

**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/84376234775?pwd=c1dzc0VtclBGVjgrWG5sK3drNXROZz09> or by calling 1 (877) 853-5247 (Toll Free) and entering Webinar ID: 843 7623 4775 and entering passcode 678243 as opposed to being present for the meeting. Limited seating will be available at the meeting and guests are asked to keep a six-foot distance from one another.

#### **NOTICE OF PLAN COMMISSION MEETING**

**DATE:** Thursday, November 18, 2021  
**TIME:** 5:30 PM  
**PLACE:** Washburn City Hall

#### **AGENDA:**

- Call to Order/Roll Call
- Approval of Minutes of October 27, 2021
- Discussion and Action on Sign Permit Application for Wall Sign on the Front of Kiddiwink Kids Building, Located at 108 W. Bayfield Street, C-3 District, Sheila Desjarlais - Petitioner
- Continued Discussion and Action on Comprehensive Plan Re-Write Project –Review of Land Use Maps and Policies
- Adjourn

October 27, 2021

CITY OF WASHBURN PLAN COMMISSION MEETING

5:30PM Washburn City Hall & Remote Video Conferencing

COMMISSION MEMBERS: Dave Anderson, Felix Kalinowski, Leo Ketchum-Fish, Mary Motiff, Britt Serrine, Nicolas Suminski

ABSENT: Matt Simoneau

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

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

Approval of Minutes – August 23, 2021, and September 23, 2021, Minutes – Motion by Anderson to approve the minutes of August 23, 2021, and September 23, 2021, second by Kalinowski. Motion carried 6-0.

Public Hearing – Motion by Anderson to open floor for public hearing, second by Ketchum-Fish. Motion carried 6-0.

**Zoning Code Amendment - For the purpose of amending the City's Zoning Code to provide consistency between the zoning code and Title 7, Chapter 11 of the City's Ordinances regarding the regulation of short-term Rentals – No Comments**

**Conditional Use Permit Application - Request for Manufacturing Use in a Commercial Area – Operate a coffee roasting business in accordance with the regulations of 8 - 476 out of the property located at 101 West Bayfield Street. Jared Trimbo, Petitioner, property is zoned C-3, Downtown Commercial – Petitioner Jared Trimbo, gave a brief outline of his request states this is not a noisy operation, the smell would be caramel, toasty smell. Suminski questions what he will do with the chaffing's? Trimbo states they will have a chaff collector.**

Moved by Anderson to close the floor for the public hearing, second by Ketchum-Fish. Motion carried 6-0.

**Discussion and Recommendation on Zoning Code Amendment - Amending the City's Zoning Code to provide consistency between the zoning code and Title 7, Chapter 11 of the City's Ordinances regarding the regulation of short-term rentals - Anderson moves to recommend approval of the Zoning Code Amendment, amending the City Zoning Code to provide consistency between the zoning code and Title 7, Chapter 11 of the City's Ordinances regarding the regulation of short-term rentals, second by Ketchum-Fish. Motion carries 6-0.**

**Discussion and Recommendation on Conditional Use Permit Application - Request for Manufacturing Use in a Commercial Area – Operate a coffee roasting business in accordance with the regulations of 8 - 476 out of the property located at 101 West Bayfield Street. Jared Trimbo, Petitioner, property is zoned C-3, Downtown Commercial – Moved by Serrine to recommend approval of the conditional use permit to allow Jared Trimbo to operate a coffee roasting business at 101 W. Bayfield Street, second by Ketchum-Fish. Section 7-55 (a)(1-9) reviewed by the Commission; 1- The size of the property is adequate for this use, 2- use is compatible, 3- Location is suitable, 4- no effects on traffic safety or pedestrian, 5- proposed use is suitable for this property, 6- no effect on the natural environment, 7- use is compatible with the surrounding properties, 8-No effects on the normal and orderly development and improvements in the surrounding property, 9- no other factors to consider. Vote on original motion. Motion carried 6-0**

**Continued Discussion and Action on Comprehensive Plan Re-Write Project – Review of Land Use Maps – Jason had asked that the Commission review the four maps and then we can meet with him again to go over any changes. The Commission completed step one, reviewing the Future Land Use Categories and began the review of the Future Land use map. Consensus was given to expand the low density residential from County Hwy C going North up 10<sup>th</sup> Ave to City Limit and East to 8<sup>th</sup> Avenue. Ketchum-Fish leaves at 7: 21pm. Serrine leaves at 7:30pm, it is noted there is no longer a quorum. Discussion on expanding some of the industrial area, but no consensus was given. We will pick up at the next meeting with discussion on the Marina area of the map.**

Meeting adjourned at 8:04pm by Motiff.

Respectfully Submitted,  
Tammy L. DeMars  
Treasurer/Deputy Clerk

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**715-373-6160**  
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To: Honorable Mayor and Plan Commission Members

From: Tammy DeMars, Deputy Zoning Administrator

Re: Sign Permit – 108 W. Bayfield Street

Date: October 25, 2021

Sheila Desjarlais has applied for a permit to place a 5' x 3' Wall Sign at her new business, located at 108 W. Bayfield Street. The sign will be made of aluminum and will be hung on the wall above the window. The sign meets the sign requirements outlined in Article 18.

Since the property is in the Downtown Design District Article 14, requires architectural review.

I have no concerns with this application and recommend approval.

**CITY OF WASHBURN**

PO BOX 638

WASHBURN, WI 54891

Receipt Nbr: 31910

Date: 10/25/2021

Check

RECEIVED  
FROM

KIDDIWINK LLC

\$45.00

Type of Payment

Description

Amount

Accounting

ZONING PERMITS

45.00

SIGN PERMIT APPLICATIN KIDDIWINK, LLC

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TOTAL RECEIVED

45.00

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# SIGN PERMIT APPLICATION



Date Received 10/22/2021

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 Sheila Desjarlais

13250 State Highway 13 Phone # 952-818-0598  
Washburn, WI 54891

Site Address 108 W. Bayfield St. Parcel # \_\_\_\_\_  
Washburn, WI 54891

Subdivision \_\_\_\_\_ Block No. 49 Lot(s) 13

Property Owner Name, Address & Phone # (if different from applicant) Nate Swiston

110 W. Bayfield St. Washburn, WI 54891

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

Description of Project Hang a flat signboard on building front made  
of "dibond" from Hoft graphics in Ashland. Will be hung  
with screws provided by building owner Estimated Cost \$ 300

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 Sheila Desjarlais Date 10/21/2021

Sign Type flat "diamond" PVC/Aluminum # Signs 1 # Faces 1

Lighting Type over head light Sign Dimensions 5 ft x 3 ft Total Sq Ft 15 sq ft

Location of Sign upper front of building above window Height to Top of Sign from Ground 10.58 ft

**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:**

**PERMIT APPROVAL:**

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.

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

PERMIT DENIED BY \_\_\_\_\_

PERMIT ISSUED BY \_\_\_\_\_

DATE DENIED \_\_\_\_\_

DATE ISSUED \_\_\_\_\_

REASONS FOR DENIAL \_\_\_\_\_

PERMIT # \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5 ft

Flat Aluminum Sign  
-white background



**Kiddiwink Kids**

*where imaginations grow.*

2.5 ft

12.5 Sq. Ft.

**From:** Nate Swiston washburnhardwarewi@gmail.com  
**Subject:** Re: Store Front Sign Application  
**Date:** October 18, 2021 at 1:38 PM  
**To:** Sheila Desjarlais kiddiwinkkids@gmail.com



He Sheila - yes, you absolutely have my permission for an outside sign that meets city regulations. Also, feel free to paint the inside as you see fit, and I will cover the cost of the paint. I am here Wednesday so you are welcome to stop in anytime.

Give me a heads up about a week before your sign goes up and I will see what I can do about lighting. Phone number for the store is 715-373-5401 and my cell is 715-209-4787.

Thanks.....Nate

On Mon, Oct 18, 2021 at 11:30 AM Sheila Desjarlais <kiddiwinkkids@gmail.com> wrote:  
Hi Nate -

I am working on the application for the sign for the store front and I need written permission from you as the building owner to hang the sign. I'm still going with the original plan of a metal (I think?) from Heart Graphics and I think I'm going to do 3X5 so the name is big enough to read. The space was larger than I originally thought.

I also need your phone number for the application. I listed your address as the hardware store.

Can you respond to this email and let me know that I have your permission?

Thanks!

Sheila

P.S. Jen said she was going to mention it to you (I don't know if she did) but we are going to paint the trim and the doors to spruce things up a bit more. The walls look so nice it makes the trim and doors stand out. She was going to pick colors and I will likely be by on Wednesday of this week to pick up paint and a brush. The colors Jen was talking about will look awesome. I think it's going to make the space look fantastic.



