9.0 LAND USE

Introduction

Land use is the central element of a comprehensive plan. Previous elements have discussed the Village's projected population, housing, and economic growth; documented needs for increases in transportation and other utilities and community facilities, and profiled Slinger's natural resources. This element assesses land use trends by pulling together the recommendations from the previous chapters.

This chapter discusses existing and future land uses, regulations, trends and opportunities. The chapter includes information pertaining to desired development patterns, community design standards, coordination with other required plan elements, and supporting goals, objectives and policies. This chapter concludes with a *Recommended Land Use Plan for 2025.* The map illustrates the goals, objectives, visions and policies expressed throughout this plan.

The *Recommended Land Use Plan for 2025* required a great deal of time and effort over the course of an 18-month planning program to develop. The planning process was initiated with an extensive vision effort and review of population characteristics. This information is described in Chapters 1, 2 and 3. From there, the Village studied current conditions and future needs related to housing (Chapter 4), transportation (Chapter 5), utilities and community facilities (Chapter 6), and economic development (Chapter 8). The Village also examined the natural environment and agricultural considerations in Chapter 7.

Land Use Vision

In 2025, the Village of Slinger takes pride in its hometown atmosphere, quality housing, and first-class services. Village development patterns encourage residents to walk to places of interest (i.e. stores, schools, parks, downtown, etc.). The Village has an established industrial development sector that takes advantage of the Village's proximity to important rail and highway corridors. Quality industrial and business park space brings new development to the Village at a steady pace. Commercial areas have expanded to provide a choice of goods and services for residents. Beyond the Village, the landscape presents a balance of farming, scenic natural areas, and low-density rural residential development.

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

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

Existing Land Use Inventory

The Village of Slinger has grown significantly since completing its last plan in 1995. The *Zoning Map* illustrates the location of existing and approved development and Table 25 provides a more complete description of the different land uses in the Village. Over the last ten years, the Village has experienced significant growth, which has resulted in the Village boundaries extending east of USH 41. Development has also continued to the west. As a result, an inter-municipal services agreement with the City of Hartford has been established to delineate where each municipality will install infrastructure in the future to accommodate their respective growth (refer to the Utilities and Community Facilities Chapter).

Table 22 is a required numerical breakdown of the existing land uses in the Village. The Wisconsin Comprehensive Planning Law requires this table. The net density (total number of dwelling units divided by all residential acres) in the Village of Slinger is 1.2 dwelling units/acre (1,673 housing units/1,377 acres).

TABLE 22 EXISTING LAND USE BREAKDOWN: 2004		
Zoning District	**Acres**	**Percent of Village Land Area**
A-1, Agricultural Transitional	308	10.9%
R-1, Single Family Residential	544	19.4%
R-2, Single-Family Residential	87	3.10%
R-3, Single Family Residential	163	5.81%
R-4, Single Family Residential	113	4.03%
R-5, Single Family Residential	62	2.21%
Rd-1, Two-Family Residential	184	6.56%
Rm-1, Multi-Family Residential	20	0.71%
Rm-2, Multi-Family Residential	63	2.25%
Mh-1, Mobile Home Park Residential	15	0.53%
B-1, Community Business	41	1.46%
B-2, Highway Business	240	8.56%
B/LM-1, Business and Light Manufacturing	57	2.03%
M-1, Limited Industrial	22	0.78%
M-2, General Industrial	181	6.46%
P-1, Recreation	173	6.17%
I-1, Institutional	200	7.13%
C-1, Conservancy	107	3.82%
F-1, Floodplain Conservancy	98	3.50%
RM-2/ PUD, Planned Unit Development	28	1.00%
RD-1/ PUD, Planned Unit Development	50	1.78%
R-2/ PUD, Planned Unit Development	23	0.82%
RM-1/ PUD, Planned Unit Development	23	0.82%
R-3/ PUD, Planned Unit Development	2	0.07%
TOTAL	**2,804**	**100%**

Trends in Supply, Demand and Price of Land

The Village of Slinger has a strong desire to carefully plan for future development to ensure that future growth will not have a negative impact on the Village's character, unduly interfere with area farming operations, or result in significant increases in local service needs and costs.

RESIDENTIAL DEVELOPMENT

Given that the Village's population is projected to increase significantly over the planning period, new housing development is eminent. In fact, given historic building trends, and projections, it is anticipated that residential demand will be strong over the planning period. To accommodate this demand, the Village is aggressively planning for housing development, including associated water, sewer, and other infrastructure.

The Housing Element reveals that the Village would like to provide 60% of its housing as single family, 10% as two-family, and 30% as multiple family. In accordance with this goal, the Village would like to increase its existing share of single-family residential development.

Table 14 in the Housing Element provides a comparison of housing value in Slinger to the value in surrounding communities. This information reveals that the Village's housing supply has a lower median value than surrounding towns and the county, but a higher value than Hartford and West Bend. These figures reflect the amount of multiple family units available. Generally, the more multiple family units available in a community, the lower the median household value. Accordingly, neighboring towns, with few housing choices other than single family, have a higher median home value than do the cities and villages with more alternative housing choices. Between 1990 and 2000, the Village's housing values increased by 89%.

The Village expects its housing values to continue to remain competitive with area housing values. Likewise, the Village expects its housing values and choices will be attractive to people seeking a rural community setting, a variety of housing choices and a reasonable commute to the employment opportunities available in Milwaukee and surrounding employment centers.

The Village's residential areas have increased significantly over the last twenty years. Table 23A provides a comparison of residential development acreage as a percentage of land area in the Village.

TABLE 23A
RESIDENTIAL LAND ABSORPTION: 1985 - 2005

Land Use Category	1985 Acres	1995 Acres*	2004 Acres	% Change 1985 to 1995	% Change 1995 - 2004
Single Family	377	546	969	45%	78%
% of Village Land Planning Area	10.6%	24.3	34.6%		
Two-Family	6.4	29.8	184	366%	517%
% of Village Land Planning Area	0.2%	1.3%	6.6%		
Multi-Family	9.9	40	83	304%	108%
% of Village Land Planning Area	0.7%	1.8%	3.0%		

SOURCE: SEWRPC and Crispell Snyder

* Estimate Based on 1995 Land Use and Street System Plan by SEWRPC

COMMERCIAL AND INDUSTRIAL DEVELOPMENT

The Village's commercial and industrial development has grown significantly since the last plan was completed. Table 23B provides a comparison of commercial and industrial development acreage.

TABLE 23B
COMMERCIAL & INDUSTRIAL LAND ABSORPTION

Land Use Category	1985 Acres	1995 Acres*	2004 Acres	% Change 1985 to 1995	% Change 1995 - 2004
Commercial	35.9	63.9	281	78%	340%
% of Village Land Planning Area	2.8%	2.9%	10%		
Industrial	30.2	87.7	260	190%	196%
% of Village Land Planning Area	2.4%	3.9%	9.3%		

SOURCE: SEWRPC and Crispell Snyder

* Estimate Based on 1995 Land Use and Street System Plan by SEWRPC

Growth has occurred primarily along the STH 60 and USH 41 corridors, with little new development or redevelopment occurring in the historic downtown and older commercial areas along Washington Street and Kettle Moraine Drive. The value of commercial lands in the Village is competitive with other incorporated communities in Washington County.

Slinger has not experienced the same level of growth as experienced by Hartford, given its industrial park and business incubator facility, but Slinger has many opportunities for growth in large part because of access to USH 41 and STH 60. Accordingly, the *Recommended Land Use Plan for 2025* allocates land for additional business park, office, and industrial park development, as well as commercial revitalization of older areas and expansion of the STH 60 retail corridor.

Opportunities for Redevelopment

The primary opportunity for redevelopment within Slinger is the historic downtown. Both the *1995 Land Use and Street System Plan*, as well as this Comprehensive Plan, provide recommendations for improvements to accommodate redevelopment. In this plan, information is provided in the Economic Development, Land Use and Implementation Chapters. The vision for the downtown is a blending of uses to include residential, professional offices, as well as some entertainment/dining choices.

To support redevelopment of the historic downtown, streetscaping to revitalization the gateways that lead into the downtown is also recommended. The businesses along these corridors offer resident's basic services and shopping choices and also welcome visitors to the historic downtown. Attractive streetscape investments along these corridors can:

- Bring new customers to Slinger;
- Enhance community awareness and pride, which will help to Village keep residents using the businesses and services available in these areas;
- Serve as a catalyst for new business development to infill vacant storefronts and redevelop older, underutilized structures along these corridors.

This streetscaping effort should include landscaping and façade improvements along Washington Street and South Kettle Moraine Drive (as illustrated on the *Recommended Land Use Plan for 2025* and discussed later in this chapter). These efforts may be financed through the use of TIF districts, revolving loan funds, and private investment.

Issues and Concerns

GROWING PAINS

When identifying local values, residents indicated the Village's small town atmosphere was important. As the Village continues to see its population increase, it becomes more challenging to maintain the small town atmosphere that people value.

To address this concern, this chapter encourages downtown revitalization, traditional neighborhood design approaches, walkability, and efforts to promote a collective community image. These strategies will allow the Village to grow, but in a fashion that respects the communities integrity and small town atmosphere. The Implementation Element discusses two innovative zoning approaches Slinger may want to consider as promote development that reflects the local sense of community.

To accommodate future population growth, the Village will need to annex land. Annexation from neighboring communities' can be challenging and result in conflicts. To help mitigate that potential, the Village made extensive efforts to include neighboring communities in the planning process to provide opportunities for communication about these challenges. The Village has also developed a draft extraterritorial zoning ordinance concurrent with its efforts to prepare this plan which may be considered in the future as an implementation tool.

On April 22, 2004, the Governor signed SB 87 (2003 Wisconsin Act 317), which prohibits a City or Village from annexing any Town territory unless the City or Village agrees to pay the Town,

for five years, an amount equal to the amount of property taxes that the own imposed on that territory in the year in which the annexation is final. However, a City or Village is not required to make payments to the Town if the parties enter into one of three specified boundary agreements. Information about these agreements is provided in the Intergovernmental Element.

NATURAL RESOURCE LIMITATIONS

The Agricultural, Natural and Cultural Resources Element clearly demonstrates that the Village has abundant natural resources, including wetlands, floodplains, wooded areas, and a rolling topography. This environment creates challenges, particularly with respect to storm water management, infrastructure extension and road connectivity. To respect natural resource limitations the *Recommended Land Use Plan for 2025* recognizes extensive areas of environmental corridors (consistent with SEWRPC delineations) and additional conservation areas (to recognize wooded areas beyond environmental corridors that may serve as buffers between different land uses and natural areas within developments). Development approaches, including conservation-based development areas, which respect natural resource limitations are encouraged in the Village to protect environmental corridors.

