Anderson
Morning Dew Properties, LLC
77600 Big Rock Rd
Washburn, WI 54891

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To: Plan Commission Members
From: Scott J. Kluver, Administrator
Re: Make Downtown Design Requirements Part of the General Architectural Standards
Date: September 12, 2022

It has been requested that the Plan Commission consider recommending an ordinance to take the downtown design standards (*enclosed*) and make them part of the general architectural standards (*also enclosed*). Currently, the downtown design standards apply to all uses within the Downtown Design District which is an overlay district on the zoning map. The architectural standards apply to those uses as designated in the land use matrix. It is my understanding that the request is to create an ordinance that would eliminate the Downtown Design District and put those same standards in the existing architectural standards that would apply to all of the uses as designated in the land use matrix. In effect, the new design standards could apply anywhere in the City as it would depend on the use.

If the Plan Commission would like to proceed with this, a motion to draft such an ordinance and prepare it for public hearing and recommendation would be in order.

I caution the Plan Commission on moving in this direction. Has the Plan Commission considered the potential impact on a variety of uses? The Plan Commission has an outstanding project that it has not completed which is to review the land uses determining what is permitted, conditional, and not allowed. With that, the Plan Commission was to also review which land uses should have architectural standards and which should not so this action would be taken before completing that task. In addition, back in December of 2021, I cautioned the Plan Commission that the implementation of the code, which went from 80 pages to 300 pages, has caused a significant increase in the workload. In my opinion, we are not effectively enforcing the code as it is due to lack of staff. Making the code more complex does not help. I recommend not moving forward with this.

The City of Washburn is an equal opportunity provider, employer, and lender.

TITLE 13
CHAPTER 1 – ZONING CODE
ARTICLE 14
DOWNTOWN DESIGN OVERLAY DISTRICT

Sections

14-1	Legislative findings	14-7	Building design
14-2	Purpose	14-8	Off-street parking and access
14-3	District boundaries	14-9	Landscaping
14-4	General compliance	14-10	Service areas and similar
14-5	Project review procedures	14-11	Signs
14-6	Building setbacks	14-12	Utilities

14-1 Legislative findings

The Common Council makes the following legislative findings:

- (1) Washburn's downtown area contains a variety of building types, many of which represent an architectural style characterized by attached storefronts.
- (2) Given the close proximity of buildings in the downtown, special rules and regulations are needed to protect and perpetuate the existing character of the area.
- (3) The standards in this article are not intended to discourage development but to encourage development that is functional, attractive, and context sensitive.

14-2 Purpose

This article is established to promote the public health, safety, and welfare and is intended to protect and perpetuate the general architectural style within the overlay district.

14-3 District boundaries

The location of the downtown design overlay district is depicted on the zoning map described in s. 8-25.

14-4 General compliance

Given the pattern of existing development in this overlay district and the size and configuration of the existing parcels, it may not be feasible for all new development or redevelopment in the district to be consistent with all of the design standards specified in this article. Therefore, prior to any major work (herein described) the appropriate reviewing authority shall ensure that the proposed work is consistent with the intent of the design standards when considered as a whole.

14-5 Project review procedures

(a) **Minor work without prior approval.** The following work may proceed without prior approval, provided a building permit is issued if required:

- (1) residing with appropriate materials;
- (2) repair or replacement of windows, trim, and doors if new materials match existing;
- (3) installation or removal of door and window openings not visible from Bayfield Street;
- (4) chimney reconstruction if completed with similar materials;
- (5) exterior cleaning, refinishing, and tuck-pointing; and
- (6) any other similar work as determined by the zoning administrator.

Prior to the commencement of any work, a property owner may ask the zoning administrator to review the proposed work to determine if it is classified as minor work and/or otherwise complies with the standards in this article.

(b) **Major work.** Any work not classified as minor work in this section shall be reviewed using the procedures specified below.

- (1) buildings - architectural review
- (2) site work - site plan
- (3) signs - sign permit

Examples of major work includes relocation of an existing building, construction of a new building, addition to an existing building, alteration of a building elevation, alterations to windows, siding, entries, and trim, erection of new signs or modification of existing signs, changes to the site including parking, pedestrian circulation, and the like.

14-6 Building setbacks

The setback of buildings from street-yard and side-yard lot lines shall be compatible with existing buildings in the immediate area.

14-7 Building design

In addition to meeting the standards in Division 9 of Article 8, buildings shall comply with each of the following:

- (1) **Building height.** The height of a building shall not be more than one story taller or shorter than the height of the adjoining building. In no event, shall the height of a building exceed the maximum building height established for the base zoning district.
- (2) **Special requirements for large buildings.** A building façade fronting on a public street with a frontage of 75 feet or more shall be designed to look like two or more individual building fronts. This may be achieved by using different building materials, facade articulations, or other design approach that gives the appearance of separate, but attached buildings.
- (3) **Horizontal rhythms.** The horizontal pattern of exterior building elements formed by patterns of building openings for windows and doors, and related elements such as piers and columns shall be spaced at regular intervals across all visible façades of the building.
- (4) **Vertical rhythms.** The floor heights on main façades shall complement those of adjoining buildings. The rhythm of the ground floor shall harmonize with the rhythm of upper floors. The vertical pattern of exterior building elements formed by patterns of building openings for windows and doors, and related elements such as sills, headers, transoms, cornices, and sign bands shall be compatible in design and elevation with adjoining buildings in immediate area.
- (5) **Roof forms.** Flat or gently sloping roofs which are not visible from the street grade shall generally be used. Mansards or other exotic roof shapes are not characteristic of the district's character and are prohibited.
- (6) **Awnings.** The size, color, placement, and design of an awning should complement the architectural character of the building on which it is located. Soft, weather-treated canvas or vinyl materials which allow for flexible or fixed installation shall be used. Awnings covered with shingles, metal roofing, or the like are prohibited. Backlit awnings are prohibited.
- (7) **Building materials.** Selected building materials shall be compatible with those of existing buildings in the immediate area which generally consist of natural materials such as stone, brick, and wood. Concrete masonry units, corrugated metal, half-log siding, and vinyl siding are prohibited.

Amendment(s):

1. Ordinance 18-006, adopted October 8, 2018

14-8 Off-street parking and access

- (a) **Placement.** Off-street parking should be located to the rear of the principal building, or on the side as a less preferable alternative.
- (b) **Paving.** New parking lots that are located to the side of a building shall be hard surfaced (e.g., interlocking pavers, asphalt, or concrete).
- (c) **New curb-cuts.** New curb-cuts shall occur on the side streets rather than on Bayfield Street.

(d) **Screening.** Parking lots that are located on the side of a building should incorporate a screen to block the view of parked cars as generally depicted in Exhibit 14-1.

14-9 Landscaping

Landscaping as described in Article 16 is not required. If provided, landscaping should complement street trees and other streetscape elements in the public right-of-way.