**TITLE 13  
CHAPTER 1 - ZONING CODE**

**ARTICLE 18  
SIGNS AND MURALS**

**Divisions**

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**DIVISION 1  
SIGNS**

**Sections**

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18-2 Purpose	18-14 Sidewalk signs
18-3 Applicability	18-15 Signs allowed without a permit
18-4 Prohibited signs	18-16 Signs allowed with a permit in a residential zoning district
18-5 General standards	18-17 Signs allowed with a permit in a commercial, industrial, or special purpose zoning district
18-6 Sign lighting	18-18 Signs in a planned development district
18-7 Electronic message displays	18-19 Maintenance
18-8 Projecting signs	18-20 Removal of illegal signs placed on public property
18-9 Awning signs	18-21 Abandoned signs
18-10 Free-standing signs	18-22 Nonconforming signs
18-11 Hanging signs	
18-12 Wall signs	

**18-1 Legislative findings**

The Common Council makes the following legislative findings relating to signs:

- (1) In addition to signage allowed by this article, individuals, groups of people, and businesses have numerous means to communicate different types of speech, including print media, broadcast media, direct mailings to households, and dissemination of information on the Internet.
- (2) Sign regulations in this article (i) promote the public welfare, health, and safety of people using the public roads and other public travelways; (ii) advance the aesthetic goals of the city, and to ensure the effectiveness and flexibility in the design of, and the creativity of, the use of such devices without creating detriment to the general public; and (iii) reduce the visual clutter caused by advertising signage which is a significant cause of unsafe traffic and visibility conditions.
- (3) Sign regulations in this article are not intended to control the content of a message, except as allowed by law, or to unduly restrict the appearance of a sign.
- (4) The limitations placed on signs by this article are deemed to be the minimum necessary to accomplish the purposes of this article.
- (5) A 70-mile segment of State Highway 13, including Bayfield Street in the City of Washburn, was designated a Wisconsin Scenic Byway in 2013 pursuant to s. 84.106, Wis. Stats., and the requirements in ch. Trans 202, Wis. Admin. Code. Designation as a scenic byway means that off-premise signs that can be seen from the route are not permitted (see s. Trans 201.23, Wis. Admin. Code).

**18-2 Purpose**

This article promotes the public health, safety, and general welfare and is intended to:

- (3) A sign shall not obstruct or interfere with the effectiveness of railroad or traffic signs, signals, or devices.
- (4) A sign shall not be erected, relocated, or maintained so as to prevent free ingress to or egress from any door, window, driveway, or fire escape.
- (5) A sign shall not be attached to a standpipe or fire escape.
- (6) A sign is allowed in a vision triangle if the sign complies with the standards in s. 8-76.
- (7) A sign shall not oscillate or rotate.
- (8) A sign shall not emit an audible sound, odor, or any visible matter (e.g., steam, smoke, confetti).
- (9) A sign shall not be placed on a telecommunication tower, except as required or permitted under Article 8.
- (10) A sign shall be constructed and mounted so as to comply with state and local building codes as applicable.
- (11) A sign containing electrical wiring shall be constructed, installed, and operated so as to comply with state and local electrical codes as applicable.
- (12) A sign shall not be painted on or similarly affixed to a natural object, such as a tree or rock.
- (13) When a sign is authorized to contain electrical power or when a sign is illuminated by one or more external light fixtures, the electric wire providing the electric power to the sign or the light fixture shall be placed underground from the service disconnect.
- (14) Signs shall not be located on public property except as specifically allowed in this article.

#### 18-6 Sign lighting

Lighting of a sign when allowed by this article shall comply with the following standards

- (1) Internal or external illumination shall not flash or change color.
- (2) Lighting for an externally illuminated sign shall be shaded, shielded, and directed away from surrounding properties and vehicular traffic.
- (3) Neon lighting or lighting having the same appearance of neon lighting may be used.
- (4) For a sign with internal illumination, the background of the sign face shall be made of an opaque material to allow internal light to project only through the lettering and/or logos or a colored translucent material (i.e., not white, cream, off-white, or other light color) with either translucent or opaque lettering and/or logos.
- (5) Lighting shall not oscillate or move or give the appearance of movement.

#### 18-7 Electronic message displays

(a) **Findings.** The common Council makes the following findings regarding electronic message displays:

- (1) Electronic displays are designed to produce sufficient brightness to ensure clear legibility during daylight hours. However, daytime brightness settings are usually inappropriate for night-time viewing.
- (2) Electronic displays that are too bright at night can be offensive and reduce the legibility of the display copy.
- (3) Technology exists to control lighting levels, with scheduled dimming based on sunset-sunrise tables or with photocells.
- (4) Appropriate standards are necessary to ensure electronic displays do not become a nuisance to surrounding property owners or pedestrians or a distraction to passing motorists.

(b) **General standards.** An electronic message display when allowed by this article shall comply with the following standards:

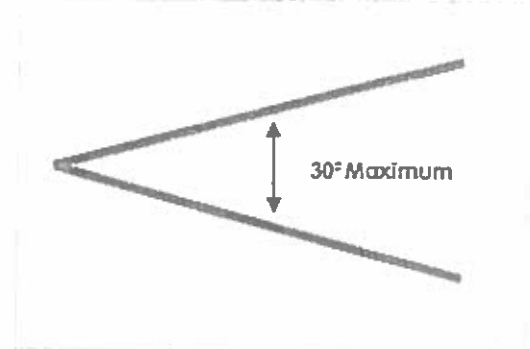
- (1) An electronic message display must be equipped with technology the sign owner can use to program lighting levels to comply with the lighting standards in this section.
- (2) Except for time and temperature displays, the message shall remain static at least 2 minutes before the next message appears.

**18-9 Awning signs**

A sign on an awning shall comply with each of the following:

- (1) The sign shall complement the scale, proportion, and architectural style of the building on which it is to be attached.
- (2) If a canopy extends over public property (i.e., above a public sidewalk), the property owner shall provide all assurances as may be specified by the city administrator and/or the city attorney before a sign permit can be issued for a canopy sign.
- (3) When located above a walkway, the bottom edge of the canopy shall be at least 8 feet above the surface of the walkway beneath the canopy.
- (4) The sign shall only be placed on the vertical flap of the canopy and may not occupy more than 50 percent of the area of the flap.
- (5) The canopy, whether existing or proposed, shall be made of an opaque material.

**Exhibit 18-2. Maximum angle for a double-faced monument sign**



**18-10 Free-standing signs**

(a) **General standards.** A free-standing sign shall comply with each of the following:

- (1) When a free-standing sign is located in a residential zoning district, landscaping shall be provided and maintained around the base of the sign for a minimum distance of 5 feet. Such landscaping may consist of turf, small shrubs, ground cover, or a combination thereof.
- (2) The base of a monument sign shall be covered with brick, stone, split-face masonry block, wood, stucco, or other material that complements the materials on the principal building.
- (3) The base of a monument sign shall be at least 80 percent of the width of the sign.
- (4) A monument sign may be double-faced, provided the angle between the two sign faces does not exceed 30 degrees (Exhibit 18-2). If the sign faces are more than 30 degrees, both faces are considered single-sided and included in determining the area of the sign.
- (5) A pole or pylon sign may be double-faced provided the two faces are parallel to one another.
- (6) A free-standing sign shall be located at least 5 feet from the front lot line, 5 feet from a side or rear lot line if the adjoining property is non-residential, and 10 feet from a side or rear lot line if the adjoining property is in a residential zoning district.
- (7) A free-standing sign shall be located at least 15 feet from an access drive and 5 feet from a parking lot.
- (8) A free-standing sign shall be self-supporting (i.e., no guy wires or the like).
- (9) A free-standing sign shall be attached to a permanent foundation set in the ground.
- (10) A free-standing sign shall not unreasonably obstruct the view of a conforming sign on another property.

**Exhibit 18-3. Measuring the area of a free-standing sign**



© Civic Webware

(b) **Measuring the area of a free-standing sign.** The area of a freestanding sign is the entire surface area on which the message could be placed (Exhibit 18-3). The supporting structure or bracing is not included.

(c) **Measuring the height of a free-standing sign.** If the location of a freestanding sign is above street grade, the height of the sign is measured from the surrounding grade which may not be modified so as to increase the overall height of the sign (Exhibit 18-4). If the location of a monument sign is below street grade, the height of the sign is measured from the centerline of the street immediately in front of the sign (Exhibit 18-4).

**18-14 Sidewalk signs**

A sidewalk sign shall comply with each of the following:

- (1) A sidewalk sign shall have a small, but legible label identifying the business that owns the sign, a contact name, address, and phone number.
- (2) The overall width of a sidewalk sign including all components shall not exceed 36 inches.
- (3) A sidewalk sign must be securely weighted or otherwise designed to not shift, move, or topple over in the wind or present a hazard to the public.
- (4) A sidewalk sign may have two stabilized wheels for moving the sign.
- (5) A sidewalk sign shall only be placed at the location specified on the approved sign permit.
- (6) A sidewalk sign shall be located immediately in front of business, except the zoning administrator may approve an alternate location in the sign permit when necessary to accomplish the intended purpose of the sign.
- (7) A sidewalk sign shall not obstruct vehicular/bus stops, benches, fire hydrants, or other features located legally in the right-of-way or be located closer than 10 feet to another sidewalk sign. A sidewalk sign shall be located near the curb, rather than the building face.
- (8) A sidewalk sign shall not obstruct the use of the sidewalk by pedestrians.
- (9) A sidewalk sign shall not be located closer than 5 feet to an adjacent parcel line.
- (10) A sidewalk sign shall not be located in a vision triangle as specified in s. 8-76.