TRANSPORTATION IMPROVEMENTS

The Transportation Element includes a plan map and table to document future transportation improvements needed in the Village. Several of these improvements will require coordination with neighboring communities, state agencies, and Washington County to be successfully completed. Most importantly, these improvements will require a commitment by the Village to provide a well-connected, multi-modal transportation network to meet the needs of residents, businesses and visitors. In addition, the *Recommended Land Use Plan for 2025* identifies two intersections where improvements are anticipated that will result in realignment of these streets to accommodate roundabouts.

BALANCE OF HOUSING OPTIONS AND AFFORDABILITY

During the planning process, concern was expressed about the growing cost of housing in the Village. This issue is actually a regional issue as surrounding communities have seen their housing values grow significantly and their proportionate share of alternative housing decrease. In a strong housing marketing, construction of new housing, particularly larger homes, is desirable. Slinger is committed to maintaining a variety of housing choices and will continue to provide balance its housing supply and participate in programs like the four-county (Jefferson, Ozaukee, Washington & Waukesha) housing consortium whose primary purpose is to advance home ownership opportunities and programs for households that earn 80% or less of the area median income, which generally means a household that earns less than $55,000.

The Housing Element provides a breakdown of housing units by type (Table 12). Table 24 provides another look at the current housing supply in Slinger. As is clearly demonstrated in Table 24, single-family residential structures account for the majority of the housing supply and this is projected to continue to be the case in the future.

When examining the value of housing in the Village (Refer to Table 15 in the Housing Element), nearly half of the Village's housing is valued between $100,000 and $149,999 (46.6%) with another 40% of the homes valued above $150,000. Likewise, the Housing Element (refer to

Table 14) documents the fact that Slinger's housing values are running ahead of the Washington County averages and are competitive with the values in neighboring communities.

TABLE 24
BREAKDOWN OF HOUSING BY TYPE

Type	Number of Buildings	% of Residential Buildings	Number of Housing Units	% of Dwelling Units	Housing Goals
1 Family Units	817	70.3%	817	45.3%	60%
2 Family Units	114	9.8%	228	12.6%	10%
3 Family Units	4	0.3%	12	0.7%	30% (Actual Total = 33.5%)
4 Family Units	70	6.0%	280	15.5%	
5 Family Units	1	0.1%	5	0.3%	
8 Family Units	24	2.1%	192	10.4%	
12 Family Units	1	0.1%	16	0.9%	
16 Family Units	1	0.1%	12	0.7%	
41 Family Units	1	0.1%	41	2.3%	
48 Family Units	1	0.1%	48	2.7%	
Mobile Homes	99	8.5%	99	5.5%	
Commercial w/Residential	28	2.4%	54	3.0%	
TOTAL	1161	100.0%	1804	100.0%	100%

SOURCE: Village of Slinger Clerk, January 4, 2006 (through 12/05).

Desired Development – Resident Input

In order to understand desired development in and around the Village, residents were provided with a variety of opportunities to participate in the planning program.

VISION & VALUE EXERCISES

At the early public planning meetings, residents were asked to participate in a series of exercises designed to solicit ideas about important local values and the Village's strengths and weaknesses. Residents were also asked to participate in a visioning exercise to understand their perspective about desired future conditions. These efforts provided a general guide for the planning program. They established a framework for appreciating local resident concerns and expectations of the future.

COGNITIVE MAPPING

Another tool used to determine desired future development was cognitive mapping. Cognitive mapping is a process whereby individuals have the opportunity to develop their own *Future Land Use Maps* of Slinger based on their ideas, perceptions, experiences and beliefs. A more detailed discussion of this tool is provided in Chapter 2.

In order to understand perceptions and desires beyond the Village, representatives from the Town of Addison, Town of Hartford and Town of Polk extraterritorial zoning committees (in effect at the time) were also invited to participate in this program. The maps developed by these individuals were useful in understanding their priorities for development of surrounding areas.

INTERACTIVE INTERNET WEB SITE

Throughout the planning program, a project web site was maintained to provide residents, business owners, and other community stakeholders with an additional opportunity to review draft elements, maps, and meeting summaries. This site was also used to publicize meetings. As an interactive web site, people had the opportunity to comment on the materials.

Important Development Opportunities

USH 41/ STH 144 VICINITY

Development at this interchange is limited today. The potential exists to expand commercial uses near this interchange to accommodate the needs of the growing Village population, residents in surrounding communities, and motorists passing along the highway corridors.

USH 41/STH 60 VICINITY

Over the last decade, the Village has grown to include lands along STH 60. Much of this development has been B-2, Commercial. Infill development in this area is encouraged in accordance with the recommendations presented in the Economic Development Element of this Plan (e.g. planned retail business park).

NEW COMMUNITY PARKS

Based on expected population increases and National Park and Recreation Associations Standards (see Utilities and Community Facilities Element Chapter), the Village will experience a shortage in playlots, neighborhood parks and community parks. To address these shortages, additional park and recreation areas are included on the *Recommended Land Use Plan for 2025.* Given budget constraints, grant funds and private partnerships will be important to local park development efforts. The Village should also consider a park fee to assess to new lot development to finance the acquisition and maintenance of parks.

Slinger Community Park.
Over the next 20 years two additional community pars are needed to meet population needs.

COMMUNITY CENTER

During the planning process and in the *1995 Village of Slinger Park and Open Space Plan*, residents identified the need for a local community center. A site for a new facility is shown adjacent to the Village Hall on the *Recommended Land Use Plan for 2025*. This location was selected based on its central location, proximity to other important civic destinations (e.g. Village Hall, post office, schools, etc.), and ease of access for residents who wish to walk to this facility.

Space in the Slinger Square Plaza is another potential area for a local community / senior center.

Seniors and youth would primarily use a local community center. These two populations are the least likely to have access to an automobile. Therefore, a central location that is well connected to surrounding areas via sidewalks and trails is important.

INDUSTRIAL AND BUSINESS PARK DEVELOPMENT

The Economic Development Element discusses the industrial park areas identified in the *1995 Village of Slinger Land Use and Street System Plan*. The growing Village population provides a local workforce to support new development. New residential development also creates the potential for increasing local taxes unless additional business development (e.g. industrial, retail, service, etc.) is provided to supplement the tax base and provide balance with new housing and associated resident demand for services (e.g. parks, schools, community center, police, fire, etc.).

The Village has been successful in maintaining a balance of land uses. This must continue in order to keep taxes stable. Accordingly, areas are illustrated on the *Recommended Land Use Plan for 2025* to accommodate new industrial and business/retail districts.

SENIOR HOUSING

The Housing Element and Community Profile Chapters identify the need to provide additional senior housing choices as the babyboomers continue to age and as the Village's population continues to grow. Such a development should be located in an area that is quiet, yet still accessible to nearby services (e.g. community center, parks, grocery stores, hairdressers, library, etc.). A desirable location is identified on the *Recommended Land Use Plan for 2025*.

CARPOOLING

The adopted regional transportation system plan in SEWRPC Planning Report No. 25, *A Regional Land Use Plan and A Regional Transportation Plan for Southeastern Wisconsin-2000*, recommends that a "park and pool" lot be provided near the STH 60 and USH 41 interchange. Such a facility has not been developed. At this time, commuters unofficially utilize business parking spaces available along STH 60.

The promotion of car-pooling reduces vehicular travel demand, saving fuel and reducing the demand for capital investment in arterial street and highway improvements. To accommodate

car-pooling needs, the more formal recognition of commuter parking spaces within commercial lots or the development of a "park and pool" lot is encouraged. Any new lot should be located within the commercial development identified at the intersection of STH 60 and USH 41. It should be noted that tourists using the Ice Age Trail also use available "park and pool" spaces.

SCHOOLS

Slinger Schools are centrally located. As such, they are a walkable destination for many students. Future school locations should be equally integrated into the community - surrounded by residential uses. Given projected population increases, new schools will be needed. Since schools are a natural draw for residential development (e.g. once a school is built residential development soon follows), locations must be carefully planned in central (not periphery locations) in order to prevent sprawling, unsewered residential development in surrounding townships and the associated loss of agricultural lands and rural character that is important to these communities.

In the 1995 Plan a school site was identified on Slinger's west side. Since that time, the Slinger School District decided not to build in that location and the land was subsequently sold for single-family residential neighborhood development.

In the process of preparing this plan, the Slinger School District was asked about plans for new school facilities. The district indicated that they do not have a specific location in mind at this time, but believe that a new school site would be developed south of the current Village limits to accommodate students living within the Village and in rural areas beyond. In response to this, a potential school site is identified on the *Recommended Land Use Plan for 2025* south of STH 60. In the long-term this site can be served with Village water and sewer.

Special Considerations

ENVIRONMENTAL CORRIDORS

What is Habitat Fragmentation?

Habitat fragmentation is the alteration or fracturing of wildlife habitat into discrete or tenuously connected islands. This results from modification or conversion of the landscape due to development or agricultural operations. Carefully planned environmental corridors provide opportunities to reconnect fragmented natural areas and improve habitat for important plant, animal and insect species.

Environmental corridors are components of the landscape connecting natural areas, open space, and wildlife habitat. They provide physical linkages between fragmented habitat areas and provide animals and insects a means of travel to and from feeding and breeding places. Fish and wildlife populations, native plant distribution, and even clean water all depend upon movement through corridors. Most native species decline when habitat areas are fragmented due to agricultural operations or residential and commercial development. Wildlife populations isolated in one location, like a stand of trees or a secluded wetland, can overpopulate or die out without adequate corridors allowing free and unimpeded movement.

The functional effectiveness of a corridor depends on the type of species that use it, its size and shape, and its edge effects. Larger corridors offer greater habitat diversity. Linear corridors tend to be less diverse but offer important migration routes. Edge effects include the penetration of wind, light, and sound, as well as visibility beyond and into surrounding areas. They are crucial in determining the type of habitat a corridor will provide.