14-10 Service areas and similar

Service areas, refuse collection areas, storage areas, and loading areas shall be located away from or screened from public view, especially from Bayfield Street.

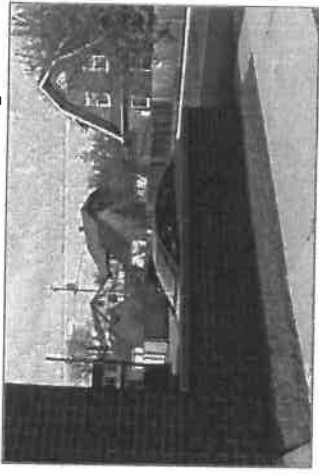
14-11 Signs

- (a) **Generally.** Signs should enhance the visual appeal of the district and its ability to attract the traveling public.
- (b) **Wall signs.** Wall signs should be designed to fit within the architectural space intended for signage.
- (c) **Compatibility.** Signs should be compatible with signs on adjoining buildings with respect to location, shape, style, graphics, size, material, illumination, and color, while allowing individual expression and identification.

14-12 Utilities

Utility lines, such as telephone, electric, and cable, shall be installed underground, where feasible. Ground-mounted utility components, such as switch boxes and transformers, shall be screened by landscaping or a decorative wall and/or be located away from public view, especially from Bayfield Street.

Exhibit 14-1. An example of a parking lot screen



- (4) A docking or loading area for a commercial, institutional, or industrial building shall be easily accessible to service vehicles, partitioned from the on-site parking area, and designed to serve multiple establishments and tenants, when possible. Partitioning from view may be accomplished by (a) integrating such area into the overall design of the building (e.g., inside of the building or use of architectural extension of a building wall), (b) using a fence; a berm; landscaping, above what is otherwise required in this chapter; other suitable feature; or (c) any combination thereof.
- (5) Existing natural resources and topographic features on the site shall be preserved to the greatest extent possible while affording a reasonable use of the property.
- (6) The project shall not create any hazard.
- (7) The project shall be designed to avoid existing hazards, whether manmade or natural, and if avoidance is not possible, to mitigate the effects of the hazard to a satisfactory level necessary to protect the public health, safety, and welfare.
- (8) Parking areas and pedestrian routes located on the site shall be designed to promote safety and efficient traffic flow.

Amendment(s):

- 1. Ordinance 18-006, adopted October 8, 2018

8-164 Specific design requirements

In addition to the principles enumerated in this division, projects shall be designed to comply with all other development standards in this chapter that may apply.

8-165 to 8-180 Reserved

**DIVISION 9
GENERAL ARCHITECTURAL STANDARDS**

Sections

8-181	Legislative findings	8-183	Architectural standards
8-182	Applicability	8-184	Additional standards in the Downtown Design Overlay district

8-181 Legislative findings

The Common Council makes the following legislative findings regarding the architectural requirements in this article:

- (1) The outward design appearance of a building can have a substantial and long-lasting effect on surrounding properties and the overall character of a community.
- (2) Buildings and especially those within a largely developed area should fit into the context in which they occur.
- (3) Architectural design standards should allow for a variety architectural styles and be flexible to the greatest extent possible.
- (4) The standards in this section are intended to provide meaningful guidance to applicants, design professionals, and public officials.
- (5) This section is not intended to limit or infringe upon reasonable accommodations to afford a person with disabilities equal opportunity to use and enjoy a building.
- (6) The standards in this section are intended to promote the public health, safety, and welfare and are reasonably related to the public purpose of achieving an attractive, functional, and prosperous community.

8-182 Applicability

Those land uses designated as requiring architectural review in the land-use matrix (Exhibit 8-1) must comply with the requirements in this division.

8-183 Architectural standards

Buildings subject to review under this division shall comply with the following architectural standards:

- (1) Excluding residential buildings and Industrial Zoning Districts, all building exteriors facing a street, not including an alleyway, shall have at least 50 percent of the street face constructed with brick, decorative masonry, glass panel, or other appropriate similar finished façade as may be approved by the Plan Commission. Such brick, masonry, glass, or other decorative facing shall extend for a distance of at least 25 feet along the sides of the structure that do not face a street or at least 25 percent of the that side wall distance, whichever is greater.
- (2) Outside of Industrial Zoning Districts, the appearance of any buildings with a front elevation or any building elevation facing Bayfield Street of more than 750 square feet in area shall be divided into distinct planes of 500 square feet or less. The following design features can be used to meet this provision (1) canopies or awnings; (2) arcades; (3) porches; (4) vertical wall offsets having a minimum depth of 8 inches and a minimum width of 10 feet; (5) horizontal offsets having a minimum depth of 2 feet; (6) pilasters having a minimum depth of 8 inches, a minimum width of 12 inches, and a minimum height of 80 percent of the wall height; (7) recessed areas for entryways and the like having a minimum depth of 8 inches; and (8) other suitable multidimensional design features.
- (3) On any building on Bayfield Street, the front entrance of a building shall be encouraged to face Bayfield Street. When that does not occur, the Bayfield Street Elevation shall have the same, or similar, materials and designs as the front entrance of the building. Except for one or two-family residential buildings, when a building rake elevation faces Bayfield Street the roof line must be hidden behind the façade facing Bayfield Street.
- (4) Oversized fenestration elements which tend to create a monumental scale shall not be used unless specifically required by the type of building or relationship to its surroundings.
- (5) Building entrances must be clearly recognizable from parking lots and pedestrian circulation routes.
- (6) Rooftop mechanical equipment shall be positioned so it is not readily visible from a public street or an abutting property in a residential zoning district or in a planned development district that allows residential uses. Rooftop mechanical equipment may be placed in an enclosure or screened from view provided such enclosure or screening is used as an element of the building's architecture.
- (7) Fencing shall complement the appearance of buildings onsite.
- (8) The exterior building materials of an accessory building shall be the same as or similar to those used on the principal building.
- (9) Overhead doors shall not face a public street. The Plan Commission may permit overhead doors to face a public street, but only when it has made a finding that there is no feasible alternative location for such doors. Consistent with the requirements in Article 7, the Plan Commission may approve a special exception to allow an overhead door to face a public street when there is no feasible alternative.
- (10) HVAC (heating, ventilating, air conditioning) equipment shall be screened from view. No HVAC shall create a noise level of more than 50 decibels as measured on a dB(A) scale at the nearest existing adjacent residence.
- (11) When trash, garbage and recyclable materials are stored out-of-doors, such materials shall be concealed or suitably screened from public view. A brick or stone wall, wood fence, chain-link fence with slats, and/or landscaping shall be used to totally obstruct vision into the storage areas. Any wall, fence and gate, and/or vegetative screening shall be installed or erected to a height at least 1'-6" above the highest point of the dumpster as generally depicted below.

Amendment(s):

1. Ordinance 18-006, adopted October 8, 2018

8-184 Additional standards in the downtown design overlay district

Buildings located in the downtown design overlay district must comply with the requirements in Article 14.