**18-15 Signs allowed without a sign permit**

- (a) Signage for a property zoned for single-family is allowed without a permit as follows:
  - (1) **Maximum sign area:** the area of all signs shall not exceed 14 square feet on a single-side sign or 28 feet on a double-sided sign
  - (2) **Number permitted:** no limitation except by total sign area
  - (3) **Type:** signage may be temporary or permanent
  - (4) **Placement:** signage may free-standing or affixed to the house, except no signage shall placed above the roof eaves or on a gable end
  - (5) **Time limitation:** none
  - (6) **Type of illumination permitted:** none except for indirect ambient lighting
  - (7) **Type of display permitted:** static display

Types of signage can include the following:

- (1) Signage for an authorized commercial use of the property (e.g., bed and breakfast)
- (2) Building marker signage (i.e., signage with the name of the building or date of construction or both)
- (3) Construction/maintenance signage (i.e., signage that identifies the architects, engineers, contractors and other individuals or firms involved with construction/maintenance taking place on the premises)
- (4) Free speech signage, including political and religious messages
- (5) Historic marker (i.e., signage marking a historic building, site, landmark, or similar designation by the federal government, the state of Wisconsin, Walworth County, a local government, or a non-profit organization)
- (6) Open house real estate signage (i.e., signage that indicates that a particular residence that is for sale/lease is or will be open to the public for viewing)
- (7) Personal greeting and congratulatory sign (i.e., signage related to a homecoming of a person or group of people or a personal event or accomplishment)
- (8) Private property protection signage (i.e., signage containing wording indicating an intent to deny entry to the general public, such as "no trespassing" or "private property")

Table 18-1. Signs allowed with a permit in a residential zoning district

Land use / sign type	Number of signs	Maximum sign area	Maximum sign height	Illumination	Type of display permitted	
Identification sign for a residential complex	A Wall sign	1 per street frontage	16 square feet or 10 percent of the wall area, whichever is less	8 feet	External	Static display
	B Free-standing sign - monument sign only	1 per premises	16 square feet when single-sided; 32 square feet per side when double-sided	6 feet	External	Static display
Identification sign for a subdivision	Free-standing sign - monument sign only	1 per vehicular access point	32 square feet when single-sided; 32 square feet per side when double-sided	6 feet	External	Static display
Temporary identification sign for an approved subdivision	Free-standing sign - monument sign only	1 per vehicular access point	32 square feet when single-sided; 32 square feet per side when double-sided	6 feet	External	Static display
Identification sign for a neighborhood	Free-standing sign - monument sign only	1 per vehicular access point	32 square feet when single-sided; 32 square feet per side when double-sided	6 feet	External	Static display
Identification sign for an institutional use	A. Wall sign	1 per street frontage	32 square feet or 10 percent of the wall area, whichever is less	10 feet	External or internal	Static display
	B Free-standing sign - monument only	1 per premises	32 square feet when single-sided; 32 square feet per side when double-sided	6 feet	External	Static display
	C Parking lot entrance sign	One at each vehicular access point to the site but no closer than 300 feet on the same road frontage or closer than 300 feet to another free-standing sign	8 square feet when single-sided; 8 square feet per side when double-sided	5 feet	External	Static display

specified in the notice is required to protect public safety. If the property owner does not comply, the Common Council may remove such sign pursuant to the authority and subject to the requirements set forth in s. 66.0413, Wis. Stats.

**18-20 Removal of illegal signs placed on public property**

Government personnel may remove a sign placed illegally on public property (e.g., within a street right-of-way or a public park) without notice to the person who installed or authorized the installation of the sign. The official removing such sign may dispose of the sign at his or her discretion.

**18-21 Abandoned signs**

A sign or sign message shall be removed by the owner or lessee of the premises upon which an on-premises sign is located when the business it advertises is no longer conducted or, for an off-premises sign, when the lease payment and rental income are no longer provided. If the owner or lessee fails to remove the sign, the City of Washburn, or its legal designee, shall give the owner 60 days' written notice to remove the said sign. Upon failure to comply with this notice, the City of Washburn, or its legal designee, may cause removal to be executed, the expenses of which shall be assessed to the tax roll of the property on which the abandoned sign is located. (s. of the current zoning code)

**18-22 Nonconforming signs**

Nonconforming signs shall comply with the requirements set forth in Article 19.

**18-23 to 18-40 Reserved**

**DIVISION 2  
MURALS**

**Sections**

18-41	Legislative findings	18-43	Review procedure
18-42	Applicability	18-44	Design, installation, and maintenance

**18-41 Legislative findings**

The Common Council makes the following legislative findings relating to murals:

- (1) A mural, by definition, does not communicate a commercial message, and therefore does not constitute a sign.
- (2) A mural can help foster community identity by depicting a scene or event of natural, social, cultural, or historical significance.
- (3) Given the prominence of most murals, standards must be established so that murals become a community asset.

**18-42 Applicability**

The regulations in this division apply to all murals visible from an adjoining property or a public roadway.

**18-43 Review procedures**

A mural must be approved pursuant to the procedures and requirements set forth in Article 7.

**18-44 Design, installation, and maintenance**

- (1) Prior to painting or affixing a mural to the building, the surface of the building must be fully repaired and/or deemed suitable for the proposed mural. The City building inspector shall check the surface of the structure for general suitability. However, the City of Washburn and/or the building inspector shall not be responsible for any potential future failures associated with the structure or the mural.

**Exercise: Future Land Use Evaluation**

**Purpose:** Update/Revise the Future Land Use Map from the previous Comprehensive Plan (2007, map amended 2016) Establish a Future Land Use framework for the next 20 years.

**Method:**

**Step1:** Review the Future Land Use Categories from the previous plan and determine if revisions to the definitions are needed or new categories need to be created. Identify desired changes, if necessary. Once changes are documented (if Plan Commission determines these are needed), or the Plan Commission determines no changes are needed, proceed to Step 2.

**Step 2:** Review the Future Land Use Map and determine where changes are desired. Revisions could include recoding parcels from one category to another and/or applying new Future Land Use definitions (if created in Step 1). Please record changes on either the color-coded Future Land Use Map OR the parcel outline map. The parcel outline map is provided because it is sometimes difficult to notate changes on a color-coded map.

## **FUTURE LAND USE CATEGORIES**

### **RURAL RESIDENTIAL/AGRICULTURE**

The rural residential/agriculture land use designation guides land for single-family residential use and limited agricultural use in the rural areas of the city not served by public sanitary sewer. To help preserve natural resources, rural character, and agricultural production (including grazing and forestry), rural residential/agriculture parcels will have an area of at least four acres. However, most existing parcels in this area are at least ten acres, which is more consistent with rural residential, and agriculture uses. This land use designation provides an area for residents that wish to live in a rural, natural setting within the city limits of Washburn. It also provides an area for future growth that the City may not reasonably be able to accommodate within the existing urban areas of the community.

### **LOW-DENSITY RESIDENTIAL**

The low-density residential land use category includes those areas of the City where single-family residences are the predominate land use, along with compatible uses including parks, worship facilities, schools, nursing homes, and other similar public or semi-public uses that can be sensitively integrated into residential neighborhoods. Most new development in this area will be served by public sanitary sewer. Those uses not on public sanitary sewer will be at least 1.5 acres.

### **MODERATE-DENSITY RESIDENTIAL**

The moderate density residential land use category includes a variety of housing types including single-family residences, duplexes and twin homes, and multi-family housing. Other compatible land uses include parks, worship facilities, schools, nursing homes, and other similar public or semi-public uses that can be sensitively integrated into residential neighborhoods.

### **WATERFRONT RESIDENTIAL**

The waterfront residential land use designation is found exclusively along Lake Superior. Given the proximity of the district to the lake. It is especially important that the City protect shoreline vegetation within 35 feet of the lakefront. Land uses in this area will consist of resorts, single-family homes, duplexes and twin homes, and multi-family projects. Because public sanitary sewer is not currently available throughout the entire area, extensions will be needed to accommodate higher density projects. As a general rule, new multi-family projects will not exceed 5 dwelling units per acre. The City may on a case-by-case basis consider higher densities when the developer presents an exceptional project that exceeds minimum requirements for protecting natural resources. New lots that are not served by public sanitary sewer will have a minimum lot size of 1.5 acres.

### **RESIDENTIAL/COTTAGE COMMERCIAL MIX**

The residential/cottage commercial mix land use designation includes the area along Bayfield Street. Single-family residences are the predominant existing use in this area, but there are several existing commercial uses interspersed among the single-family residences. The Land Use Plan envisions that this area will continue to provide predominantly single-family residential uses, but it also envisions limited commercial uses that are visually and functionally compatible with the surrounding single-family residences. Cottage commercial uses could include businesses such as a hair salon, coffee house, artist studio, or a real estate office that would not require significant parking and that could be integrated into the first floor with a residence on the second floor.