One way to think of environmental corridors is to compare them to hallways. A building contains hallways, which are places of concentrated movement back and forth; and rooms, which are destination points where people eat, work, play, and sleep. The hallways serve to link places of activity. Just as hallways enhance the operation of a building, environmental corridors increase the value of natural resource areas. Areas of concentrated natural resource activity ("rooms"), such as wetlands, woodlands, prairies, lakes, and other features, become more functional when linked by environmental corridors ("hallways").[1]

Conservation design and open space development patterns in urbanizing areas have begun to address the importance of maintaining and restoring environmental corridors. Economic benefits of preserving and enhancing these habitat areas include increasing the value of nearby housing sites, reducing the risks of building in areas with soils rated poor for development, providing flood protection, reducing the cost of stabilizing eroding stream banks, and protecting water quality. Several counties in southeastern Wisconsin have endorsed the protection of environmental corridors through the Southeastern Wisconsin Regional Planning Commission. As a result, about seventy-five percent of the primary corridors in that part of the state are now protected.

Participants in the Village of Slinger planning effort clearly indicated they consider natural features a very important part of the community. Resident support for protecting natural areas, including woodlands, floodplains, wetlands and creeks is strong. To that end, the *Recommended Land Use Plan for 2025* delineates environmental corridors based on the natural resources illustrated in the Agricultural, Natural and Cultural Resources Chapter of this plan. Environmental corridors should be preserved using conservation by design where practical.

[1] *Environmental Corridors: "Lifelines for Living"; University of Illinois Extension; Fact Sheet Series, 2001-013.*

ANNEXATION AS A DEVELOPMENT TOOL

As documented in the Community Profile Chapter, the Village is expecting to grow. This growth will require annexation.

Villages cannot initiate annexations. Usually, town landowners have to petition for annexation; then Villages have to determine whether or not they are willing to annex those parcels.

The greatest potential for annexation exists along the eastern, southern, and northern boundaries of the Village. It is anticipated that over the life of this plan, residents in these areas will seek annexation to the Village to support development opportunities associated with available (and planned) water and sewer services.

GROWTH BOUNDARY

A growth boundary between Slinger and neighboring Towns should be first verbally agreed to and then mapped. A growth boundary represents the planned limit of Village growth for a 10 and 20-year period. These growth lines help the neighboring Town to plan for its own growth and development and help limit conflicts between Slinger and surrounding Towns.

INFRASTRUCTURE AND COMMUNITY SERVICES

Between 2000 and 2025, Slinger's population is expected to more than double. To prepare for this growth, the Village has completed several infrastructure plans (e.g. water, sewer, stormwater). Given the rapid rate of growth, it is imperative that the Village pursue implementation of these plans in a timely manner. Likewise, the Village must continue to monitor it's staffing (and contract staffing) to ensure that needed operations, public safety, and administration staff are adequate to meet the growing community's needs over time. In recognition of the importance of these plans, the limits of planned sewer and water service are shown on the *Recommended Land Use Plan for 2025*. These limits were used as guide for determining the extent of future Village development.

Community Design Considerations[2]

Ensuring that Slinger's developed and natural areas are attractive and well maintained is an important priority. To that end, the Village supports the continued enforcement of zoning regulations, including sign ordinances. Likewise, the Village supports the use of a detailed site plan review process, including lighting, sidewalk, building material and sign proposals, to ensure that new development is compatible with surrounding land uses and the visions, goals, objectives and policies expressed in this plan.

[2] Additional information related to community design, including design for parking lots, landscaping, signage, street dimensions, etc. is included in the *Land Use and Street System Plan* prepared by SEWRPC.

OUTDOOR ADVERTISING

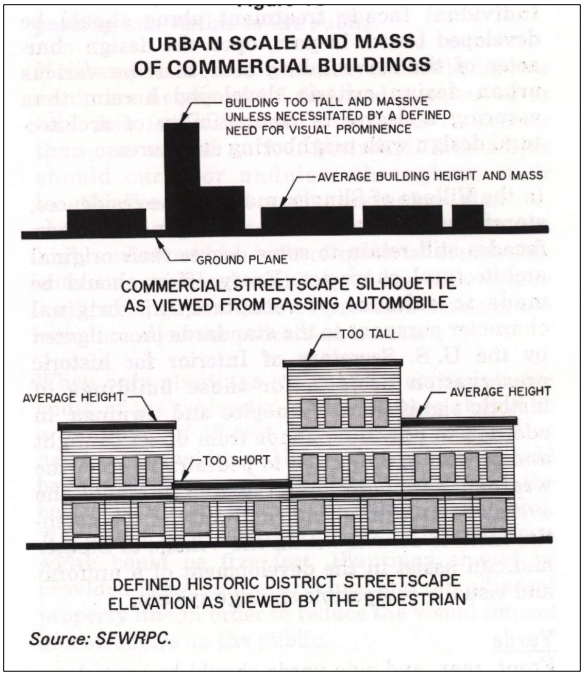
The highway corridors, particularly USH 41, but also the other state highway corridors, offer opportunities for billboard advertising and the use of tall pylon signs. To preserve and enhance the scenic character of Slinger, billboards and tall pylon signs should be prohibited. Billboards and tall pylon signs distract from the scenic quality of the community. Moreover, these signs are not major tax generators and are not highly effective for bringing customers to local businesses. As an alternative, the Village supports the use of WDOT signs that identify food, gas, and lodging options at each exit along the highway corridors.

HISTORIC DOWNTOWN SLINGER

The heart of Slinger is its historic downtown. The buildings located at the intersection of Kettle Moraine Drive and Washington Street are built to the street with no setbacks. These structures are an important part of the Village's history. Today, the area is not as effective as possible as a source of community identity and pride. By enhancing this resource, a distinctive positive image of the Village can be projected upon pedestrians, bicyclists, and occupants of vehicles traveling through the potential historic district.

Downtown is where many different land uses are located within close proximity to one another. Accordingly, this is also the area of the community where people are more likely to walk to their destinations (or between destinations) rather than drive. Similarly, the schools and nearby senior housing developments accommodate populations that do not have access to vehicles and must walk or bicycle.

Given the two-story style of many of the downtown buildings, there is an opportunity to use the second floor space to accommodate residential, studio, and office spaces. This strategy, combined with the Downtown's proximity to important destination points (e.g. Community Park and the Post Office) can help to sustain the area with a reliable customer base. As long as people continue to have a reason to travel Downtown, they will. What is important is to ensure that destination points remain in the area to attract more visitors and shoppers.



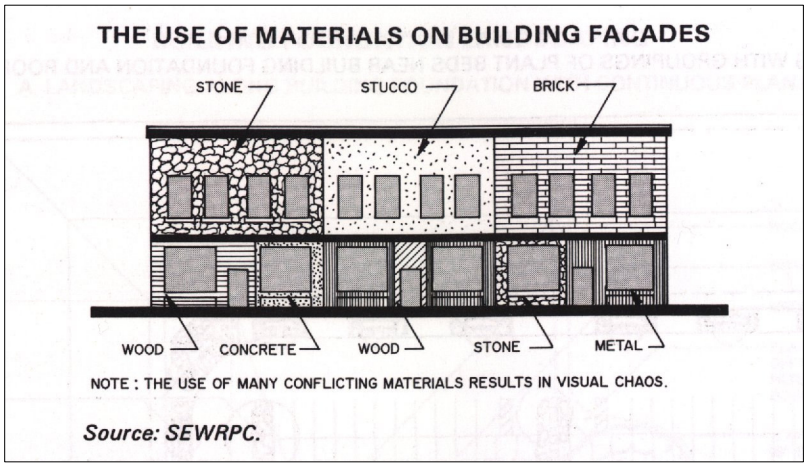
Rather than see these buildings razed to accommodate new development, the reuse of these historic buildings is desired. This will require façade improvements. To help finance these improvements, many communities have established façade improvement programs that provide low interest loans or grants to property owners seeking to restore the historic character of their building to promote its successful use.

Streetscape Roofline and Roof Shapes

The upper edges of building roofs, or rooflines, visually define the height of the building and/or streetscape. The visual continuity of these urban design elements should be maintained, if warranted, and building development or redevelopment with nonconforming rooflines should be discouraged.

Selection of Materials and Colors

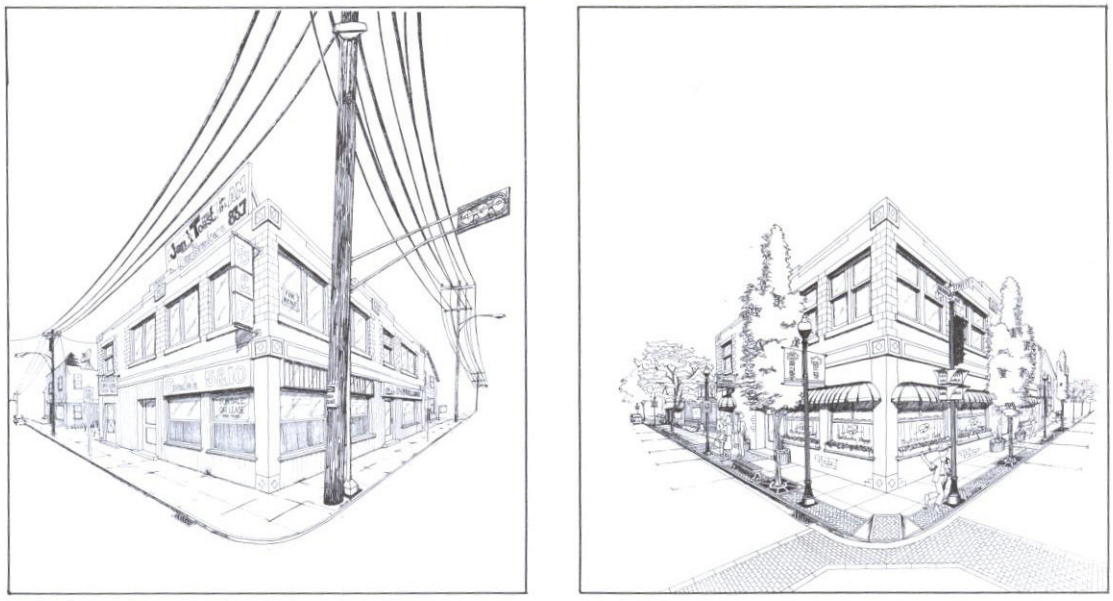
Selection of materials and colors for both architectural and landscape design should be based upon material and color unity, the atmosphere and character desired, the material and color composition of surrounding buildings and landscape features, the material's and color's compatibility with other materials and colors, and climatic considerations. Conflicting material use and relationships should be avoided.