8-185 to 8-200 Reserved

**DIVISION 10
RESERVED**

8-201 to 8-230 Reserved

LAND USE

Goal: Washburn's land use pattern promotes a strong, sustainable economy; respects natural resources; and meets human needs fairly and efficiently.

Objective 3.1: Use land in a manner that promotes a strong, sustainable economy.

Policy No.	Policy (STRATEGY)	Responsible Entities	Date	Comments
3.1.a	Minimize infrastructure and community services costs by encouraging development and redevelopment in areas currently served by municipal services.	CA, PC, M, CC, ZA	2007-Ongoing	
3.1.b	Promote well planned, mixed use development in the downtown core	CA, PC, M, CC, ZA	2007-Ongoing	downtown area and MU waterfront - ID general location, text or map C3, MUW ZD's
3.1.c	Protect existing agricultural areas and other economically productive areas in the City	CA, PC, M, CC	2007-Ongoing	
3.1.d	Identify the needs of existing businesses and industries in relation to the needs of the overall community and develop plans and/or tool to help them succeed. This may include developing a plan to enhance the appearance of the downtown area and developing a plan to help existing businesses relocate or expand within the City.	CA, PC, M, CC, CE, ZA	2007-Ongoing	limit nonconform due to changes in code?
3.1.e	Develop a plan and performance standards to allow limited, light industry to develop in the area guided for mixed-use development.	CA, PC, M, CC, ZA	2007-Ongoing	

This is ambiguous.

Rationale for performance standards? Runoff, visual, design, lighting????

Objective 3.2: Use land in a manner that represents and values our natural, cultural, coastal, and agricultural resources.

Policy No.	Policy (STRATEGY)	Responsible Entities	Date	Comments
3.2.a	Recognize that significant natural, cultural, and agricultural resources (especially coastal resources) in Washburn contribute significantly to the City's high quality of life and to the economy of Washburn. Consequently, develop a plan to identify, protect, and enhance these resources.	CA, PC, M, CC, PPS, ZA	2007-Ongoing	

In part, that's what the comprehensive plan is intended to do. Guide development away from significant natural, cultural, and agricultural resources (especially coastal resources).

3.2.b	Promote infill development and redevelopment on suitable land in the existing urban service area.	CA, PC, M, CC, ZA	2007-Ongoing	Define service area - extent of services
3.2.c	Encourage cluster development, conservation design, or other techniques that minimize adverse impacts on significant natural, cultural, and agricultural resources.	CA, PC, M, CC, CE, ZA	2007-Ongoing	
3.2.d	Encourage development and redevelopment that is sensitive to the preservation of significant natural, historic, and cultural features, and is compatible with such uses			
3.2.e	Minimize damage to life, property, and resources by prohibiting, avoiding or limiting development on steep slopes.			

Essentially "smart growth areas"

Objective 3.3: Use land in a manner that meets human needs fairly and efficiently.

Policy No.	Policy (STRATEGY)	Responsible Entities	Date	Comments
3.3.a	Continue to provide an opportunity for the public to be involved in land use decisions.	CA, PC, M, CC, ZA	2007-Ongoing	
3.3.b	Ensure that the City has adequate and appropriate land to meet the City's housing needs, including affordable and temporary housing.	CA, PC, M, CC, HA, ZA	2007-Ongoing	Relate to Housing
3.3.c	Balance the need to guide land for private development with the community's social and cultural needs for public open space, parks, community facilities, and other uses that are important for maintaining and enhancing a high quality of life in Washburn.	CA, PC, M, CC, PPPS, ZA	2007-Ongoing	
3.3.d	Promote compatible and harmonious land uses.	CA, PC, M, CC, ZA	2007-Ongoing	
3.3.e	Require buffers (vegetation, fences, etc) between certain land uses to minimize the impact of one use upon another, such as commercial adjacent to residences. These buffers shall not inhibit pedestrian circulation, connectivity, access and wayfinding			
3.3.f	Encourage land uses, densities and regulations that promote efficient development patterns and relatively low municipal, and utility costs			
3.3.g	Require visual vegetative buffers between development and main entrance corridors into the city. These buffers shall not inhibit pedestrian circulation, connectivity, access and wayfinding.			

WATERFRONT AND COASTAL RESOURCES

Goal: Washburn's waterfront promotes a strong and sustainable economy, preserve, protect, and/or enhances natural resources, and provides public access and recreation opportunities to residents and visitors.

Objective 4.1: Use land in the waterfront in a manner that promotes a strong and sustainable economy.

Policy No.	Policy (STRATEGY)	Responsible Entities	Date	Comments
4.1.a	Enhance and continue to develop the Washburn Marina and the commercial dock.	CA, PC, M, CC, HC, ZA	2007-Ongoing	
4.1.b	Promote economic development near the waterfront for a well-planned, mixed-use development.	CA, PC, M, CC, CRC, HA, ZA	2007-Ongoing	Revisit
4.1.c	Promote and enhance public access and use of the waterfront.	CA, PC, CC, M, PPPS, ZA	2007-Ongoing	
4.1.d	Promote tourism and strengthen the connection of the downtown area to the waterfront.	CA, PC, M, CC, PPPS	2007-Ongoing	
4.1.e	Encourage Bayfield County to enhance the function of the Highway Department facilities	CA, PC, MM, CC, ZA	2007-2009	

Still relevant? What are appropriate uses for the coal dock?

Enhance? In what way? Objective & purpose?

Objective 4.2: Preserve and enhance the waterfront's natural resources.

Policy No.	Policy (STRATEGY)	Responsible Entities	Date	Comments
4.2.a	Implement best management practices to reduce erosion and sedimentation.	CA, PC, M, CC, PPPS, PW, ZA	2007-Ongoing	
4.2.b	Work to control exotic and invasive plant and animal species.	CA, PC, M, CC, PPPS, CE, ZA	2007-Ongoing	
4.2.c	Manage the landscape along the waterfront to preserve, protect and/or enhance the viewshed.	CA, PPPS, PC, M, CC, ZA	2007-Ongoing	
4.2.d	Establish performance standards to manage urban runoff. Ensure that all city-owned and properties and city-operated facilities meet or exceed current environmental standards regarding erosion control, shoreline protection, and pollution prevention.			

Emphasize the use and enhancement of natural drainage courses and systems wherever possible, and direct land disturbance away from natural areas and on erosion-prone slopes.

New development shall be required to manage stormwater runoff to maintain pre and post development flows, and water quality. Any discharge off site shall be treated. Green infrastructure is encouraged.

Objective 4.3: Provide public recreation opportunities and public access to the waterfront.