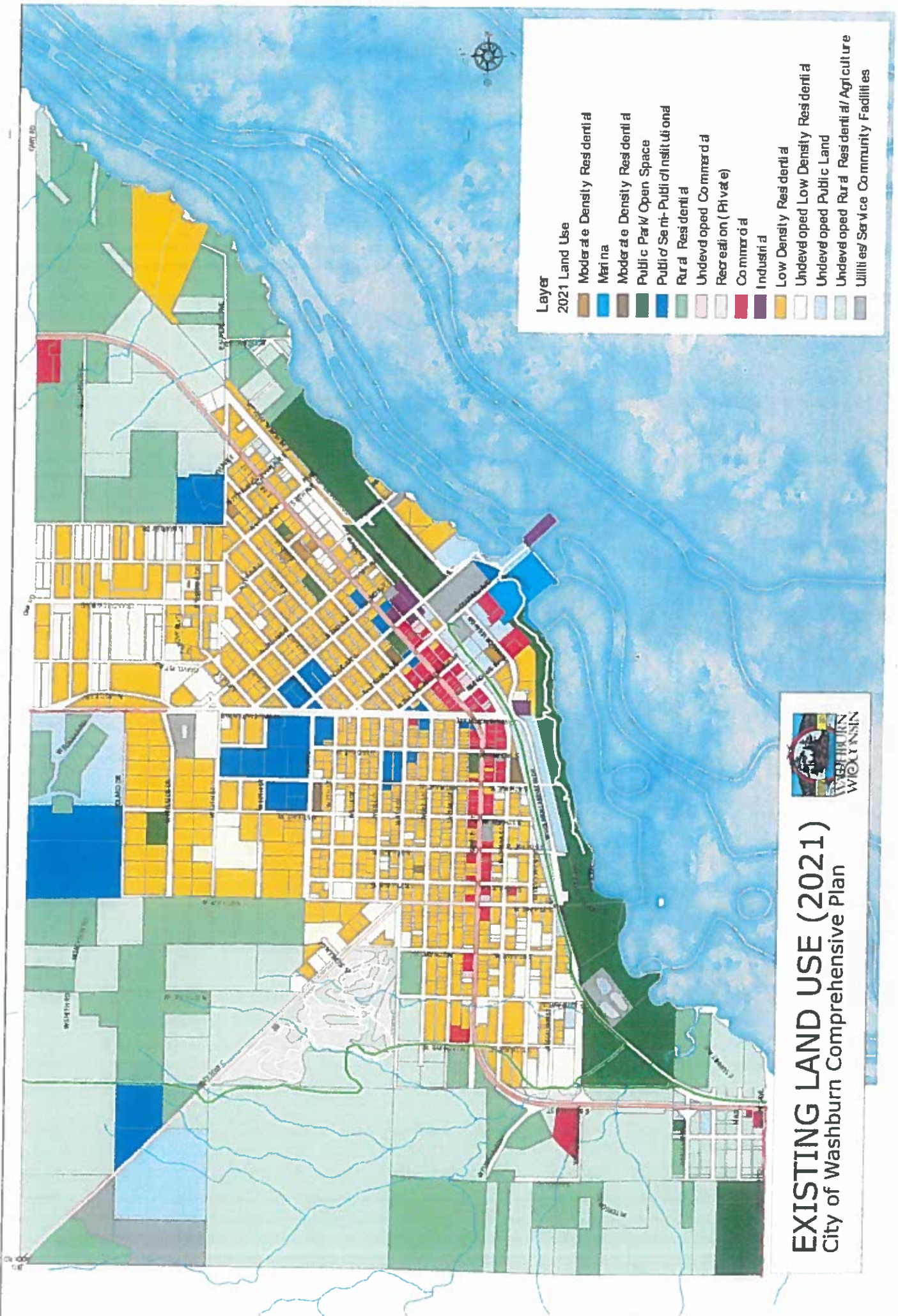
- Layer
- Rural Residential / Agriculture
  - Waterfront Residential
  - Planned Development District
  - Low Density Residential
  - Moderate Density Residential
  - Residential / Cottage Commercial
  - Highway Commercial / Residential
  - Downtown Core
  - Waterfront Mixed Use
  - Waterfront Open Space
  - Marina
  - Industrial



# FUTURE LAND USE

## City of Washburn Comprehensive Plan

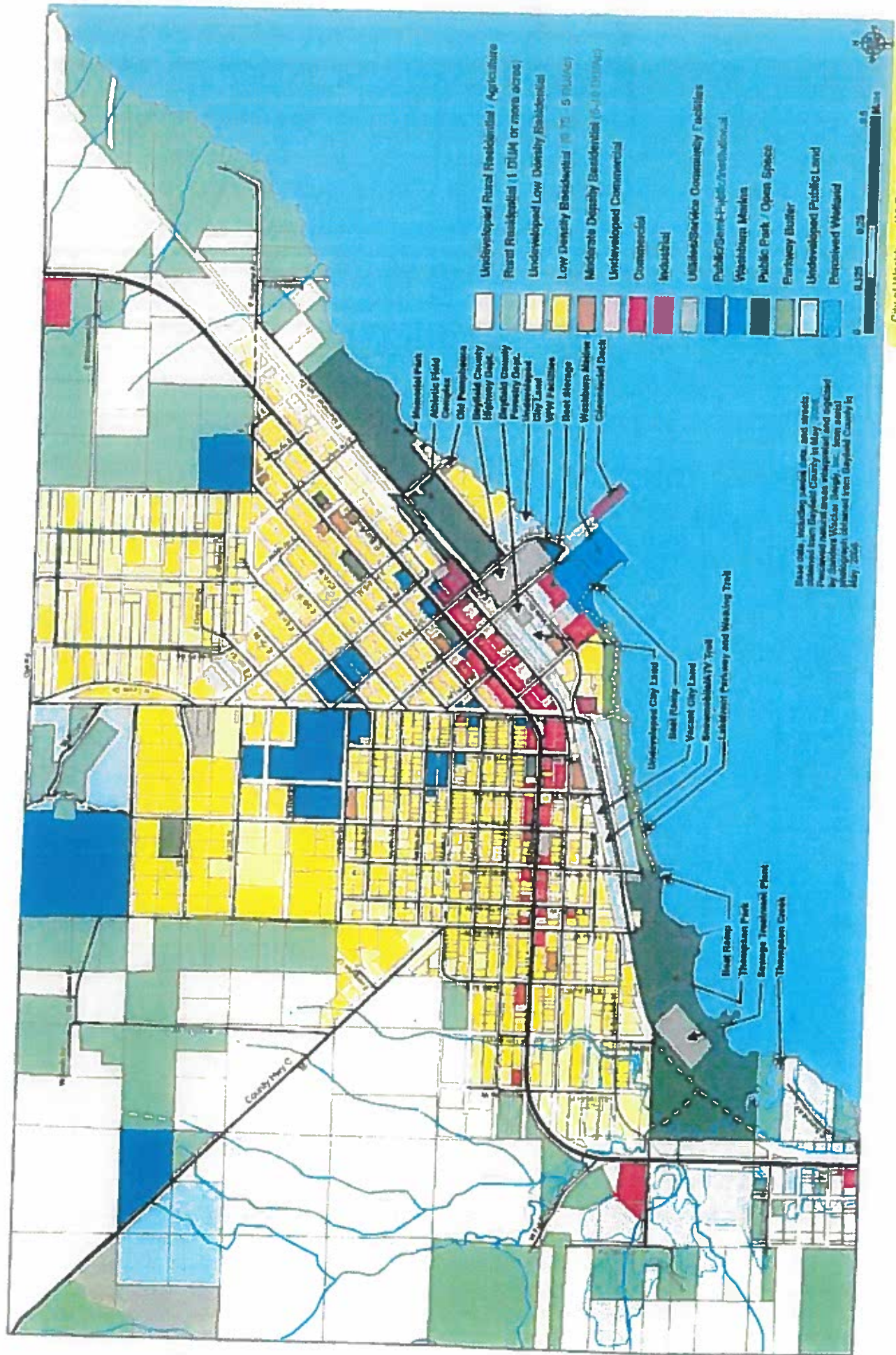




# EXISTING LAND USE (2021)

## City of Washburn Comprehensive Plan





City of Washburn, WI Comprehensive Plan 2007-2027  
 Figure 4.1 Existing Waterfront Development Page 4-7