Architectural Details

Architectural details and building ornamentation (if present) often represent historic elements of architecture and are important components of the overall character of a community. The distinctiveness of older residential and commercial buildings is directly associated with their architectural details. Unsympathetic design changes can destroy both the architectural character of a building and the overall community streetscape. Significant architectural details, where they exist, should not be lost in rehabilitation or "modernization" of buildings. Remodeling efforts should attempt to retain architectural details. However, efforts to transform an existing building into an earlier period through the use of details that were not originally used on the structure do not maintain any original architecture. Consequently, an introduction of modern detail or a mixture of old and new parts on buildings should be avoided, to preserve the overall visual character of the building.

FIGURE 4 TYPICAL STREETSCAPE IMPROVEMENTS APPLICABLE TO HISTORIC DISTRICTS



PERSPECTIVE VIEW BEFORE IMPROVEMENTS

PERSPECTIVE VIEW AFTER POTENTIAL IMPROVEMENTS

Source: SEWRPC.

DOWNTOWN GATEWAY DESIGN

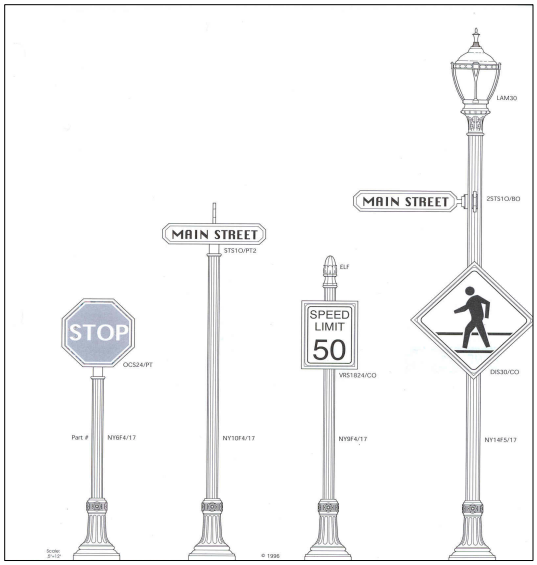
The development along Kettle Moraine Drive and Washington Streets leading into Downtown Slinger does not capitalize well on its central location. Development in this area is in a state of transition. Its auto-dependent style (e.g. shopping centers with large parking lots) is not competing well with similar uses situated along STH 60. Evidence of this can be seen in the high turnover rates for small businesses. The STH 60 corridor is a more auto-friendly business environment with larger parcels, more parking, greater setbacks, and more visibility from passing traffic.

Development along Kettle Moraine Drive and Washington Street has the potential to cater more to pedestrians and cyclists. Redevelopment of these corridors to orient development toward the street leading into the downtown can enhance Slinger as a community with a walkable village-center. It can provide a distinguishable business environment that brings customers to the area seeking a different shopping experience. Furthermore, enhancement of these corridors can only strengthen Downtown Slinger.

Samples of decorative lighting that may be an option along gateways.

Streetscape improvements should be applied. Streets within the Village have minimal landscaping in the form of street trees, unique lighting features, or distinctive street signs. Landscaping, especially trees along the gateways leading to Downtown, can help to define the street lines visually, add texture and natural color, provide needed optical screening and fill spaces currently void of design significance.

Some streets in the Village, such as East Washington Street lack the clearly defined paved edges and terraces that should separate sidewalks from street pavements and from parking lots. Sidewalks immediately adjacent to vehicular traffic or parking lots discourage pedestrian travel because of the perception of hazard. Terraces separating sidewalks from vehicular traffic help to reduce this perception of hazard and promote a more pleasant pedestrian environment by furnishing an area off the sidewalk for the maintenance of street trees and other landscape plants, colorful patterned brick or stamped concrete, street furniture, decorative lights and benches, driveway aprons, snow storage, and a refuge from water splashed by passing vehicles.



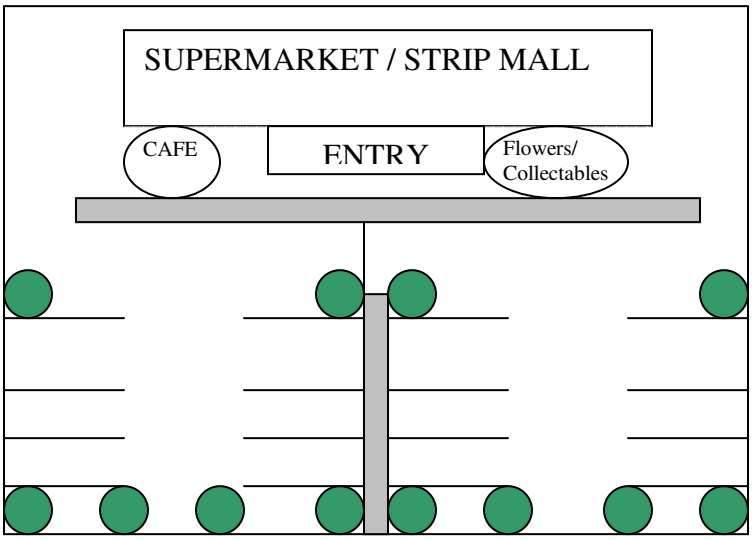
Examples of decorative signage that is compatible with the residential character of the area and with a level of detail that is attractive and functional for pedestrians and motorists.

Beyond municipal investment in streetscape improvements, private investment in building facades

will be important. Form based codes for downtown and gateways could be utilized to allow for a great mix of uses within a close proximity, but under the guidance of design rich zoning standards.

There are a number of new uses that could be established along the gateways including, a community center, restaurants, cafés, pubs, food for the home businesses (e.g. bakeries, wine shop, candy store, etc.) and services like travel agencies, hairstylists, real estate agents, accountants, etc. Some of these businesses exist already. Others can be added over time.

An important means for revitalization of these corridors will be to update the zoning code to include additional provisions for accessory parking lot uses to bring development closer to the street (e.g. farmers markets, cafes, separated pedestrian walkways through parking lots). Where large parking areas exist, the lots should be reorganized to provide a clear pedestrian path into store entrances. By reclaiming the parking areas for pedestrian, as well as vehicular uses, these areas become viable spaces to sell merchandise.



Sample Parking Lot Layout with central pedestrian sidewalk (shown in gray), trees, and outdoor uses at entry.

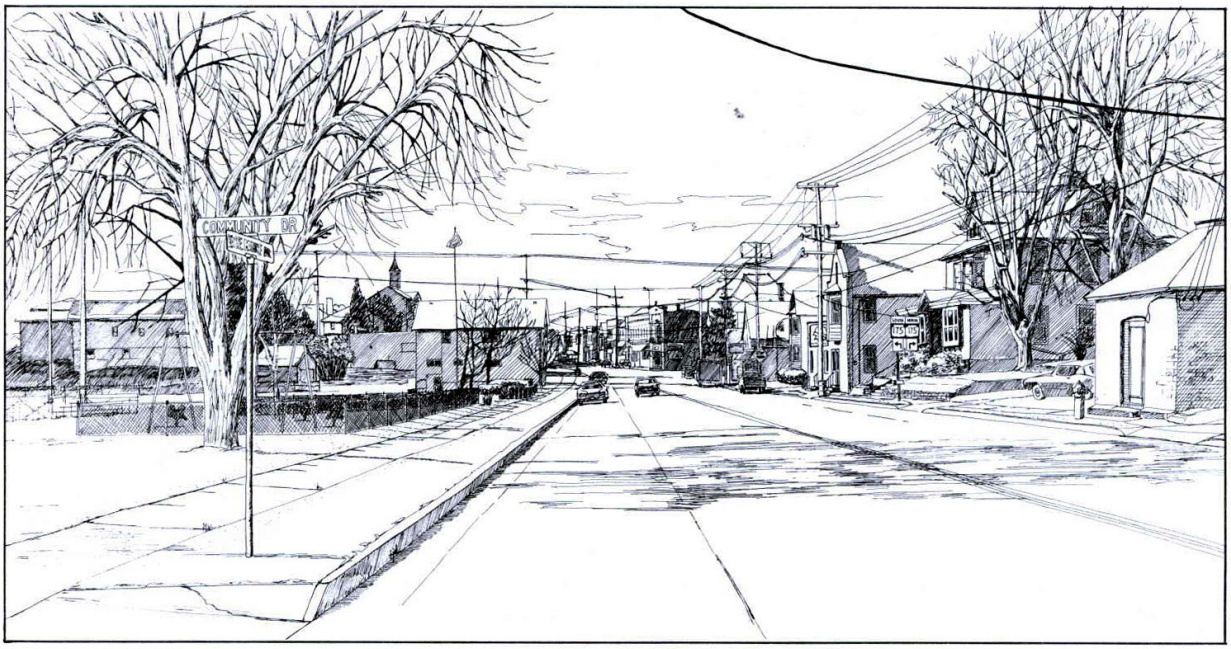
Successful farmers markets from across Wisconsin. A farmers market is one possible weekend use of large parking areas to draw visitors into Slinger.

By creating walkable gateways leading into Downtown Slinger, residents and visitors will have a place to gather. By providing places to purchase food and beverages for consumption on site (including outdoor dining), unique shopping, as well as, needed local services in a beautiful setting (e.g. parks, landscaping, public art, street and/or sidewalk arches, with buildings located close to the sidewalk to make them easy to walk to), people will visit the area with more frequency and the community will be a destination for visitors.

The images on the next several pages show how the gateways could potentially look after streetscaping efforts. These images were included in the *1995 Land Use and Street System Plan* prepared by SEWRPC.