Policy No.	Policy (STRATEGY)	Responsible Entities	Date	Comments
4.3.a	Develop and implement a plan for the public open space next to the commercial dock. Explore ways to link the public open space to the Athletic Fields Complex.	CA, CS, PPPS, ZA	2008-2010	Parks Commission
4.3.c	Work with various organizations and government agencies to promote waterfront events that meet the needs of residents and that help promote economic development.	CA, PPPS, M, CC	2007-Ongoing	
4.3.d	Explore opportunities to provide additional community gathering space and events facilities along the waterfront.	CA, PPPS, PC, M, CC	2008-2010	

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OUTDOOR RECREATION

Goal: Provide a partnership-driven, cost-effective, conservation-based multi-purpose outdoor evolving recreation system that enhances the quality of life and sustainability for its infrastructure, residents, and visitors alike.

Obj 1.1	Ensure healthy living activities and opportunities are easily accessible to residents and visitors through outdoor and indoor facility spaces.			
Obj 2.1	Offer various options and equitable opportunities for the public to participate in outdoor recreation experiences.			
Obj 3.1	Invest in protecting outdoor and natural environments through historic preservation programming and conservation strategies.			
Obj 3.2	Leverage the conservation and historic preservation investments through offering outdoor and recreation opportunities for residents and visitors alike.			
Obj 4.1	Focus on creating and maintaining accessible outdoor recreation options and opportunities to facilitate a welcoming environment for locals and visitors balances healthy blend of natural and built environments for all to enjoy.			
Obj 5.1	Leverage and establishing new partnerships that provide representation in public, private, and non-profit sector collaboration that focuses on outdoor recreation.			

Obj 5.2	Enable residents to provide feedback to enhance outdoor and recreational opportunities.			
Obj 6.1	Ensure that outdoor and recreation investments balance cost-effectiveness while leveraging opportunities that can benefit the community.			
Obj 7.1	Promote lifestyle physical changes through investing in new and enjoyable outdoor recreational opportunities that encourage and challenge positive quality of life changes for residents and visitors.			

Policies

X.1 a	Provide residents with opportunities to engage in recreational experiences throughout the city.			
X.1 b	Evaluate potential recreation service gaps, emerging trends, and interests in outdoor recreation.			
X.1 c	Collaborate with governmental, non-profit, and private entities to develop, maintain, and improve recreational facilities and resources for the benefit of the public.			
X.1 d	Formalize user agreements with public, private, and non-profit partners for use and/or maintenance of city parks and recreational facilities.			
X.1 e	Coordinate long range planning of parks and recreational resource with land use and the City's future land use map.			
X.1 f	Manage parks and recreational facilities in a sustainable manner that promotes natural conditions, accessibility, safety standards, user needs, and emerging trends.			
X.1 g	Maintain the Park Designated Fund as a means to support future park and recreational facility development and capital improvements.			
X.1 h	Strive to balance city investments in parks and recreation development improvements between revenue generating facilities and other city parks and recreational assets.			
X.1 i	Promote public awareness of the City's parks and recreational facilities through public meetings, wayfinding signage, maps, and other digital and print media.			
X.1 j	Update the City's Comprehensive Outdoor Recreation Plan on a five-year cycle to maintain eligibility for state and federal grant programs.			

Goal: Washburn has an integrated, multi-modal transportation system that provides healthy, safe, efficient, environmentally sensitive, and economical movement of people and goods.

Objective 5.1: Provide a functional, safe, accessible, and economical transportation system that meets the transportation needs of Washburn.

Policy No.	Policy (STRATEGY)	Responsible Entities	Date	Comments	
5.1.a	Integrate transportation and land use planning to help reduce transportation costs associated with conventional automobile-based development.	CA, PC, BA, M, CC, ZA	2007-Ongoing	Policy	For example, promote mixed-use development that allows residents to live, work, shop, and recreate within walking distance, thereby reducing the need for more roads, automobiles, and associated parking. Also, integrate park and ride opportunities, trails, walks, and the like into land use planning efforts, where appropriate.
5.1.b	To ensure effective transportation services to the city at large.	CA, BA, M, CC	2007-Ongoing	Policy	
5.1.c	Provide appropriate infrastructure in Washburn for a more convenient and safe transportation alternative.	CA, PPS	2007-Ongoing	Policy	Provide a functional and safe trail system in the City and to surrounding destinations, that provides a safe, cost, effective alternative to the road system.
5.1.d	Ensure continued use of the commercial dock as a means to transport goods to and from Washburn via watercraft.	HC, M, CC	2007-Ongoing	Policy	

5.1.e	Work with government agencies regarding key issues relating to Highway 13.	CA, PW	2007-Ongoing	Policy	including the need to provide safe pedestrian crossings.
5.1.f	Ensure that Washburn's multi-modal transportation system is safe by separating incompatible modes of transportation.	CA, PW	2007-Ongoing	Policy	For example, separate motorized trails from pedestrian trails. Also, ensure safe crossings where roads and trails intersect.
5.1.g	Ensure that Washburn's multi-modal-transportation system is consistent with the provisions of the American's with Disabilities Act (ADA).	PC, CA, BA	2007-Ongoing	Policy	

~~Developers should bear all of the costs for improvements and extensions to the road network.~~
~~All new development projects should accommodate the needs of pedestrians, bicyclists, and the physically challenged.~~

5.2.h	Encourage the creation of private businesses that can benefit from Washburn's transportation system	BRLC, M, CC, ZA	2007-Ongoing	Policy	(for example, a bicycle rental shop that caters to trail use, an electric rental car business adjacent to the marina or a park and ride, and so on).
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Objective 5.2: Provide an aesthetically pleasing transportation system that offers recreation and economic benefits.

Policy No.	Policy (STRATEGY)	Responsible Entities	Date	Comments	
5.2.a	Seek grants to provide enhanced beautification.	CA, M, CC	2007-ongoing	Action	Compliments community gateway designation. grants to provide enhanced entrance signs, informational/directional signs, landscaping, and streetscaping to beautify the Highway 13 corridor.
5.2.b	Consider the unique character of a neighborhood and the environmental conditions of an area when planning, constructing, and maintaining transportation routes and facilities.	CA, M, CC, PW	2007-Ongoing	Policy	
5.2.c	Provide active transportation links between the waterfront and the downtown core.	CA, PC, M, CC, PPS, PW	2007-Ongoing	Policy	pedestrian and bicycle transportation link
5.2.d	Address issues and concerns that may arise relating to snowmobiling and ATV use on trails and along the waterfront.	CA, M, CC, PPS	2007-Ongoing	Policy	
5.2.d	Expand Washburn's trail system to connect Washburn multi-modal trail system to surrounding communities.	PPS, ZA	2007-Ongoing	Policy	
5.3.e	Support and promote the regional trail system as a tourist attraction.				
5.2.g	Study the possibility of creating a public transportation node in Washburn with links to major cities in the Midwest. Coordinate with neighboring and overlapping jurisdictions and the major event providers. Market the sustainable transportation options available to visitors.	PC, CA, BA	2007-Ongoing	Action	

Objective 5.3: Promote sustainable and healthy modes of transportation.