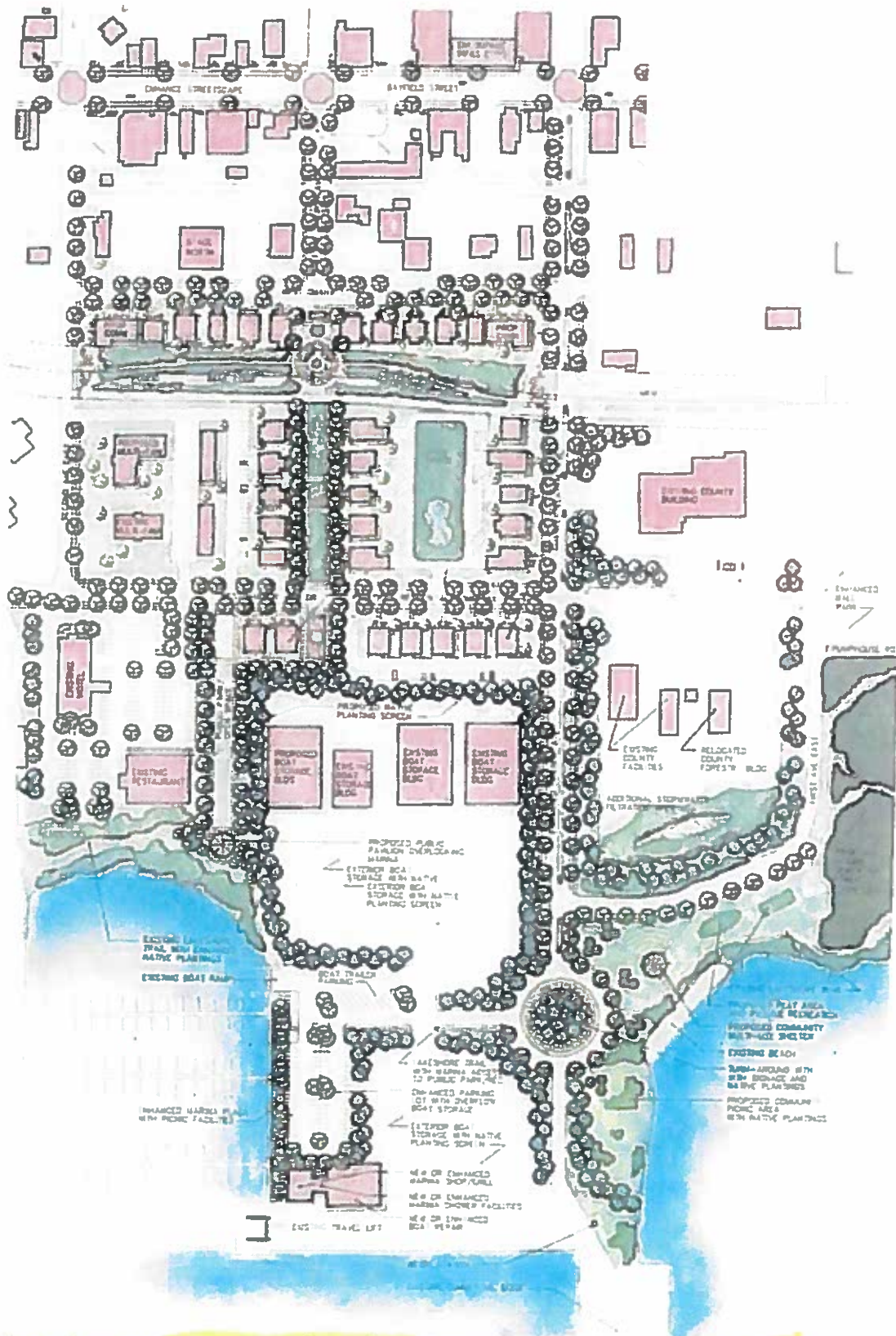


Figure 4-2 Conceptual Sketch Showing Preliminary Ideas for Redevelopment of the Central Avenue/Omaha Street Area

- Provide attractive and functional pedestrian walks that lead south from Bayfield Street to the waterfront. In addition, provide connections to an enhanced multi-modal trail and parkway that runs along the former railroad right-of-way.
- Strive to bury the existing three-phase power line in the former railroad right-of-way. However, the Plan can be implemented without burying the power line.
- Work with Bayfield County to relocate the existing Forestry Department facilities.
- Promote commercial development at the intersection of West Omaha Street and Central Avenue and the intersection of West Omaha Street and Second Avenue West.

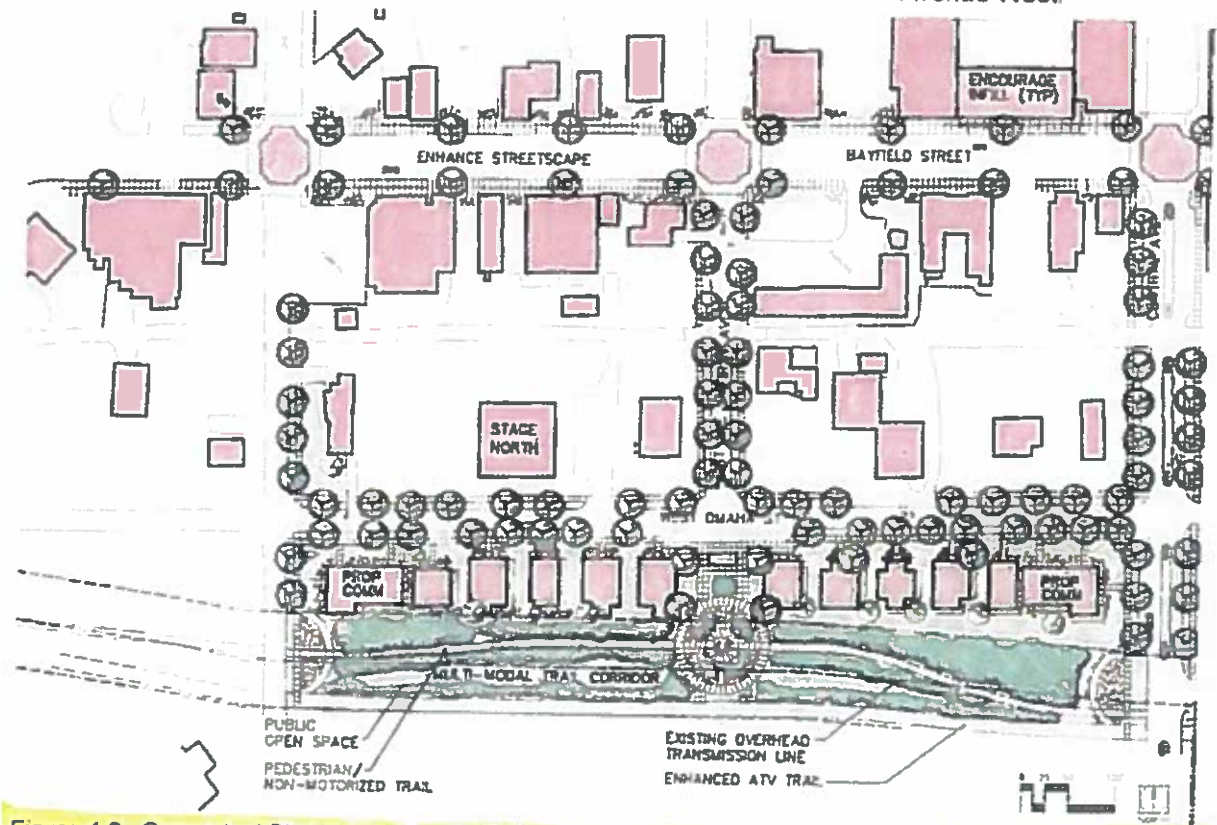


Figure 4-3 Conceptual Sketch Showing Preliminary Ideas for Redevelopment of Central Avenue from Bayfield Street to Omaha Street

#### Central Avenue from West Omaha Street to West Harbor View Drive

The Plan envisions mixed-use development south of West Omaha Street and north of West Harbor View Drive (see Figure 4-4). This would give people an opportunity to live, work, and shop in an area that has convenient access to the amenities of the waterfront. Key elements of the Plan include the following:

- Promote mixed-use development that provides commercial uses at the street level with residential uses above. Typical commercial uses could include artist studios, graphic designers, architects, attorneys, dentists, gift shops, and coffee shops.



- Promote design guidelines or standards to guide development in a manner consistent with the vernacular architecture of Washburn. Promote sustainable building designs. Figure 4-5 shows an illustrative concept of how the buildings may appear.
- Promote sustainable site design that incorporates native plantings and low impact storm water design techniques.
- Promote pedestrian oriented development. Provide parking behind buildings, rather than in front of buildings.
- Explore the possibility of developing a public pedestrian mall that would help connect Bayfield Street to the waterfront. The pedestrian mall could be used for art shows, displays, and community events (see Figure 4-5)
- Work with Bayfield County to provide an attractive and effective landscaped screen between the Highway Department facilities and Central Avenue.
- Encourage development of this area as a master planned neighborhood, rather than allowing the area to develop piecemeal without a coordinated master plan.