FIGURE 5A **POSSIBLE STREETSCAPE IMPROVEMENTS APPLIED TO DIFFERENT LOCATIONS IN THE SLINGER POTENTIAL HISTORIC DISTRICT**

A. KETTLE MORAINE DRIVE-NORTH (STH 144) LOOKING SOUTHWEST FROM COMMUNITY DRIVE



1989 VIEW

POTENTIAL VIEW AFTER IMPROVEMENTS

FIGURE 5B

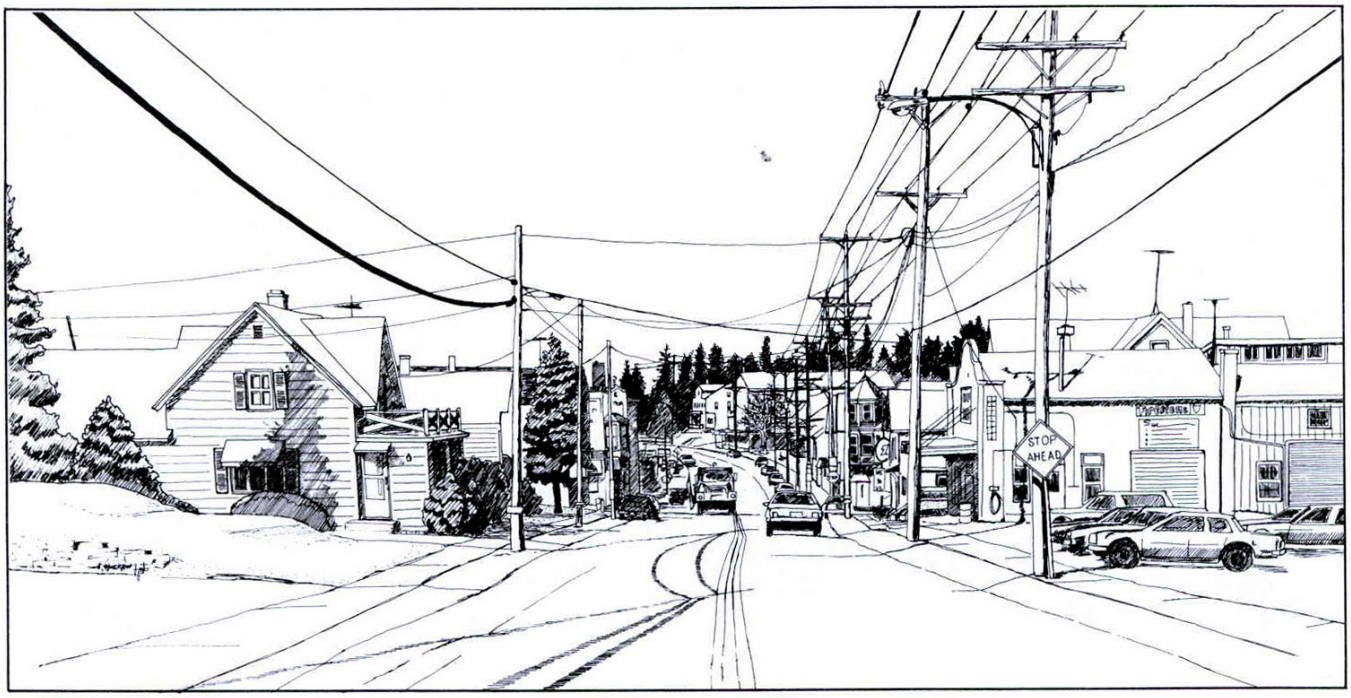
B. KETTLE MORAINE DRIVE-SOUTH (STH 144) LOOKING NORTHEAST FROM WISCONSIN CENTRAL RAILWAY

1989 VIEW

POTENTIAL VIEW AFTER IMPROVEMENTS

FIGURE 5C

C. E. WASHINGTON STREET (STH 175) LOOKING NORTHWEST FROM ST. PETER'S CATHOLIC CHURCH

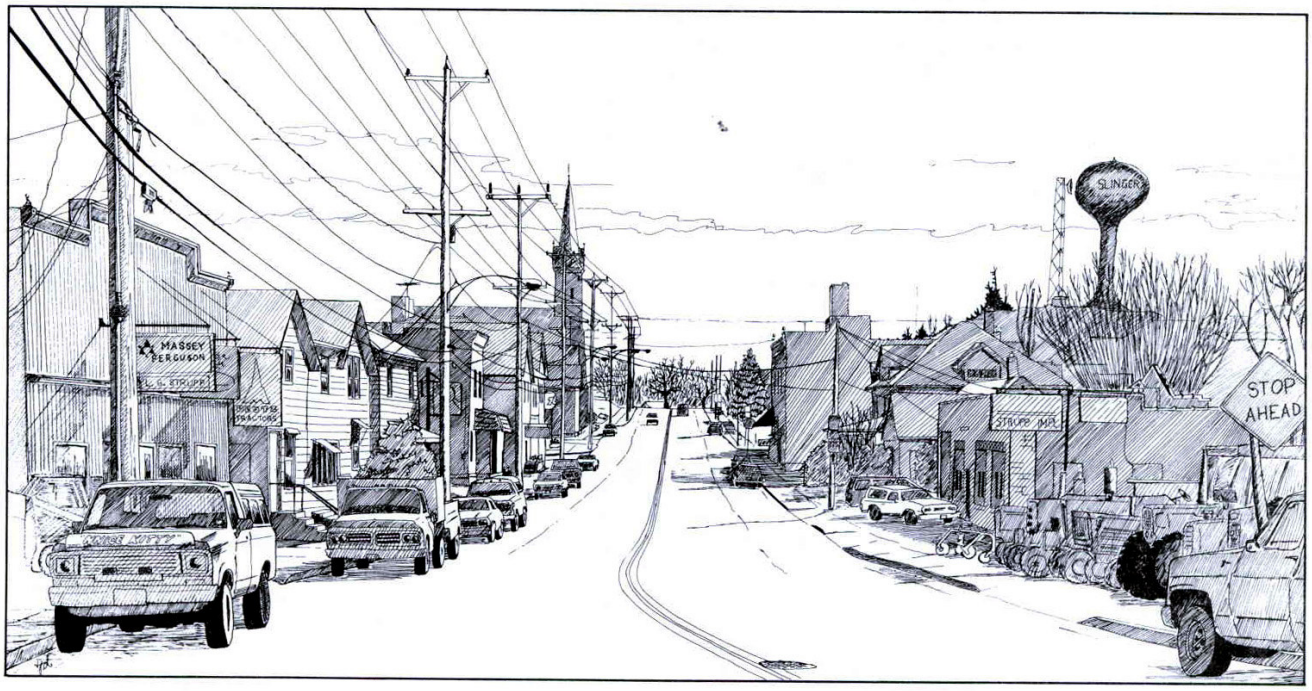


1989 VIEW

POTENTIAL VIEW AFTER IMPROVEMENTS

FIGURE 5D

D. W. WASHINGTON STREET (STH 175) LOOKING SOUTHEAST FROM BUCHANAN STREET



1989 VIEW

POTENTIAL VIEW AFTER IMPROVEMENTS

NEW URBANISM

New Urbanism is an international planning movement to reform the design of the built environment. Its goals are to raise the quality of life and standard of living by creating better places to live. New Urbanism is the revival of the lost art of place making, not just developing. The seven primary principals of New Urbanism are highlighted below along with their relationship to the Village of Slinger.

PRINCIPAL	RELATIONSHIP TO SLINGER
1. Walkability Most things are within a 10-minute walk (1/4 mi). Pedestrian friendly street design that encourages a greater use of bicycles, rollerblades, scooters, and walking as daily transportation	The layout of the Village, particularly the areas near and along STH 175 and STH 144 are compact. Destinations (e.g. schools, parks, shopping) are concentrated in this area. The Village has sidewalks throughout the community to make walking a safe choice.
2. Connectivity An interconnected network of grid Streets	As is discussed in the Transportation Element, connectivity is something that needs to be improved in Slinger. The rolling hills of the Kettle Moraine setting entice developers to provide cul-de-sacs. Connectivity can be improved by providing additional roadway connections and also pedestrian and cycling connections through trails and sidewalks between developments.
3. Mixed Uses	The Village has a wonderful array of different land uses in the historic areas of the community. Newer developments have tended to segregate uses in accordance with Euclidian zoning principals.
4. Mixed Housing Types	The Village has a policy to provide a balance of housing choices. This policy has resulted in a mix of housing choices that will continue to be expanded upon in the future as additional growth occurs.
5. Quality Architecture & Design Emphasis on beauty, aesthetics, human comfort, and creating a sense of place	There are limited design requirements for development in Slinger. The requirements that do exist are included in the Zoning Ordinance related to setbacks, building height, and density requirements.
6. Traditional Neighborhood Structure Discernable center and edge Public space at center	Slinger has done a great job concentrating public spaces and facilities (e.g. parks, Village Hall, library, schools) at the center of the community. Historically, USH 41 and an undeveloped area between Hartford and Slinger defined the edge of the community. Given extensive growth, these boundaries have changed. The Village will need to coordinate with neighboring Towns, through the use of extraterritorial authority, to ensure that Town residential development does not impede Village growth or erode the boundary between communities making it difficult to tell if one is in Slinger or a neighboring township.
7. Sustainability Energy efficient design. More walking less driving.	There are a growing number of Wisconsin Energy Star homes in Slinger. The opportunity exists to expand this number and further improve energy efficiency in older homes. Likewise, through planning, the Village can promote development patterns and amenities that encourage walking and cycling as viable transportation alternatives to driving.

TRADITIONAL NEIGHBORHOOD DEVELOPMENT (TND)[3]

The comprehensive planning law defines "traditional neighborhood development" (TND) to mean: compact, mixed-use neighborhood where residential, commercial and civic buildings are in close proximity to each other. TND is a planning concept based on the principles of new urbanism to promote traditional small towns. TND is found in the older parts of Wisconsin's cities, villages, and hamlets. Principles of TND include:

- **Compact.** TND areas have a higher density than traditional single-family subdivision (i.e. duplexes, apartments, etc. as well as single family homes in a single area). Compact development also means that the developed area is designed for human scale, not always the automobile. This includes being sensitive to walking distances, heights of buildings, design of streetlights, signs, sidewalks and other features. Compact development includes parks, public buildings, and retail development within a close proximity. These features serve as destination points for surrounding residential areas in the immediate vicinity (1/2 mile or less).

- **Mixed Use.** TND includes a mixture of land uses. This means that nonresidential land uses, such as commercial areas, are mixed with residential development. Mixing uses helps promote walking throughout the community. Mixing land uses can also broaden the tax base. Furthermore, mixed uses can mean that different means of transportation are promoted in the community (walking, bicycling, automobiles).

- Mixed use also means promoting varied housing types and sizes to accommodate households of all ages, sizes and incomes. This translates into varying lot sizes and allowing varied types of housing such as attached single-family residences, town homes, duplexes, and housing for seniors. Mixed use may also mean that residential uses are provided above or in the same building as commercial uses such as shops or offices.

- **Street Patterns, Sidewalks, and Bikeways.** TND provides for access through an interconnected network of streets, which facilitate walking, bicycling and driving.

- **Cultural and Environmental Sensitivity and Design.** TND can foster a sense of community identity. The design of buildings and their placement receives special attention. Provision of adequate open spaces, use of indigenous vegetation and the use of environmentally responsive storm water management systems are equally important.