Policy No.	Policy (STRATEGY)	Responsible Entities	Date	Comments	
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5.3.a	Work towards incorporating alternative energy in City vehicles	CA, PW, M, CC	2007- Ongoing	Policy	
5.3.b	Make efforts to reduce the use of single-occupancy, fossil fuel burning vehicles by promoting public transportation, carpooling, and non-motorized modes of transportation.	BA, M, CC	2007- Ongoing	Policy	
5.3.c	Promote land use planning that encourages healthy modes of transportation.	PC, M, CC, ZA	2007- Ongoing	Policy	
5.3.d	Cooperate with Bay Area Rural Transit (BART) to provide healthy, sustainable, transportation options.	BA, M, CC	2007- Ongoing	Policy	

UTILITIES AND COMMUNITY FACILITIES

Goal 1: Washburn provides cost effective, efficient delivery of community services and infrastructure that meet the needs of the community.

Objective 6.1: Plan and implement infrastructure extension and development in a cost-effective manner.

Policy No.	Policy (STRATEGY)	Responsible Entities	Date	Comments	
6.1.a	Work with property owners to provide sewer and water service to those areas in the city that can be served.	PW, CA, PC, M, CC	2007- Ongoing	Policy	
6.1.b	Discourage development that would require premature extension of services to areas that cannot be logically and sequentially served.	PC, M, CC, ZA	2007- Ongoing	Policy	Valid
6.1.c	Require utilities in new developments to be placed underground.	PW, CA, PC, M, CC	2007- Ongoing	Policy	
6.1.d	Work with telecommunication providers to ensure that Washburn has the necessary telecommunication and broadband infrastructure to support current and future demands.	PW, CA	2007- Ongoing	Policy	
6.1.e	Implement measures to retain and detain storm water onsite where feasible.	PW, CA, ZA	2007- Ongoing	Policy	Are existing regulatory mechanisms and/or performance standards adequate? Do new standards and guidelines need to be developed?
6.1.e	Development shall only be approved where the necessary infrastructure can accommodate the proposed development or where there is a feasible way to install the necessary infrastructure.			Policy	
6.1.f	Locate public facilities and utilities so that they maximize the efficiency, minimize costs, and minimize their impacts on the environment.			Policy	

Objective 6.2: Promote energy conservation measures and cleaner forms of energy that reduce the City's dependence on imported energy.

Policy No.	Policy (STRATEGY)	Responsible Entities	Date	Comments	
6.2.a	Support the efforts of energy providers, government agencies and programs, and others to inform residents about energy conservation measures.	M, CA	2007- Ongoing	Policy	
6.2.b	Implement energy conservation measures in all City community facilities as a means to showcase energy conservation measures and to set a positive example for residential, commercial, and industrial uses.	PW, CA	2007- Ongoing	Policy	
6.2.c	Encourage energy providers and others to provide financial incentives for businesses and homeowners to conserve energy.	CA, M	2007- Ongoing	Policy	

6.2.d	Work with energy providers, neighboring and overlapping jurisdictions, and others to explore options to provide clean, safe, and sustainable energy production in the Chequamegon Bay area.	CA, M	2007-Ongoing	Policy	
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Objective 6.3: Ensure that the community continues to be served by adequate waste disposal and recycling facilities.

Policy No.	Policy (STRATEGY)	Responsible Entities	Date	Comments	
6.3.a	Work with waste disposal providers to ensure that waste disposal needs throughout the City are met.	CA	2007-Ongoing	Policy	
6.3.b	Promote and encourage residents, businesses, industries, and institutions to reduce, reuse, and recycle products.	CA, M, CC, PW	2007-Ongoing	Policy	
6.3.c	Encourage new business and industry endeavors that can recycle and use waste products in Washburn, rather than shipping all waste products out of the City.	BRLC, CA, ZA	2007-Ongoing	Policy	
6.4.d	Promote community-wide compost site.			Policy	

Objective 6.4: Ensure that the buildings, equipment, and staff associated with community services and facilities in Washburn are adequate to meet the needs of the community.

Policy No.	Policy (STRATEGY)	Responsible Entities	Date	Comments	
6.4.a	Evaluate the building and space needs associated with Washburn's community facilities. Develop plans to address concerns.	PW, CA, M, CC, CE	2007-Ongoing	Policy	Conduct a facility study to determine the need for new and expanded municipal facilities
6.4.b	Plan and budget for City equipment replacement and repair as needed.	PW, CA, CC	2007-Ongoing	Policy	The city shall continue to allocate funds for the replacement and the renewal of infrastructure in an amount which will minimize the operating costs and maximize the functional life of infrastructure assets.
6.4.c	Work with neighboring and overlapping jurisdictions to explore the feasibility and efficiency of jointly purchasing and/or sharing equipment.	CA	2007-Ongoing	Policy	
6.4.d	Evaluate staffing needs and plan accordingly to ensure the safe and efficient delivery of community services.	CA	2007-Ongoing	Policy	

Goal 2: Washburn's community facilities and services contribute to the City's high quality of life.

Objective 6.5: Provide high quality recreational opportunities and facilities that meet the needs and desires of residents and visitors.

Policy No.	Policy (STRATEGY)	Responsible Entities	Date	Comments	
6.5.a	Manage and enhance public and/or open space along the waterfront.	PPPS	2007-Ongoing	Policy	
6.5.b	Continue to enhance Thompson's West End Park and Memorial Park.	PPPS, PC, M, CC, ZA	2007-Ongoing	Policy	
6.5.c	Study the feasibility of creating a park on City land southeast of the athletic fields and northeast of the commercial dock.	PPPS, PC, CC, ZA	2007-Ongoing	Action	If retained, this should be part of ORP strategies.

6.5.c	Work with the School District and others to coordinate and share recreation facilities.	PPPS, CA, M, CC, RD	2007-Ongoing	Policy	
6.5.e	Provide a variety of summer and winter recreational activities in the park system.	PPPS, RD	2007-Ongoing	Policy	If retained, this should be part of ORP strategies.
6.5.d	Maintain the viability of the City's marina and explore ways to expand the marina as per the recommendations of the City's Waterfront Development Plan and the Harbor Commission's Strategic Plan.	HC, CA, PC, M, CC	2007-Ongoing	Policy	

Objective 6.6: Provide high quality cultural opportunities and facilities that meet the needs of residents and visitors.

Policy No.	Policy (STRATEGY)	Responsible Entities	Date	Comments	
6.6.a	Ensure that the Washburn Library remains a valuable community resource.	LB, M, CC	2007-Ongoing	Policy	
6.6.b	Encourage and support additional day care centers and activity centers for people of all ages as per the needs of the community.	CA, M, CC	2007-Ongoing	Policy	
6.6.c	Promote the use of existing museums and interpretive trails in the downtown and waterfront areas.	CA, M, CC	2007-Ongoing	Policy	
6.6.d	Explore opportunities to provide additional gathering spaces for community events	PPPS, CA, ZA	2007-Ongoing	Policy	like outdoor weddings, outdoor concerts, symposiums, and so on. Consider providing a community shelter/building near the marina and/or Thompson's West End Park.