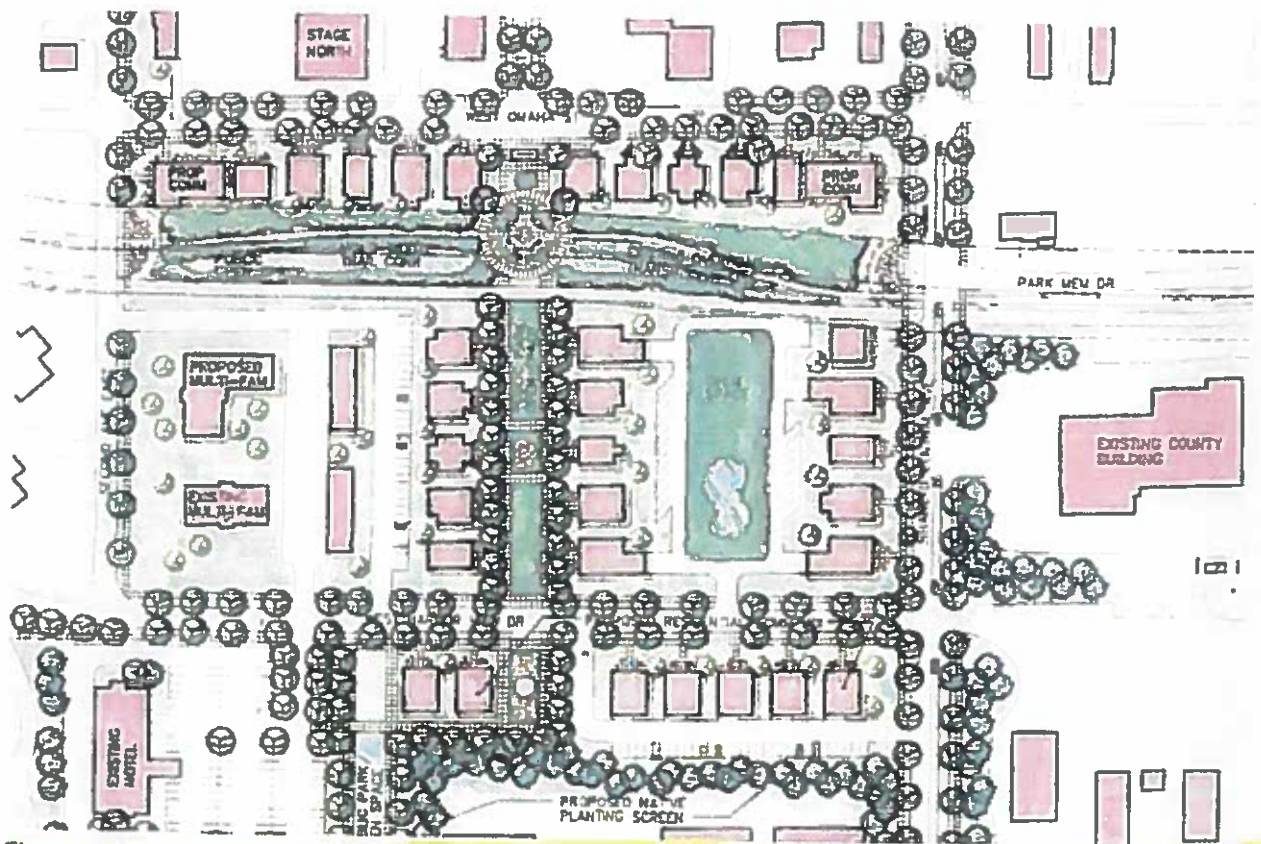


Figure 4-4 Conceptual Sketch Showing Preliminary Ideas for Redevelopment of Central Avenue from West Omaha Street to West Harbor Drive





### Marina and Commercial Dock Area

The Plan supports the efforts of the Harbor Commission to enhance the Washburn Marina and provide appropriate use of the commercial dock (see Figure 4-9). Key elements of the Plan include the following:

- Provide a new or enhanced marina building. Develop and implement sustainable design guidelines or standards for the building.
- Enhance site organization to provide better definition and separation of the various uses and to improve the functionality of the site.
- Provide an attractive and safe route for the Lakefront Walking Trail.
- Provide landscaped screening of the outdoor storage areas and implement sustainable site design measures including low impact storm water design techniques.
- Maintain commercial use of the commercial dock, but shift the dock's access drive to the west to provide additional parkland and additional landscaped screening of the dock.

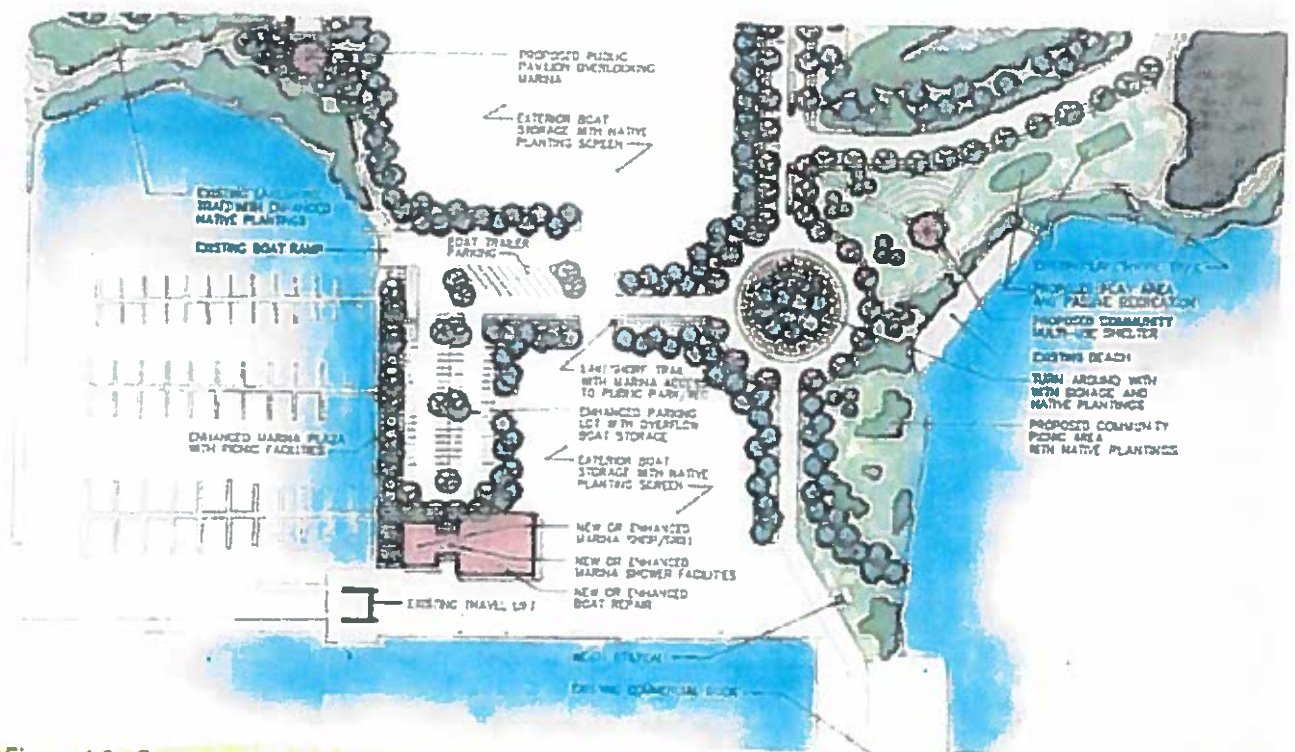
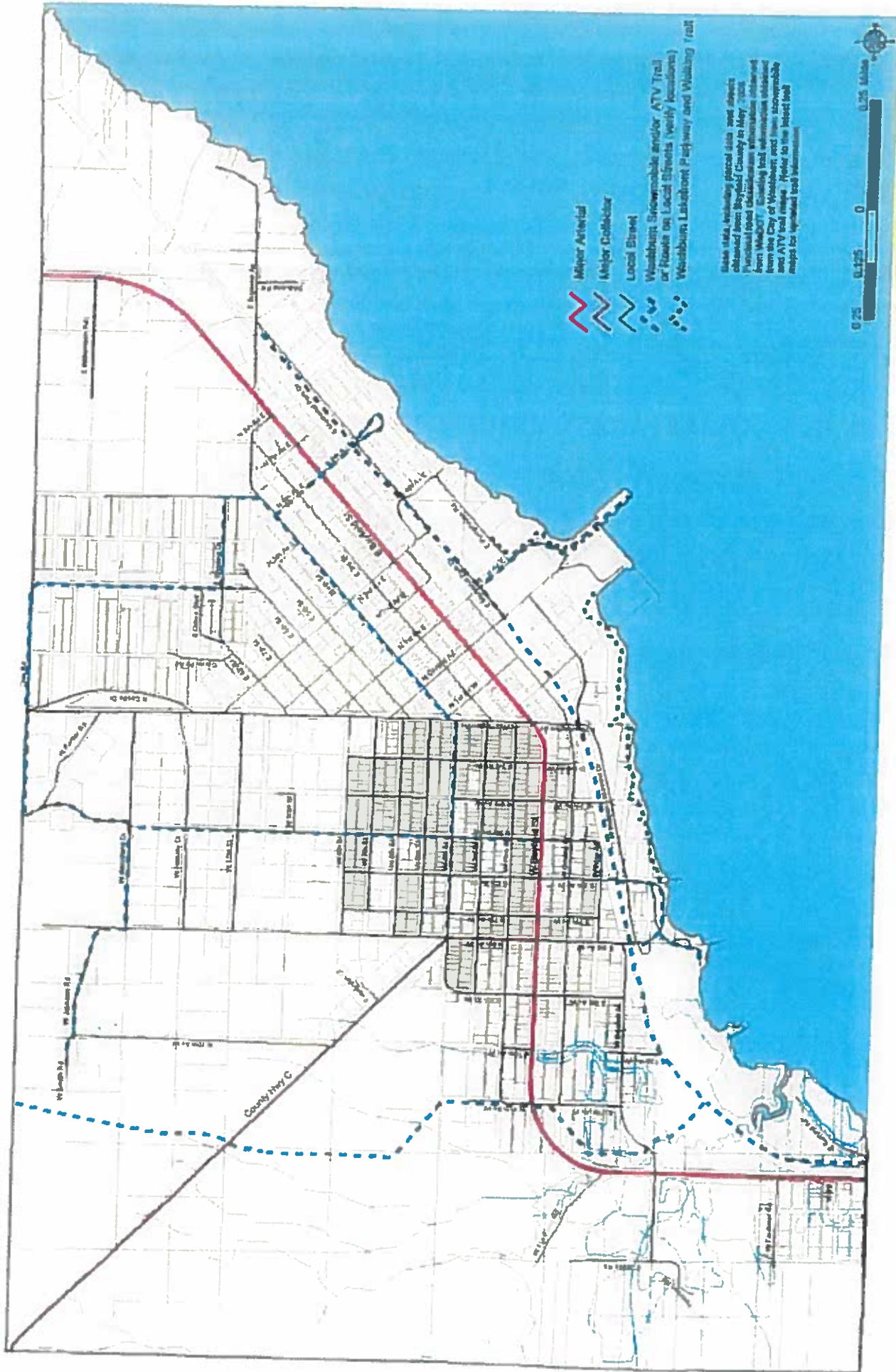