Development Philosophy for Better Livability

There are three guiding principals recommended for future development in Slinger: conservation, connectivity and walkability. These approaches can work harmoniously to provide profitable new development patterns that respect the natural setting and promote a high quality of living. These principals combat harmful sprawling practices. Sprawl (e.g. scattered, low density, separation of uses, unconnected development) forces people to drive. Sprawl encourages a sedentary lifestyle where residents are forced to drive to destinations. An increasingly sedentary lifestyle is one reason why heart disease, obesity and stroke have increased in American Society.

[3] Model Traditional Neighborhood Development Ordinance, UW-Extension, 2000

CONSERVATION-BASED DEVELOPMENT

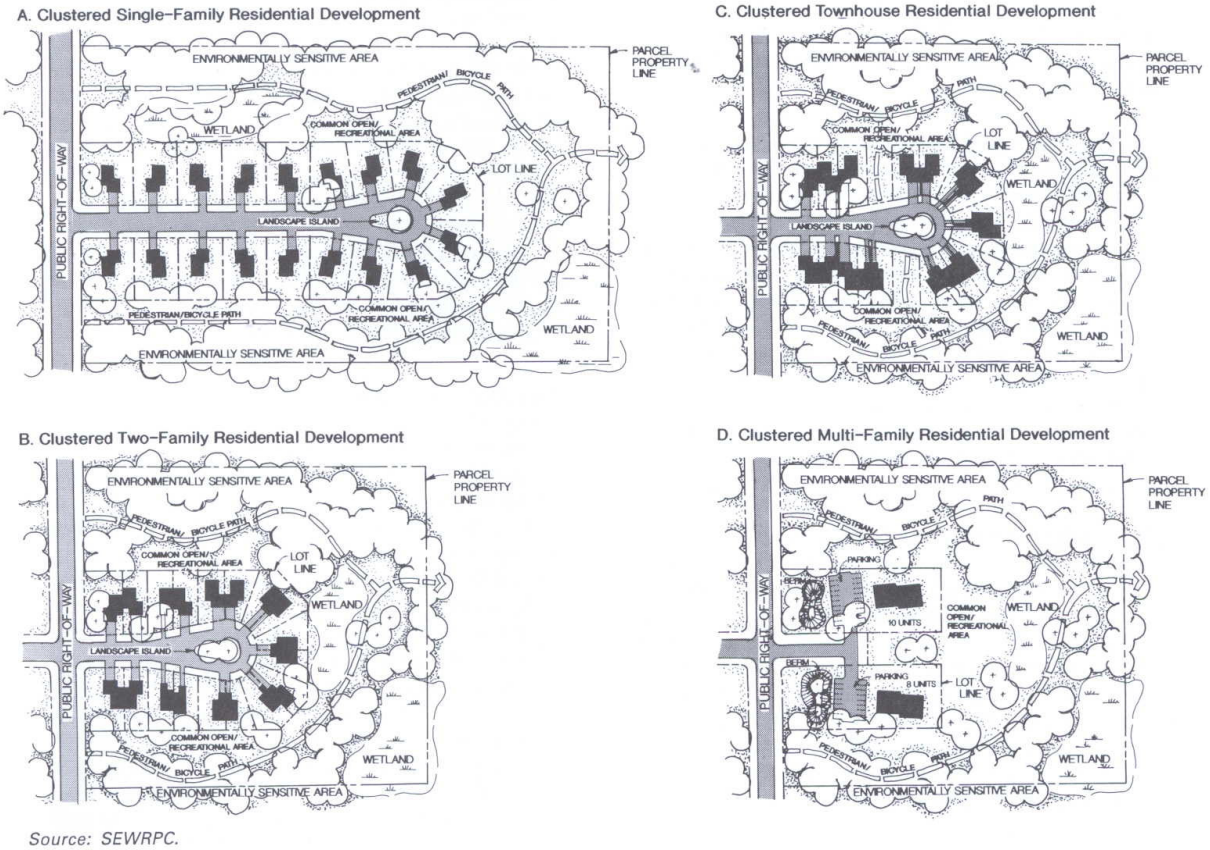
Conservation-based development approaches are discussed at length in the *1995 Land Use and Street System Plan for the Village of Slinger*. This concept is also highlighted in the Agricultural, Natural and Cultural Resources Element of this Plan. The illustration at below is from the 1995 Plan. It illustrates how this approach can be applied on a parcel of land.

In the Village of Slinger this approach is recommended in two locations.

1. Adjacent to environmentally corridors (illustrated on the *Recommended Land Use Plan for 2025).*
2. In areas between Slinger and Hartford to create a discernable edge between these communities as growth continues.

Beyond Slinger, this approach is desirable in outlying areas of the Town of Hartford and Polk as a means to preserve farmland, open space, natural areas and associated rural character. In these town developments, for those areas within 1.5 miles of the Village, the shadow plat concept discussed in Chapter 11 is recommended.

FIGURE 6 ALTERNATIVE RESIDENTIAL DEVELOPMENT DESIGNS COMPATIBLE WITH ENVIRONMENTALLY SENSITIVE AREAS



Source: SEWRPC.

WALKABLE COMMUNITY PRINCIPLES

Modern planning approaches recommend:

- Walkable neighborhoods to promote social interaction, community safety and physical fitness.
- Ideally, walkable neighborhoods should be within a quarter mile, or a 5- to 10-minute walk, of a destination point (e.g., school, shopping, park, church, etc.).
- Trail development to provide connection between neighborhoods, communities, and regional destinations.

The Village of Slinger is fortunate to have the basic elements of a walkable community (see box). To enhance the Village's "walkability" it can provide walkable connections from new retail / business park development long STH 60 to nearby residential areas (including the mobile home park). In addition, efforts to provide pedestrian connections on both sides of USH 41 will also be an important challenge as development continues on the east side of the highway. To provide a walkable environment, the following actions are recommended. The principals outlined below are some of the more basic strategies recommended by Dan Burden to promote healthy (and safe) neighborhood street design[4].

What is a Walkable Community?

Walkable communities are desirable places to live, work, learn, worship and play, and therefore a key component of smart growth. Their desirability comes from two factors.

1) Walkable communities locate within an easy and safe walk goods (such as housing, offices, and retail) and services (such as transportation, schools, libraries) that a community resident or employee needs on a regular basis.
2) By definition, walkable communities make pedestrian activity possible, thus expanding transportation options, and creating a streetscape that better serves a range of users -- pedestrians, bicyclists, transit riders, and automobiles.

SOURCE: Smart Growth Network, 2004. Available on-line at www.smartgrowth.org

1. **Revitalization of development along the gateways into Downtown Slinger**, to improve the overall design and mix of businesses.

2. **Maintaining the Village's network of neighborhood parks, open spaces and schools.** This effort must include a commitment to continuing to provide these spaces in new neighborhoods and access to existing facilities via trails and walkways.

3. **Providing many linkages to neighborhoods (including walkways, trails, and roadways).** People need to have choices for traveling. Offering well-maintained roads, walkways, and trails are important to provide access for residents (refer to the *Transportation Element* for recommended routes and needed improvements).

4. **Enforce low speed streets (in neighborhoods and downtown- 20-25 mph).** To promote a walkable community, motorists must respect speed limits in all areas, but particularly near schools, historic neighborhoods, parks and other public areas, yielding to pedestrians.

5. **Providing convenient, safe and easy street crossings.** Successful urban areas (e.g. villages, cities, hamlets) have frequent, convenient, well-designed street crossings. Pedestrians using these areas rarely have to walk more than 150 feet to reach crossings. People crossing at intersections, whether signalized or not, rarely wait more than 30 seconds to start to cross.

[4] Burden, Dan. Street Design Guidelines for Healthy Neighborhoods. Local Government Commission's Center for Livable Communities. 1999.

6. **Providing inspiring and well-maintained public streets, particularly downtown and along highways and gateways.** Streets in a walkable community are attractive, colorful, with sidewalks/walkways, planter strips, and handle a diversity of needs. On street parking is allowed in downtown environments. Homes and buildings are brought forward, relating to the street with a minimal setback area. These amenities and design elements provide an attractive, inviting place for walking.

7. **Land use and transportation are integrated.** In walkable communities, residents understand and support compact development, urban infill, integral placement of mixed-use buildings, and mixed income neighborhoods. People understand that small, local stores help create community as well as convenience. Residents feel they have choice of travel modes to most destinations.

8. **Maintain Mixed Neighborhood Developments and promote new mixed-use areas.** By maintaining a variety of uses within a concentrated area people are more apt to consider walking.

9. **Develop Rectilinear or Grid Pattern Streets.** This pattern of development provides emergency vehicles more access routes and makes walking simple because it is easier to find one's way and walk in a circular route. Accordingly, the Village should work to minimize the use of cul-de-sac streets and consider opportunities to provide at least pedestrian connections from the end of cul-de-sacs to other development areas.

10. **Provide Nature Strips, Landscaping and even Trees Along Streets.** This provides a separation between cars driving on the street and pedestrians using sidewalks or walkways. This separation makes walking safer. This approach should be considered along the state highway corridors.

11. **Integrate Streetscape Design.** Streetscape design elements include: street furniture (such as benches, waste containers, flower and shrub planters), trees, lampposts and kiosks, and parks to encourage walking. Street lighting, not just for vehicles, but pedestrians is also an integral part of the streetscape. An integrated streetscape design makes walking more attractive to pedestrians, improves community aesthetics and promotes community identity and pride. Some specific recommendations for the "village center" include investment in crosswalks visibility (e.g. the use of stamped/colored concrete, brick pavers, etc.), information kiosks, directional signage, theme based / character signage, landscaping, and perhaps even arches.