Objective 6.7: Encourage citizen involvement in community affairs.

Policy No.	Policy (STRATEGY)	Responsible Entities	Date	Comments	
6.7.a	Actively solicit citizen participation in City affairs including committees, community events, public meetings, etc.	M, CC	2007-Ongoing	Policy	
6.7.b	Work with schools and education programs to promote opportunities for youth to be involved in government committees, to attend Planning Commission and City Council meetings, and to participate in mentorship and civic opportunities that develop character and leadership skills.	CA, PC, M, CC	2007-Ongoing	Policy	
6.7.c	Offer internships to area students interested in City government.	CA, M, CC	2007-Ongoing	Action	
6.7.d	Work to improve community outreach and relations			Policy	
6.8.e	Enhance the City of Washburn's web site and social media platforms and promote as primary sources for general information about citizen engagement opportunities in Washburn			Policy	

NATURAL, CULTURAL, AND AGRICULTURAL RESOURCES

Goal 1: Washburn protects and enhances its natural, coastal, and agricultural areas.

Objective 7.1: Protect and enhance natural habitats including creeks, wetlands, coastal resources, and forests to provide habitat for plant and animal species and to allow for sensitive use and enjoyment by humans.

Policy No.	Policy (STRATEGY)	Responsible Entities	Date	Comments	
7.1.a	Work with government agencies and other stakeholders to develop a natural resource plan to identify, preserve, restore, and manage natural and coastal resources in the city.	PPPS, PC, M, CC, ZA	2007-Ongoing	Action	Was this done? What is the rationale for such a plan, given the comprehensive plan should generally serve this function?
7.1.b	Maintain and enhance the water quality of creeks and drainage corridors within the City to prevent floods and erosion, and to preserve and protect the floodplain.	CA, PC, M, CC, ZA	2007-Ongoing	Policy	Maintain and enhance the water quality of riparian corridors
7.1.c	Prohibit development (public or private) along Lake Superior that would cause erosion, endanger water quality, or otherwise adversely affect coastal resources.	CA, PC, M, CC, ZA	2007-Ongoing	Policy	Development shall be sited and designed to avoid impacts from coastal hazards over the life of the development
7.1.d	Work with government agencies, schools, and others to provide and/or promote educational opportunities regarding the protection and enhancement of coastal areas.	CA, M, ZA	2007-Ongoing	Policy	
7.1.e	Coordinate with government agencies and stakeholders to install boat washing facilities at all public launch sites in order to minimize the spread of exotic aquatic species.	HC, CA, CE	2007-Ongoing	Policy	
7.1.f	Promote sustainable development and preservation of natural resources in public and private developments.	CA, PC, M, CC, ZA	2007-Ongoing	Policy	Very ambiguous. Sustainable development refers to wise use of resources and a balance between meeting current needs and resource conservation, not necessarily preservation.
7.1.g	Recognize Chequamegon Bay and the waterfront as unique resources and plan for, encourage, and manage development and redevelopment activities in coastal areas to maximize aesthetic, environmental, recreational, and economic values.	HC, PPPS, PC, M, CC, ZA	2007-Ongoing	Policy	
7.1.h	Develop and implement performance standards for all development in coastal areas. Address the need to provide public access to Lake Superior and to preserve views of and from Lake Superior.	PC, M, CC, ZA	2008-2009	Action	Three distinct issues here. Performance standards relative to what? Public access to LS should have separate policy, as should the issue related to viewshed protection.
	Before approving any land use change, consider its impact on environmental corridors, wildlife habitat, and potential rare or threatened plant and animal species locations, and ensure that the land use change will meet applicable zoning and land division regulations.			Policy	The proposed LU change has to meet zoning and land division requirements in order to be approved. Evaluation of the proposal within the context of natural resource values (corridors, habitat, etc.) should be a part of the review process conducted by the Plan Commission.

Objective 7.2: Support agricultural opportunities in the city.

Policy No.	Policy (STRATEGY)	Responsible Entities	Date	Comments	
7.2.a	Promote the preservation of productive agricultural land holdings by encouraging best management practices.	CA, PC, M, CC, ZA	2007-Ongoing	Policy	How would BMP's promote the preservation of agricultural land? Typical tools include zoning, subdivision regs. TDRs, PDRs, conservation design, etc.
7.2.b	Study the feasibility of developing a City tree nursery as part of an urban forestry program.	PPPS, PC, CA, ZA	2007-Ongoing	Policy	
7.2.c	Explore the development of community produce gardens.	PPPS, PC, CA	2007-Ongoing	Policy	
	Farmers market?				

Goal 2: Washburn protects and promotes its historic, archaeological and cultural resources.

Objective 7.3: Identify and preserve sites and features having unique historical, archaeological, aesthetic, scenic or cultural value.

Policy No.	Policy (STRATEGY)	Responsible Entities	Date	Comments	
7.3.a	Identify, preserve, and protect resources and structures that contribute to Washburn's architectural, historic, and cultural heritage		2007-Ongoing	Policy	
7.3.b	Support community events and programs that celebrate the history and culture of Washburn.		2007-Ongoing	Policy	
7.3.c	Encourage restoration and adaptive re-use of historic buildings.		2007-Ongoing	Policy	
7.3.d	Explore the preservation and/or restoration of the Washburn Civic Center (DuPont Club Building) and the old pumphouse. Consider designating the pumphouse as a building with special significance.		2007-Ongoing	Policy	Unless the city has it's own designation, this would likely be to pursue listing on the state or national register of historic places.

HOUSING

Goal: Diverse and attractive housing is available in the community to meet the needs of residents.

Objective 8.1: Encourage the rehabilitation and maintenance of the existing housing stock to provide for the needs of current residents and to accommodate anticipated future population growth.