Figure 4-9 Conceptual Sketch Showing Preliminary Ideas for Enhancement of the Marina and Commercial Dock Area









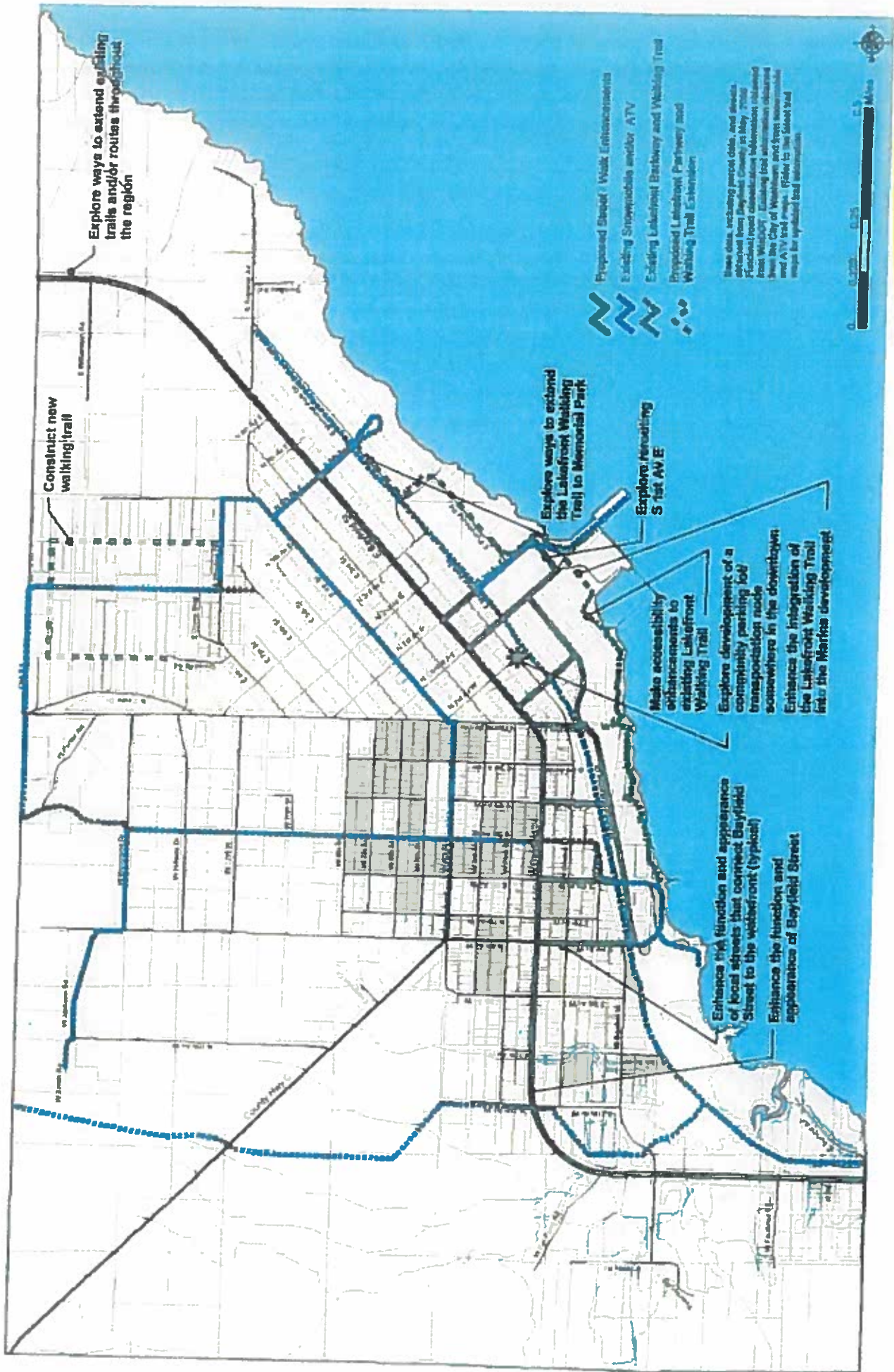
City of Washburn, VT Comprehensive Plan 2007-2027  
 Figure 5-1 Existing Transportation 2007 Page 5-3

- Major Arterial
- Major Collector
- Local Street
- Washburn Snowmobile and/or ATV Trail or Route on Local Streets (verify locations)
- Washburn Lakeshore Pathway and Walking /Bike Trail

Note: Data, including parcel data and shapefiles, was obtained from the City of Washburn, VT. Functional road classifications information obtained from the City of Washburn and from the Vermont State GIS. Refer to the latest data maps for updated road information.







City of Washburn, WI Comprehensive Plan 2007-2027  
 Figure 5-2: General Transportation Plan Page 5-11





City of Washburn, WI Comprehensive Plan 2007-2027  
 Figure 6-3 Utilities and Community Facilities  
 Page 6-19





City of Washburn, WI Comprehensive Plan 2007-2027  
 Figure 8-1 Generalized Housing Plan Page 8-13

## 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 as a means to allow people to live, work, shop, and recreate in a relatively compact area, thereby creating a strong synergy between businesses and residents, minimizing public and private development and maintenance costs, and affording a high quality of life for those in the area.	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 from development that would hinder their economic productivity.	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	

Objective 3.2: Use land in a manner that is sensitive to the protection of natural, cultural, 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.	CA, PC, M, CC, PPPS, ZA	2007- Ongoing	
	Consequently, develop a plan to identify, protect, and enhance these 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	Allow limited, planned development outside the urban service area consistent with the City Ordinances. 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	

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	Provide an opportunity for the public to be involved in land use decisions. Relate land use decisions to the needs and desires of the community.	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 land uses that respect the rights of adjacent land uses.	CA, PC, M, CC, ZA	2007-Ongoing	

## WATERFRONT AND COASTAL RESOURCES

Goal: Washburn's waterfront promotes a strong and sustainable economy, protects and 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 the Washburn Marina and provide appropriate use of 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 that allows people to live, work, and shop in an area that has convenient access to the amenities of the waterfront.	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 enhance downtown businesses by strengthening the connection of the downtown area to the waterfront.	CA, PC, M, CC, PPPS	2007-Ongoing	
4.1.f	Work with Bayfield County to enhance the function of the Highway Department facilities	CA, PC, MM, CC, ZA	2007-2009	

Objective 4.2: Protect 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 protect and enhance the viewshed.	CA, PPPS, PC, M, CC, ZA	2007-Ongoing	

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	

## TRANSPORTATION

**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's residents, businesses, industries, and visitors.**

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. 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.	CA, PC, BA, M, CC, ZA	2007-Ongoing	
5.1.b	Work with public, semi-public, and private transportation providers to ensure effective transportation services to businesses, residences, institutions, and other key areas in the City.	CA, BA, M, CC	2007-Ongoing	
5.1.c	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.	CA, PPPS	2007-Ongoing	
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	
5.1.e	Work closely with the government agencies and others regarding key issues relating to Highway 13, including the need to provide safe pedestrian crossings.	CA, PW	2007-Ongoing	
5.1.f	Ensure that Washburn's multi-modal transportation system is safe by separating incompatible modes of transportation. For example, separate motorized trails from pedestrian trails. Also, ensure safe crossings where roads and trails intersect.	CA, PW	2007-Ongoing	
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	

**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 highway beautification grants to provide enhanced entrance signs, informational/directional signs, landscaping, and streetscaping to beautify the highway 13 corridor.	CA, M, CC	2007-2010	
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	