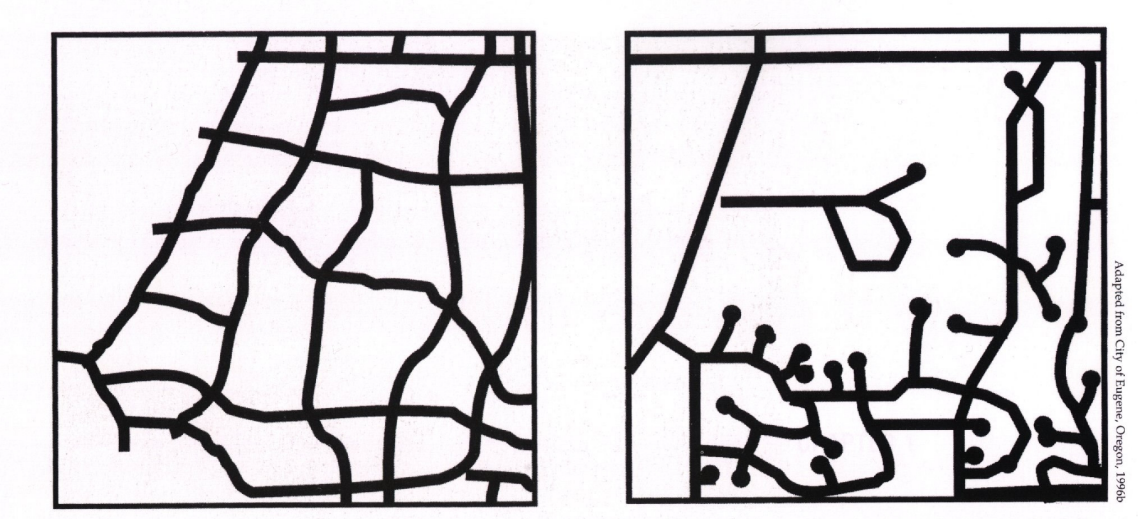
Example of a sidewalk arch. Arches could also be made of wrought iron and include a "Welcome to Downtown Slinger" sign. An arch could also be used over street to welcome motorists.

12. **Maintain Bike Lanes on Wider Streets.** In accordance with the recommendations in the Transportation Element, a system of bike lanes and sidewalks are encouraged to promote accessibility through the community.

CONNECTIVITY[5]

The purpose of a street network is to connect spatially separated places and to enable movement from one place to another. With few exceptions, a local street network connects every place in a community to every other place in the community. But, depending on the design of the network, the quality of those connections will vary.

The rolling topography and abundant natural resources of Slinger challenge the layout of roads. Many areas of the Village have developed in a separated fashion with poor connectivity. Slinger is not alone in this predicament. However, after decades of promoting residential street networks characterized by low connectivity, a growing number of U.S. cities are beginning to consider the potential benefits of improved street connectivity. See illustration below.



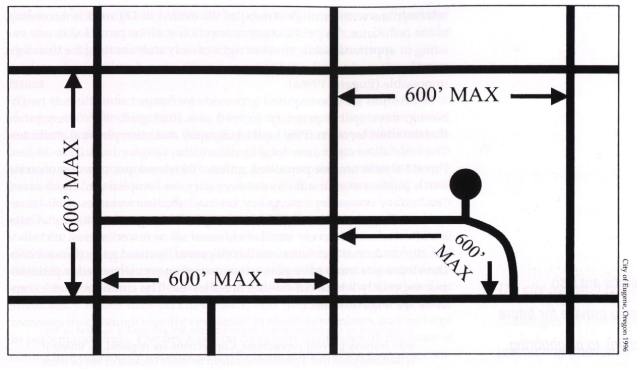
(Left) A high-connectivity street network. (Right) A low-connectivity street network).
SOURCE: Planning for Street Connectivity, PAS Report 515, by Susan Handy, Robert G. Paterson & Kent Butler, 2003

Increasing street connectivity will:

- Decrease traffic on arterial streets;
- Provide for continuous and more direct routes that facilitate travel by nonmotorized modes such as walking and bicycling and facilitate more efficient transit service;
- Provide greater efficiency vehicle access and reduced response time, and conversely, provide multiple routes of evacuation in case of disasters such as tornadoes; and
- Improve the quality of utility connections, facilitate maintenance, and enable more efficient rash and recycling collection and other transport-based community services.

[5] Planning for Connectivity: Getting from Here to There, Susan Handy, Robert G. Paterson and Kent Butler, Planning Advisory Service Report Number 515, American Planning Association, 2003.

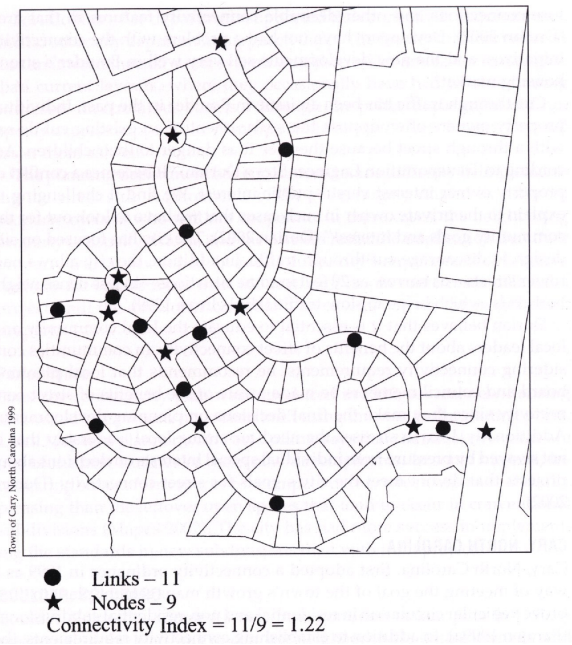
Two approaches have been used most frequently to address the issue of connectivity: block length requirements and connectivity indexes. With a block length requirement, the municipality controls the spacing between local streets, thereby creating a relatively predictable and evenly distributed network of streets. A connectivity index is calculated as the number of street links dividing by the number of nodes or link ends. The higher the number of links relative to nodes, the greater the connection. A third technique, the ratio of the travel distance via the network to the straight-line distance between points has also been used as a performance measure.



Block Length Requirement Diagram

In addition to choosing an approach to defining and measuring connectivity, communities must also address issues about:

- Increasing connectivity between residential and as and arterials;
- Planning for future street connections through stub-out requirements;
- Decreasing minimum street widths to lower travel speeds;
- Promoting the use of traffic calming devices (e.g. roundabouts, curvilinear streets, etc.);
- Restricting the use or length of cul-de-sacs;
- Prohibiting gated communities;
- Promoting pedestrian and bicycle connectivity;
- Allowing for flexibility through performance standards and incentives;
- Giving appropriate consideration to topography, floodplains, and dense drainage networks and to other actors that might limit connections; and
- Establishing processes for granting variances and exceptions.



Calculation of a Connectivity Index

SOURCE: Planning for Connectivity, PAS Report 515, 2003

Coordination with Other Required Plan Elements

ISSUES AND OPPORTUNITIES

Chapter 1 documents the planning process used to obtain resident and stakeholder input in the development of this plan. It also includes stakeholder value statements that were instruments in preparing the *Recommended Land Use Plan for 2025*. Chapter 2 lists the Village's strengths, weaknesses, opportunities and threats. This information served as a guide for preparing each element of this plan. The demographic information presented in Chapter 3, provides a foundation for projecting future population increases and translates in this chapter into land area to accommodate future residential, commercial, and industrial growth to support the growing population base.

HOUSING

Chapter 4 includes an inventory of the existing housing supply, a discussion of housing needs and a series of supporting goals and objectives. This chapter also establishes the policy for maintaining a variety of housing choices. This policy is translated on the *Recommended Land Use Plan for 2025.*

TRANSPORTATION

Chapter 5 includes a plan for transportation improvements, including trails and sidewalks, over the planning period. The walkability and connectivity principals discussed in this chapter support the goals, objectives and policies presented in the Transportation Element.

UTILITIES AND COMMUNITY FACILITIES

Chapter 6 describes the infrastructure available to support growth and development in Slinger. The chapter also summarizes several recent plans for service upgrades (e.g. water, wastewater). Chapter 6 also highlights the need for expanded fire protection service as the community continues to grow.

AGRICULTURAL, NATURAL AND CULTURAL RESOURCES

Chapter 7 profiles productive agricultural areas, the diverse natural landscape and the variety of cultural resources available to residents. This chapter takes a broader view by looking at areas beyond the Village to understand natural resource limitations.

ECONOMIC DEVELOPMENT

Chapter 8 provides a vision and policies to support economic growth. The *Recommended Land Use Plan for 2025* illustrate the recommendations set forth in Chapter 8.

How Was the Recommended Land Use Plan for 2025 Developed?

The *Recommended Land Use Plan for 2025* was developed using a very specific process:

1. Natural resource areas were identified to understand development limitations. This process required a review of the maps provided in the Agricultural, Natural and Cultural Resources Element, as well as air photos of the community.
2. Future population and household projections, in conjunction with zoning requirements, were examined to understand the extent of future residential development needed in the Village.
3. Utility and community facility capacities were reviewed to ensure new development would be adequately serviced (See *Slinger Sewer Service Area Plan* recommendations section).
4. Existing development plans were incorporated into the plan map.
5. Planned and anticipated road and trail network changes were incorporated into the plan map.
6. The results of the cognitive mapping exercise were reviewed to emphasize resident desires and expectations.
7. The *1995 Land Use and Street System Plan for the Village of Slinger* developed by SEWRPC and the *Zoning Ordinance* were referenced to understand past planning objectives.
8. The updated zoning map was used as a baseline for understanding development patterns within the existing Village Limits.

The result of this process is the detailed *Recommended Land Use Plan for 2025* presented at the end of this chapter.

How Should the Recommended Land Use Plan for 2025 Be Used?

The *Recommended Land Use Plan for 2025* is a planning tool for the Village of Slinger. In accordance with the **Comprehensive Planning Law**, they should be used to guide the following actions:

- Official Mapping
- Local Subdivision Regulation
- Zoning

Village appointed and elected officials should use the plan map as a *guide* for making future land use decisions.

Developers and residents should understand the plan map is intended to direct development to certain areas where facilities and services are available.

It is important to remember that a **plan is not a static document**. It must evolve to reflect current conditions. If not regularly **reviewed and amended**, it will become ineffective.

Applications for rezoning and development that are inconsistent with the plan and plan map must still be considered. In some situations, it may be desirable to amend the plan (and maps) to accommodate a compatible, but previously unplanned use. Likewise, a change in county or regional policy, technological changes, or environmental changes may also impact the plan.

Any change to the plan (including the plan maps) must be considered in the context of all nine required plan elements, including the visions, goals and policies expressed in this document. If an amendment is to be approved, the process must include a formal public hearing and distribution per the requirements of the Wisconsin Comprehensive Planning Law. Any amendment must be recommended by the Plan Commission and approved by the Village Board **before** development is permitted.

The Recommended Land Use Plan for 2025

Provided at the conclusion of this chapter is the ***Recommended Land Use Plan for 2025*** for the Village of Slinger. The map illustrates the anticipated amount, location, and intensity of new development. The areas outlined for future residential development exceed the areas needed, based solely on the population projections. Additional areas were added to provide choices for residential development so as to prevent the inflation of land values. Likewise, by outlining additional areas, the longevity of the plan is further ensured.