Policy No.	Policy (STRATEGY)	Responsible Entities	Date	Comments	
8.1.a	Work with public and private agencies and programs to help rehabilitate owner-occupied and rental units.	HA, HPC, CE, ZA	2007-Ongoing	Policy	
8.1.b	Identify housing needs and amend the Zoning Ordinance to address those needs.	HA, ZA	2007-Ongoing	Policy	Two issues here. 1) "Participate in the production and periodic update of a housing needs assessment for the City and the region to ensure that policy is based upon a rational evaluation of housing needs and priorities" 2) Need to evaluate zoning ordinance to determine whether amendments are required to address housing needs. "Identify housing needs" is vague. Needs relative to what? Affordability? Design choices?
8.1.c	Explore developing and making available a handbook to guide homeowners in rehabilitation of their property.	CA, HPC, CE	2007-Ongoing	Policy	Impractical. Rehabilitation covers far to broad a spectrum and there are more focused resources available on the Internet.
8.1.d	Promote green building/sustainable design concepts (including energy efficient construction) for new housing and housing renovations.	CA, PC, M, CC, CE	2007-Ongoing	Policy	
8.1.e	Identify blighted properties that are vacant or for sale; consider acquiring them and improving them, or seek private rehabilitation support.	CA, PC, M, CC, HA, HPC, ZA, CE	2007-Ongoing	Action	Criteria for blighted? A home with functional status as a livable space may not look appealing, but isn't necessarily blighted. Better: "Identify areas in the City for priority funding for rehabilitation by non-profit housing organizations."
8.1.f	Initiate and/or promote neighborhood cleanup programs. Conduct clean up/pick up days for appliances, furniture, and general neighborhood cleanup.	CA, PW, CE, PHS	2007-Ongoing	Action	Has this been implemented?
8.1.g	Establish a community assistance program to encourage property maintenance.	CA, M, CC, BRLC, HPC, CE	2007-Ongoing	Action	

8.1.h	Review, amend, and enforce property maintenance ordinances.	CA, PC, M, CC, CE	2007-2009	Action	This implies that current ordinances are insufficient to address home maintenance issues in the community. Is this the case? Is enforcement a problem? Better: "Review zoning, subdivision and development regulations to ensure that they further housing policies and don't create unintended barriers."
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Objective 8.2: Encourage the development or redevelopment of housing for all income levels, special needs, stages of life.

Policy No.	Policy (STRATEGY)	Responsible Entities	Date	Comments	
8.2.a	Develop incentives to encourage development of low and moderate-income housing, as well as housing for those with special needs.	CA, PC, M, ZA, CE	2007-Ongoing	Action	
8.2.b	Encourage infill housing in areas currently served by public utilities.	CA, PC, M, ZA, CE	2007-Ongoing	Policy	
8.2.c	Encourage the creation of mixed-use developments that include housing, employment, shopping, and recreation opportunities in a compact, pedestrian setting.	CA, PC, M, ZA, CE	2007-Ongoing	Policy	
8.2.d	Use and/or promote programs to assist with the development of multi-family rental housing.	CA, PC, M, ZA, CE	2007-Ongoing	Policy	
8.2.e	Use and promote programs that provide incentives to support the financing and marketing of a first-time homebuyer program.	CA, PC, M, ZA, CE	2007-Ongoing	Policy	The city should compile and make available housing and housing agency services information to assist both low and moderate income families in finding adequate housing and to assist non-profit developers in locating suitable sites for affordable housing.
8.2.f	Develop housing linkage programs to construct or make financial contributions towards the development of affordable rental and ownership housing. These programs can include tools such as density bonuses, reduced setbacks, and reduced parking requirements.	CA, PC, M, ZA, CE	2007-Ongoing	Policy	
8.2.g	Support public and private programs that help address housing needs in Washburn.	CA, PC, M, ZA, CE	2007-Ongoing	Policy	
8.2.h	Encourage the development of transitional housing to meet the community's housing needs.	CA, PC, M, ZA, CE	2007-Ongoing	Policy	
8.2.i	Encourage multi-family, rental housing development for all income levels and for those with special needs.	CA, PC, M, ZA, CE	2007-Ongoing	Policy	
8.2.j	Ensure that housing addresses the standards set in the American's with Disabilities Act.	CA, PC, M, ZA, CE	2007-Ongoing	Policy	
8.2.k	Explore the idea of creating an architectural review board to guide builders toward compatible architectural design.	CA, PC, M, ZA, CE	2008	Policy	to guide builders toward compatible architectural design. Compatible with what? A review board would need architectural guidelines in order to evaluate proposed design choices. Perhaps this policy should be to first explore the need for architectural review guidelines.
	Support innovative strategies that facilitate the development of a range of affordable housing options. Such strategies may include clustered residential developments, density bonuses for developments that include "affordable" units/lots, cottage housing developments, multifamily infill as a conditional use in single family neighborhoods, and inclusionary zoning			Policy	

Collaborate with Bayfield County, other neighboring jurisdictions, and the City of Washburn and Bayfield County Housing Authority to assess housing needs, create affordable housing opportunities, and coordinate funding.			Policy	
Support the maintenance, weatherization, rehabilitation, and long-term preservation of existing housing for citizens of low and moderate income			Policy	

ECONOMIC DEVELOPMENT

Goal: Washburn provides adequate jobs, meets the retail and service needs of residents and visitors, provides a strong municipal tax base, and enhances the quality of life.

Objective 9.1: Retain, encourage and support the expansion of local business and industry.

Policy No.	Policy (STRATEGY)	Responsible Entities	Date	Comments	
9.1.a	Set retention of existing businesses and industries as a top priority of the City's economic development plan.	M, CA, PC	2007-Ongoing	Policy	
9.1.b	Develop and implement a program where the Mayor (or the Mayor's representative) meets periodically on an individual basis with businesses and industries to listen to concerns and discuss opportunities for growth.	M, CA, PC	2007-Ongoing	Action	Did this happen?
9.1.c	Work with government agencies and others to promote training opportunities to help businesses and industries prosper. Co-sponsor and/or offer City facilities for employee training programs and help coordinate existing resources to present training seminars.	M, CA, PC	2007-Ongoing	Policy	
9.1.d	Promote the downtown business district and enhance the capability of downtown businesses to meet the daily needs of local, regional, and tourist customers.	M, CA, PC	2007-Ongoing	Policy	
9.1.e	Use physical design, investments in the public realm, appropriate signage, and coordinated promotions to strengthen the link between the City's downtown business district and the City's waterfront.	M, CA, PC	2007-Ongoing	Policy	Is this moving toward the creation of a brand identity for the city of Washburn?
9.1.f	Work to implement programs that conserve energy resources and reduce energy costs to businesses, industries, and residences.	M, CA, PC, PW, CE	2007-Ongoing	Policy	
9.1.g	Explore participating in the Main Street Program as a way to help revitalize downtown businesses.	M, CA, CC	2008	Policy	Now the Main Street and Connect Communities Program (WEDC)

Objective 9.2: Welcome industries and businesses that have a synergistic relationship with existing industries, businesses, and institutions, and those that help diversify Washburn's economic base.