5.2.c	Provide strong pedestrian links between the waterfront and the downtown core.	CA, PC, M, CC, PPPS, PW	2007-Ongoing	
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, PPPS	2007-Ongoing	
5.2.e	Expand Washburn's trail system and work with neighboring and overlapping jurisdictions to connect Washburn's trails and bicycle routes to surrounding communities and destinations. Support and promote the regional trail system as a tourist attraction.	PPPS, ZA	2007-Ongoing	
5.2.f	Encourage the creation of private businesses that can benefit from Washburn's transportation system (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).	BRLC, M, CC, ZA	2007-Ongoing	
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	

**Objective 5.3: Promote sustainable and healthy modes of transportation.**

Policy No.	Policy (STRATEGY)	Responsible Entities	Date	Comments
5.3.a	Work towards converting conventional fossil fuel burning City vehicles to cleaner, healthier, and more efficient vehicles that reduce our reliance on fossil fuels and that have minimal adverse affect on the natural environment. Make City government an outstanding example of how to convert to sustainable and healthy modes of transportation.	CA, PW, M, CC	2007-Ongoing	
5.3.b	Promote 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	
5.3.c	Promote land use planning that reduces our reliance on motorized modes of transportation and that encourages healthy modes of transportation including walking and bicycling.	PC, M, CC, ZA	2007-Ongoing	
5.3.d	Cooperate with Bay Area Rural Transit (BART) to provide local, regional, and national healthy, sustainable, transportation options.	BA, M, CC	2007-Ongoing	

**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, development, and maintenance of existing infrastructure in a cost-effective manner that increases property values, enhances livability, improves community attractiveness, and supports community public health.

Policy No.	Policy (STRATEGY)	Responsible Entities	Date	Comments
6.1.a	Work with property owners to provide public sewer and water service to those areas in the city that can be logically and sequentially served.	PW, CA, PC, M, CC	2007-Ongoing	
6.1.b	Discourage "leap-frog" development that would require premature extension of services to areas that cannot be logically and sequentially served.	PC, M, CC, ZA	2007-Ongoing	

6.1.c	Explore the possibility of burying existing above ground utilities (especially the three-phase power line adjacent to Holman Drive) and requiring new utilities in new developments to be placed underground.	PW, CA, PC, M, CC	2007-Ongoing	
6.1.d	Work with telecommunication providers and others to ensure that Washburn has the necessary telecommunication infrastructure to support the needs of current and future businesses, industries, schools, institutions, and homeowners.	PW, CA	2007-Ongoing	
6.1.e	Implement measures to retain and detain storm water onsite where feasible.	PW, CA, ZA	2007-Ongoing	

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	
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	
6.2.c	Encourage energy providers and others to provide financial incentives for businesses and homeowners to conserve energy.	CA, M	2007-Ongoing	
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	

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	
6.3.b	Promote and encourage residents, businesses, industries, and institutions to reduce, reuse, and recycle products.	CA, M, CC, PW	2007-Ongoing	
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	

Communitywide compost site (consider as new strategy)

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	Study the possibility of replacing the existing Public Works building on Highway 13 with a new Public Works building on existing City property adjacent to County Highway C in northwest Washburn. Explore the possibility of developing a joint facility with Bayfield County and/or surrounding towns. Incorporate green building techniques in any new development.	PW, CA, M, CC, CE, ZA	2007-Ongoing	
6.4.b	Evaluate the building and space needs associated with Washburn's community facilities. Develop plans to address concerns.	PW, CA, M, CC, CE	2007-Ongoing	

6.4.c	Plan and budget for City equipment replacement and repair as needed to provide the community with safe and efficient services. Consider energy efficiency and environmental responsibility when upgrading equipment.	PW, CA, CC	2007- Ongoing	
6.4.d	Work with neighboring and overlapping jurisdictions to explore the feasibility and efficiency of jointly purchasing and sharing equipment.	CA	2007- Ongoing	
6.4.e	Evaluate staffing needs and plan accordingly to ensure the safe and efficient delivery of community services.	CA	2007- Ongoing	

**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	Protect and enhance public open space along the waterfront.	PPPS	2007- Ongoing	
6.5.b	Develop master plans to enhance Thompson's West End Park and Memorial Park.	PPPS, PC, M, CC, ZA	2007- Ongoing	
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	
6.5.d	Work with the School District, overlapping and neighboring jurisdictions, and others to coordinate and share recreation facilities.	PPPS, CA, M, CC, RD	2007- Ongoing	
6.5.e	Provide a variety of summer and winter recreational activities in the park system.	PPPS, RD	2007- Ongoing	
6.5.f	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	

**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 vital and dynamic community resource.	LB, M, CC	2007- Ongoing	
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	
6.6.c	Promote the use of existing museums and interpretive trails in the downtown and waterfront areas.	CA, M, CC	2007- Ongoing	
6.6.d	Ensure that the Washburn Civic Center continues to be a vital community center. Explore opportunities to enhance the existing center or build a new center, possibly near Thompson's West End Park.	CA, PC, M, CC, PPPS	2007- Ongoing	
6.6.e	Explore opportunities to provide additional gathering spaces for community events 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.	PPPS, CA, ZA	2007- Ongoing	

Objective 6.7: Encourage citizen involvement and responsibility 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, and the like.	M, CC	2007- Ongoing	
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	
6.7.c	Offer internships to area students interested in City government.	CA, M, CC	2007- Ongoing	

## 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	
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	
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	
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	
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	
7.1.f	Promote sustainable development and preservation of natural resources in public and private developments.	CA, PC, M, CC, ZA	2007- Ongoing	
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	
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	

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	
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	
7.2.c	Explore the development of community produce gardens.	PPPS, PC, CA	2007- Ongoing	

## 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	
7.3.b	Support community events and programs that celebrate the history and culture of Washburn.		2007- Ongoing	
7.3.c	Encourage restoration and adaptive re-use of historic buildings.		2007- Ongoing	
7.3.d	Explore the preservation and/or restoration of the Washburn Civic Center (DuPont Club Building) and the old pump house. Consider designating the pump house as a building with special significance.		2007- Ongoing	

## 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	
8.1.b	Identify housing needs and amend the Zoning Ordinance to address those needs.	HA, ZA	2007- Ongoing	
8.1.c	Explore developing and making available a handbook to guide homeowners in rehabilitation of their property.	CA, HPC, CE	2007- Ongoing	
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	
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	
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	
8.1.g	Establish a community assistance program to encourage property maintenance.	CA, M, CC, BRLC, HPC, CE	2007- Ongoing	
8.1.h	Review, amend, and enforce property maintenance ordinances.	CA, PC, M, CC, CE	2007-2009	



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	
8.2.b	Encourage infill housing in areas currently served by public utilities.	CA, PC, M, ZA, CE	2007-Ongoing	
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	
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	
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	
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	
8.2.g	Support public and private programs that help address housing needs in Washburn.	CA, PC, M, ZA, CE	2007-Ongoing	
8.2.h	Encourage the development of transitional housing to meet the community's housing needs.	CA, PC, M, ZA, CE	2007-Ongoing	
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	
8.2.j	Ensure that housing addresses the standards set in the American's with Disabilities Act.	CA, PC, M, ZA, CE	2007-Ongoing	
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	

## 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	
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	
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	
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	

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	
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	
9.1.g	Explore participating in the Main Street Program as a way to help revitalize downtown businesses.	M, CA, CC	2008	

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	
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	
9.2.c	Enhance Washburn's existing "creative economy" by marketing Washburn to artists, writers, and others.	M, PC, CA	2007- Ongoing	
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	
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	
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	
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	
9.2.h	Support eco-tourism and other tourism opportunities that are self-supportive revenue generators.	M, PC, CA	2007- Ongoing	
9.2.i	Partner with Chambers of Commerce, neighboring and overlapping jurisdictions, and others to promote tourism.	PC, CA, CAC	2007- Ongoing	
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	
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	
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	
9.2.m	Encourage entrepreneurs who are developing new products and new markets to locate in Washburn.	PC, CA, M	2007- Ongoing	
9.2.n	Identify new economically and environmentally sustainable uses for the City's and the region's natural resources.	PC, CA	2007- Ongoing	

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	
9.3.b	Support and promote business management education and training programs.	M, PC, CA	2007- Ongoing	
9.3.c	Promote the establishment of and organized business support network for new startup businesses.	M, PC, CA	2007- Ongoing	
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	
9.3.e	Identify and provide information on available business financing programs.	BRLC, CA, PC	2007- Ongoing	
9.3.f	Support the establishment of entrepreneurship education programs in schools.	M, CA, PC	2007- Ongoing	

## 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	
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	
10.1.c	Openly share information that may be beneficial to neighboring and overlapping jurisdictions.	M, CA	2007- Ongoing	
10.1.d	Coordinate education efforts that may be beneficial to neighboring and overlapping jurisdictions.	M, CA	2007- Ongoing	
10.1.e	Collaborate with the Alliance for Sustainability.	M, CA	2007- Ongoing	

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	



10.2.b	Support regional facilities and services that benefit Washburn and the region.	M, CA, ZA	2007- Ongoing	
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	
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	

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	
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	
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	
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	
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	
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	
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	
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	