

Chapter 11: IMPLEMENTATION

INTRODUCTION

The Comprehensive Plan presents a bold vision for Washburn. However, to realize this vision, the City, neighboring and overlapping jurisdictions, the private sector, and residents must take specific actions. This chapter provides an overview of the primary actions necessary to implement the Plan. Refer to the other chapters of the Plan for additional information regarding implementation of the Plan.

INTEGRATION OF ELEMENTS

As an eco-municipality that has incorporated sustainable principles in its Comprehensive Plan, Washburn is committed to simultaneously considering economic, environmental, and social principles in all of its planning related decisions. Consequently, each element of this Comprehensive Plan is integrated and consistent with each other. City Staff, the Planning Commission, and the Common Council will consider all elements of the Comprehensive Plan as a whole while implementing this Plan.

FUTURE PLANNING EFFORTS

This Comprehensive Plan is a general plan that provides the framework for more detailed planning efforts. The following provides an overview of future planning efforts that the City will conduct in response to the vision, goals, objectives, and policies of the Comprehensive Plan:

ENHANCEMENTS TO THE DOWNTOWN AREA

The Comprehensive Plan describes the importance of enhancing the appearance and function of the downtown area. The City will prepare a Downtown Enhancement Plan that includes streetscape improvements, building improvements, and site improvements.

DETAILED WATERFRONT PLAN

The City will prepare detailed plans relating to specific parts of the Waterfront Plan. For example, the City will prepare a detailed plan to enhance the Washburn Marina. The City, in coordination with Bayfield County, will prepare a plan to relocate the Forestry Department facilities and relocate or screen the Highway Department stockpiles. The City will also develop a detailed plan to enhance Central Avenue. In addition, the City will prepare design guidelines or design standards for the proposed mixed-use development associated with the waterfront.

PARKS, TRAILS, AND OPEN SPACES PLAN

The City will prepare or update its Parks, Trails, and Open Spaces Plan. In particular, the City will prepare a master plan for the proposed new park north of the commercial dock. The City will also consider preparing a master plan for Thompson's West End Park. In addition, the City will coordinate with neighboring and overlapping jurisdictions to enhance the local and regional trail system.

COMMUNITY CENTER

The City will prepare a study that examines the costs and benefits of enhancing its existing community center or developing a new one.

OTHER PLANS

The City may also prepare other more detailed plans as conditions warrant. For example, it may prepare a more detailed Housing Plan or an Economic Development Plan that addresses specific issues.

OVERVIEW OF REGULATIONS

The City can use various tools to achieve the vision, goals, objectives, and policies of the Plan; however, the most common tools are regulatory. This section provides a description of existing regulations in Washburn and it provides an overview of the key changes that the City will make to ensure implementation of the Plan.

ZONING ORDINANCE AND RELATED ORDINANCES

The City must revise its existing Zoning Ordinance to reflect the goals, objectives, and policies of the Comprehensive Plan. Updating the Zoning Ordinance is an important task that will require considerable public participation. The City will begin the process of updating the Zoning Ordinance in 2007 or 2008 and complete the process in 2008 or 2009.

ZONING MAP

The City of Washburn must revise its Zoning Map to be consistent with the Comprehensive Plan. Updating the Zoning Map, like updating the Zoning Ordinance, is an important task that will require considerable public participation. The City must create new zoning districts for mixed-use areas shown on the Land Use Plan.

SUBDIVISION REGULATIONS

The City will update its Subdivision Regulations to be consistent with the Comprehensive Plan. In particular, the City will update regulations relating to street widths, sidewalks, trails, park dedication and the like as they relate to sustainable design principles.

BUILDING CODES AND RELATED CODES

The City will consider supplementing its building code with provisions that relate to sustainable development principles.

CAPITAL IMPROVEMENTS PROGRAM

A Capital Improvements Program organizes City expenditures for capital improvements, some of which are proposed in the Comprehensive Plan, including street improvements, parks, beautification projects, and street lighting). A Capital Improvements Program links development policies established in the Comprehensive Plan to future receipt and expenditure of funds and construction of capital improvements. The City will systematically review all capital projects for consistency with the adopted goals, objectives, and policies established in this Plan. A Capital Improvements Program was not part of this comprehensive planning process.