Policy No.	Policy (STRATEGY)	Responsible Entities	Date	Comments	
9.2.a	Recognize and promote the arts, recreation, and natural resources as major contributors to Washburn's high quality of life and as major economic forces in the community. Promote the City's high quality of life to help attract new businesses.	M, PC, CA	2007-Ongoing	Policy	
9.2.b	Recruit value-added industries and businesses that can take advantage of the City's and the region's amenities and natural resources.	M, PC, CA	2007-Ongoing	Policy	
9.2.c	Enhance Washburn's existing "creative economy" by marketing Washburn to artists, writers, and others.	M, PC, CA	2007-Ongoing	Policy	

9.2.d	Develop and maintain an inventory of public and private lands and buildings that are suitable for development or redevelopment of businesses and industries and that are consistent with the City's natural and social policies.	PC, CA, ZA	2007-Ongoing	Action	
9.2.e	Identify blighted or potentially contaminated sites. Provide technical, financial, or administrative assistance for brownfields mitigation. Identify resources, promote state and federal programs, and invest in vacant sites to remediate risk and blight in the community.	BRLC, CE, PC, CA, ZA	2007-Ongoing	Action/Policy	
9.2.f	Encourage new businesses and industries that can help serve the area's growing population of elderly residents.	M, PC, CA	2007-Ongoing	Policy	
9.2.g	Develop new opportunities for the City to stand out as a leader in sustainable business and community development.	M, PC, CA	2007-Ongoing	Policy	
9.2.h	Support eco-tourism and other tourism opportunities that are self-supportive revenue generators.	M, PC, CA	2007-Ongoing	Policy	
9.2.i	Partner with Chambers of Commerce, neighboring and overlapping jurisdictions, and others to promote tourism.	PC, CA, CAC	2007-Ongoing	Policy	
9.2.j	Promote a range of business types to help diversify Washburn's economy and enhance employment opportunities for its residents.	M, PC, CA	2007-Ongoing	Policy	
9.2.k	Identify under-utilized local resources and develop programs that create or encourage investment in these resources. Assist businesses to create new markets for products and services.	PC, CA	2007-Ongoing	Policy	
9.2.l	Identify under-utilized or under-served local and regional markets and encourage local business development to service these markets.	PC, CA	2007-Ongoing	Policy	
9.2.m	Encourage entrepreneurs who are developing new products and new markets to locate in Washburn.	PC, CA, M	2007-Ongoing	Policy	
9.2.n	Identify new economically and environmentally sustainable uses for the City's and the region's natural resources.	PC, CA	2007-Ongoing	Policy	

Objective 9.3: Support and encourage entrepreneurship.

Policy No.	Policy (STRATEGY)	Responsible Entities	Date	Comments	
9.3.a	Inform those interested in starting a new business about available business counseling programs.	PC, CA	2007-Ongoing	Policy	
9.3.b	Support and promote business management education and training programs.	M, PC, CA	2007-Ongoing	Policy	
9.3.c	Promote the establishment of and organized business support network for new startup businesses.	M, PC, CA	2007-Ongoing	Policy	
9.3.d	Encourage local economic development organizations to study and make available information on Washburn's market potential for new retail, wholesale, service, and manufacturing businesses.	M, PC, CA	2007-Ongoing	Policy	
9.3.e	Identify and provide information on available business financing programs.	BRLC, CA, PC	2007-Ongoing	Policy	
9.3.f	Support the establishment of entrepreneurship education programs in schools.	M, CA, PC	2007-Ongoing	Policy	

INTERGOVERNMENTAL COOPERATION

Goal: The City of Washburn and all neighboring and overlapping governmental jurisdictions work proactively and cooperatively to ensure that the Chequamegon Bay region has a strong, sustainable economy; respects natural resources; and meets human needs fairly and efficiently.

Objective 10.1: Provide open communication and good working relationships between the City of Washburn and neighboring and overlapping jurisdictions.

Policy No.	Policy (STRATEGY)	Responsible Entities	Date	Comments	
10.1.a	Lead efforts to organize intergovernmental workshops involving representatives from neighboring and overlapping jurisdictions.	M, CA	2007-Ongoing	Policy	
10.1.b	Encourage neighboring and overlapping jurisdictions to review and comment on amendments and updates to Washburn's Comprehensive Plan and other pertinent plans in Washburn. Request that neighboring and overlapping jurisdictions allow the City of Washburn to review planning efforts that may affect the City of Washburn.	M, CA, ZA	2007-Ongoing	Policy	
10.1.c	Openly share information that may be beneficial to neighboring and overlapping jurisdictions.	M, CA	2007-Ongoing	Policy	
10.1.d	Coordinate education efforts that may be beneficial to neighboring and overlapping jurisdictions.	M, CA	2007-Ongoing	Policy	
10.1.e	Collaborate with the Alliance for Sustainability.	M, CA	2007-Ongoing	Policy	

Objective 10.2: Partner with neighboring and overlapping jurisdictions to provide efficient, cost-effective, high-quality services, where practical or mutually beneficial.

Policy No.	Policy (STRATEGY)	Responsible Entities	Date	Comments	
10.2.a	Share services and facilities with neighboring and overlapping jurisdictions, where practical or mutually beneficial.	M, CA	2007-Ongoing	Policy	
10.2.b	Support regional facilities and services that benefit Washburn and the region.	M, CA, ZA	2007-Ongoing	Policy	
10.2.c	Work with neighboring and overlapping jurisdictions to coordinate shared purchases of bulk items and special equipment, where practical or mutually beneficial.	M, CA	2007-Ongoing	Policy	
10.2.d	Work with the Washburn School District and neighboring communities to coordinate efforts to provide quality recreation programs and facilities for area residents.	M, CA, RAC, RD	2007-Ongoing	Policy	

Objective 10.3: Work proactively and cooperatively on planning issues that may affect neighboring and overlapping jurisdictions.

Policy No.	Policy (STRATEGY)	Responsible Entities	Date	Comments	
10.3.a	Work with neighboring and overlapping jurisdictions on all land use decisions that may affect the other jurisdictions.	M, CA, PC, ZA	2007-Ongoing	Policy	
10.3.b	Work with neighboring and overlapping jurisdictions to ensure that Washburn and the surrounding area have a safe, efficient, well maintained, and connected multi-modal transportation system.	M, CA	2007-Ongoing	Policy	

10.3.c	Work with the Bay Area Rural Transit (BART) system and neighboring and overlapping governments to promote the use of the public transportation system. Work to make the public transportation system more energy efficient and cost effective.	BA, M, CA	2007- Ongoing	Policy	
10.3.d	Work with neighboring and overlapping jurisdictions to preserve and enhance natural, coastal, cultural, and agricultural resources in the region.	PPPS, M, CA, PC, ZA	2007- Ongoing	Policy	
10.3.e	Work with neighboring and overlapping jurisdictions to coordinate development and improvements of utilities and community facilities that meet the needs of area residents.	M, CA, PW	2007- Ongoing	Policy	
10.3.f	Work with neighboring and overlapping jurisdictions to ensure that there is a full range of housing to meet the diverse needs of the area.	M, CA, PC, CE	2007- Ongoing	Policy	
10.3.g	Work with neighboring and overlapping jurisdictions on economic development issues and planning that will strengthen the economy of the region.	M, CA, PC	2007- Ongoing	Policy	
10.3.h	Partner with neighboring and overlapping jurisdictions to establish alternative energy programs that will provide sustainable, efficient, cost effective energy that is practical and mutually beneficial.	M, CA	2007- Ongoing	Policy	