IMPLEMENTATION RESPONSIBILITIES AND TIMELINES

This section lists the policies described earlier in the Plan and it identifies implementation responsibilities and timelines. The City will use this information as a general guide to implement the Plan. Areas of responsibility may overlap beyond the listing. All entities should be prepared to help implement this Plan as needed.

Responsible Entities			
BA	BART Authority	HA	Housing Authority
BRLC	Business Revolving Loan Committee	LB	Library Board
CA	City Administrator	M	Mayor
CE	Code Enforcement Officer	PC	Planning Commission
CC	Common Council	PPPS	Parks, Path, & Public Spaces Committee
CAC	Communications Advisory Committee	PHS	Public Health & Safety Advisory Committee
CRC	Community Redevelopment Committee	PW	Public Works & Utilities Advisory Committee
FPC	Finance and Personnel Committee	RAC	Recreation Advisory Committee
HC	Harbor Commission	RD	Recreation Director
HPC	Historical Preservation Commission	ZA	Zoning Administrator

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	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	

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	Respect the rights of existing property owners to continue to use their property in a manner consistent with Washburn's ordinances. But at the same time, identify the needs of existing businesses and industries in relation to the needs of the overall community and develop plans and/or tools 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	
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 – 2009	

Objective 3.2: Use land in a manner that is sensitive to the protection of natural, cultural, and agricultural resources,

Policy No.	Policy	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, PPPS, ZA	2007 - ongoing	
3.2.b	Seek to preserve significant agricultural, natural, and cultural resources, in Washburn by promoting infill development and redevelopment on suitable land in the existing urban service area.	CA, PC, M, CC, ZA	2007 - ongoing	
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	Responsible Entities	Date	Comments
3.3.a	Ensure public involvement in all significant 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	
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	
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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	Responsible Entities	Date	Comments
4.1.a	Support the efforts of the Harbor Commission to 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 by providing land 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	
4.1.c	Acknowledge that public access and use of the waterfront, as well as preservation of land in a natural state, are legitimate land uses that provide economic benefit to the community by enhancing Washburn’s quality of life and sustaining the waterfront for future generations.	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.e	Prepare and implement design guidelines or standards that promote sustainable development consistent with the natural character of the waterfront.	CA, PC, M, CC, CE, ZA	2007 – 2009	
4.1.f	Work with Bayfield County to relocate the existing Forestry Department facilities and enhance the function of the Highway Department facilities in order to promote redevelopment in the area that is consistent with the City’s vision.	CA, PC, MM, CC, ZA	2007 - 2009	

Objective 4.2: Protect and enhance the waterfront’s natural resources.

Policy No.	Policy	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 with government agencies to control exotic and invasive plant and animal species.	CA, PC, M, CC, PPPS, CE, ZA	2007 - ongoing	
4.2.c	Enhance the natural landscape on public land in the waterfront while considering views to and from the lake.	CA, PPPS, PC, M, CC, ZA	2007 - ongoing	
4.2.d	Increase public awareness of the importance of the waterfront’s natural resources by integrating nature interpretation signs and exhibits into the Lakefront Parkway and Walking Trail.	CA, PPPS	2008 - 2012	

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

Policy No.	Policy	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	
4.3.b	Develop and implement a plan for public use of the pumphouse in a manner that takes full advantage of its waterfront location.	CA, PC, M, CC, CE	2007 – 2008	
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	Develop and implement a plan to provide additional community meeting and events facilities along the waterfront.	CA, PPPS, PC, M, CC	2008 – 2010	
4.3.e	Develop and implement a plan to provide a safe, clean, and cost-effective shuttle between the marina and downtown areas during peak times.	CA, HC, M, CC	2007-2008	

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	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).	CA, PW	2007 - ongoing	

Objective 5.2: Provide an attractive transportation system that offers recreation and economic benefits.

Policy No.	Policy	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, PPS, 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, PPS	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	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 renovations in a cost-effective manner that increases property values, enhances livability, improves community attractiveness, and supports community public health.

Policy No.	Policy	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	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	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	

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	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	

Policy No.	Policy	Responsible Entities	Date	Comments
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 by meeting the needs of residents in a fair and efficient manner.

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

Policy No.	Policy	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 and educational opportunities and facilities that meet the needs of residents and visitors.

Policy No.	Policy	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	
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Objective 6.7: Encourage citizen involvement and responsibility in community affairs.

Policy No.	Policy	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	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	

7.1g	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: Protect existing agricultural resources in the city.

Policy No.	Policy	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, features, structures, access points or routes having unique local historical, archaeological, aesthetic, scenic or natural value for present and future enjoyment. Protect, preserve or use them in such a manner that will assure their continued existence.

Policy No.	Policy	Responsible Entities	Date	Comments
7.3.a	Identify, preserve, and protect resources and structures that contribute to Washburn's architectural, historic, and cultural heritage.	PC, HPC, ZA	2007 - ongoing	
7.3.b	Support community events and programs that celebrate the history and culture of Washburn.	M, CC, HPC, ZA	2007 - ongoing	
7.3.c	Encourage restoration and adaptive re-use of historic buildings.	PC, M, CC, HPC, ZA	2007 - ongoing	
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.	PC, M, CC, HPC, ZA	2007 - ongoing	

HOUSING

Goal: Washburn provides diverse and attractive housing to meet the needs of residents.

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

Policy No.	Policy	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, and stages of life.

Policy No.	Policy	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 retains, expands, recruits, and diversifies local businesses and industries to provide adequate jobs, meet the retail and service needs of residents and visitors, provide a strong municipal tax base, and enhance the quality of life in Washburn.

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

Policy No.	Policy	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: Recruit 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	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: Encourage the formation of new businesses.

Policy No.	Policy	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	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	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	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	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	
10.2.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	
10.2.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	
10.2.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	

GENERAL PRIORITIES

The City cannot implement all of the policies and actions of the Comprehensive Plan in the short term. However, the City will set the following as top implementation priorities:

- Update the Zoning Ordinance and Zoning Map to be consistent with the Comprehensive Plan. The City will strive to start this process in 2007 and complete it by 2009.
- Prepare and implement a Downtown Enhancement Plan that includes streetscape improvements, building improvements, and site improvements.
- Develop detailed plans relating to specific parts of the Waterfront Plan.

The City will periodically review progress on implementing the Comprehensive Plan and set or adjust priorities as necessary.

MEASUREMENT OF PROGRESS

The City can use the implementation charts presented above as a tool for measuring progress. Responsible entities can simply highlight or place checks next to policies as they are addressed. The City may also want to develop a set of indicators to help measure the progress of the Plan. Examples of indicators include the unemployment rate, median household income, community survey results, and other indicators that can help measure progress towards the goals of the Plan. The City Staff, Planning Commission, and Common Council will periodically review progress of the Plan and make changes accordingly.

PROCESS FOR AMENDING THE PLAN

Future development must occur in a manner consistent with the Comprehensive Plan and Zoning Ordinance. If a proposed development is inconsistent with the Comprehensive Plan, the City must evaluate whether or not it should amend the Comprehensive Plan to allow the development to occur. Applications to amend the Comprehensive Plan should generally include the following information:

1. Description of request.
2. Location and map of the proposed development and surrounding properties.
3. Map of any other properties impacted.
4. Explanation of the request including:
 - Reasons for the request.
 - Overall impact on the community.
 - Impact on the goals, objectives, and policies of the Comprehensive Plan.
 - Impact on adjacent lands.
 - Impact on transportation, sewer, water, and other City services.
 - Impact on water bodies and other natural features.
5. The City must publicly notice the proposed amendment. Notices must be sent to all adjacent property owners and to neighboring and overlapping jurisdictions.

6. Planning Commission must hold a public hearing to review the request and the City Council must take action on the request.
7. If the amendment request is approved, the City must make the approved changes to the Plan and concurrently amend the Zoning Ordinance and/or Zoning Map.

PROCESS FOR UPDATING THE PLAN

Washburn will periodically review this Comprehensive Plan. If there are significant physical, economic, or demographic changes; significant changes in attitudes, priorities, community standards or trends; or significant regulatory changes by overlapping jurisdictions, then the City will update the Plan accordingly. At a minimum, the City will update this Plan every ten years. The process for updating the Plan will be similar to the process used to develop this Plan. For example, the process will include a strong public participation component.

CONCLUSION

This Comprehensive Plan presents a bold vision of Washburn. Regardless of the specific actions that the City will take to implement the Plan, the City must always keep in mind the vision of the Plan and make decisions accordingly. A strong commitment to implementing the Plan will ensure that Washburn's future will be consistent with the expressed vision of the community.