The *Village of Slinger Recommended Land Use Plan for 2025* was built from the *Existing Zoning Map*. Existing land use patterns and conditions are the foundation of the plan -- the beginning point from which to build the future.

The *Recommended Land Use Plan for 2025* designates specific areas for future residential, commercial and industrial uses to be developed in accordance the requirements of local regulations. Table 25 provides a detailed breakdown of projected future development, in five-year increments, in the Village of Slinger.

TABLE 25
20-YEAR PLANNING AREA PROJECTIONS FOR FUTURE LAND USE

Land Use Type	2005 (acres)	2010 (acres)	2015 (acres)	2020 (acres)	2025 (acres)
Environmental Corridor	513	1,200	1,600	2,000	2,336
Green Space	118	118	118	118	118
Parks	173	247	321	392	468
Race track	28	28	28	28	28
Ski Hill	61	61	61	61	61
Institutional / School / Utility	203	203	225	275	320
Low Density Residential	1,088	1,540	2,065	2,590	3,348
Medium Density Residential	402	650	900	1,200	1,451
Two Family Residential	184	200	217	235	251
Med. Density / Two Family Res. Mix	-	10	10	23	23
Multiple Family Residential	70	83	90	96	96
High Density Residential*	62	62	40	40	40
Mobile Home Park	17	17	17	17	17
Office	14	38	75	105	130
Neighborhood Commercial	-	10	15	27	27
Commercial	186	215	240	275	300
Business Park	80	110	155	180	208
Industrial/Manuf./Service Business	203	280	420	600	711
TOTAL	**3,402**	**5,072**	**6,597**	**8,262**	**10,204**

* Reduction due to anticipated redevelopment areas incorporating some existing high density residential development.
NOTE: Total acreage changes as planning area expands beyond current Slinger Village limits.

As with any long-term planning document, as proposals are presented, amendments may be necessary to reflect market forces that shift land use patterns.

What follows is a general description of the land use categories illustrated on the *Recommended Land Use Plan for 2025.* Not all categories included on the map are provided in this description. This text is intended to supplement the information provided in the legend of the *Recommended Land Use Plan for 2025.*

ENVIRONMENTAL CORRIDOR – These areas include properties classified by SEWRPC as Environmental Corridor, including wetland, floodplain, and areas of severe slope. Low-density (e.g. 1 unit per 5 acres) residential development may be permitted in Environmental Corridors.

GREEN SPACE/CONSERVATION[6] – These are areas outside Environmental Corridors that are either forested or have other natural vegetation that should be considered for conservation (e.g. prairie, isolated natural areas). It is possible that these areas may remain as open space within planned unit developments, serve as a natural buffer between different land uses, or remain undeveloped portions of residential lots or other appropriate uses (e.g. park).

PARKS – Existing and proposed park facilities are illustrated on the *Recommended Land Use Plan for 2025*. All existing park facilities are labeled. The following proposed park facilities are shown.

- **Proposed Park "A"** is a new community park site located to accommodate the recreation needs of development on Slinger's west side and also to act as a buffer between nearby residential land uses and the environmental corridor to the east. The southerly portion of the site includes several ponds and wetland areas, and the northerly portion would include athletic fields and active play areas. A conceptual master plan for this proposed park includes multi-use trails, a restroom and shelter facility, an outdoor educational classroom, playgrounds, athletic fields and off-street parking.

- **Proposed Park "B"** is located on the east side of USH 41, north of STH 60. This park is recommended to preserve a heavily wooded area as a public arboretum and to buffer adjacent residential uses. A nature trail may be developed within the park to accommodate walkers who work in the nearby commercial areas, as well as residents of the adjacent multiple-family and single-family residential neighborhoods. In the winter, the trail could potentially be used for cross-country skiing. A site development plan should be prepared for this park.

- **Proposed Park "C"** is a proposed neighborhood park site to serve nearby residential neighborhoods. The site may include picnic tables and playground equipment. Sports fields are not recommended for this site given its limited size and location.

- **Proposed Park "D"** is a potential east side neighborhood park site. The site may include picnic tables and playground equipment. Sports fields are not recommended for this site given its limited size.

[6] The Mike Adams Sod Farm located south of STH 175 in the northwestern portion of the Village is included in this category given its limited potential for development.

- **Expand Fireman's Park** by purchasing additional adjacent lands located south of Baehring Drive. The subject lands which are currently referred to as the Blank property would be purchased for future park use.

The *Village of Slinger Comprehensive Parks and Open Space Plan* includes more specific recommendations related to proposed park facilities, and is considered an element of this Comprehensive Plan.

UTILITIES – Cellular tower sites, Slinger's wastewater treatment facility, and municipal well sites fall into this category. In addition, some vacant land owned by the Village on the east side of USH 41, north of STH 60 is also classified as utilities. This final planned use for this area is yet to be determined.

INSTITUTIONAL – Churches, the Slinger Village Hall, the library and fire department are all classified as institutional sites in the Village.

SCHOOLS – Slinger School District buildings and a new potential school site located south of STH 60 to accommodate future district expansion are included in this category.

COMMUNITY CENTER - A potential senior / community center site is indicated near the Village Hall. This site is centrally located and the Village has land available to accommodate an additional facility at this location.

LOW DENSITY SINGLE-FAMILY RESIDENTIAL – These residential areas are expected to develop as 20-40,000 square foot minimum lots consistent with the R-1 and R-2 Zoning Districts. Much of the area designated for Low Density Single Family Residential is beyond the planned sewer service area and municipal water service area. As a result, these lands will likely be developed with on-site sewer and water systems. Moreover, development in these areas will likely utilize conservation subdivision design techniques to retain natural features, contiguous open spaces and respect nearby environmental corridors.

MEDIUM DENSITY SINGLE-FAMILY RESIDENTIAL – These residential areas are intended to accommodate development with 9,600- 14,000 square foot minimum lots consistent with the R-3, R-4 and R-5 Zoning Districts.

HIGH DENSITY SINGLE-FAMILY RESIDENTIAL – Residential areas developed using the R-6 Zoning District to accommodate parcels with a minimum lot size of 7,200 square feet.

TWO-FAMILY RESIDENTIAL– These areas are expected to develop in accordance with the Rd-1 Zoning District with a 14,000 square foot minimum lot area.

MULTIPLE-FAMILY RESIDENTIAL – Residential development with a minimum lot area of 14,000 – 18,000 square feet consistent with the Rm-1 and Rm-2 Zoning Districts.

MOBILE HOME PARK – This district accommodates the existing mobile home park located adjacent to STH 60. However, it is anticipated that this site may be redeveloped in the next 20-years as is indicated by Redevelopment Site #5 described within this section. No additional mobile home parks are proposed.

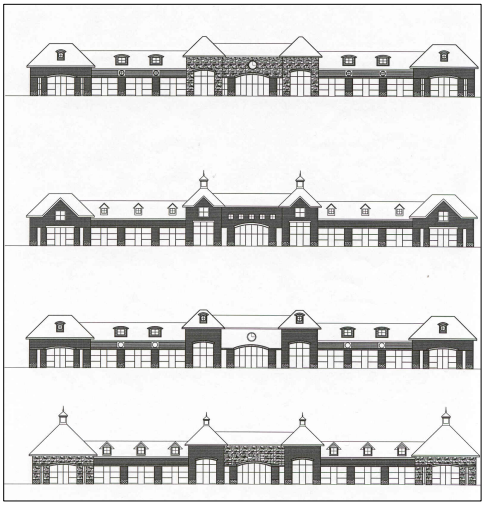
POTENTIAL SENIOR HOUSING – Two areas for senior housing developments are identified on the *Recommended Land Use Plan for 2025* to emphasize the need for such a facility in the community near the services and amenities found downtown and along STH 60.

OFFICE AND PROFESSIONAL SERVICES– Professional, financial, medical and legal office development areas. These locations are identified along major highway corridors and in locations intended to act as a development buffer between more intensive land uses (e.g. industrial development) and residential areas.

Example Office and Professional Service Building. Note the abundant landscaping, monument style signage and pitched roof style.

Example Neighborhood Commercial Buildings

NEIGHBORHOOD COMMERCIAL- These areas are intended to accommodate local shopping needs (e.g. bank, daycare, drycleaners, bakeries, movie rental stores, fitness businesses, etc.) to serve residential neighborhoods and businesses located within close proximity. It is also possible that these areas may also accommodate a second story residential or office use. Two areas are included in this designation, one is located at the intersection of STH 175, Arthur Road and Kettle Moraine Road and the other is adjacent to CTH C to serve the adjacent single-family residential neighborhoods and multiple family/senior housing development site.



COMMERCIAL – These areas are planned along STH 60 and in the historic Downtown Slinger area. It is expected that additional auto-oriented commercial uses will locate along the STH 60 corridor. All commercial uses will be required to adhere to local sign, landscaping, lighting, and height ordinances to ensure that development in these areas is attractive and well planned. However, the buildings will likely reflect the individual nature of the uses proposed rather than adhere to a more uniform appearance as would be found in a business park setting. As a result, this area will likely accommodate a combination of strip malls and freestanding businesses (e.g. chain stores,

restaurants, etc.) to expand local shopping choices. Commercial uses Downtown will respect the size, scale, and character of development in that area, including necessary streetscape improvements.

BUSINESS PARK – This area is expected to accommodate a blend of office, retail, and service uses developed in a park-like setting with extensive landscaping, consistent signage and similar (if not identical) building materials and designs to present an integrated image to customers.

LIGHT INDUSTRIAL/MANUFACTURING AND SERVICE BUSINESS PARK – These areas accommodate both existing industrial/manufacturing areas and a new industrial park to be located on the north side of Arthur Road. An area extending toward CTH K is delineated as ***Reserved for Future Business / Industrial Park Use***. This area is not anticipated to develop within the 20-year planning timeframe, but the Village believes it is important to delineate the ultimate development plan for this property so as to avoid potential conflicting development in this area (e.g. residential subdivision development).

Example of a Light Industrial/Manufacturing Site

LANDS BEYOND 2025 PLAN LIMITS – These areas are expected to remain rural and largely undeveloped during the planning period. The lands will be continued as farmland, undeveloped open space and natural areas. These areas are considered agricultural preservation areas with very limited development (e.g. density of 1 home per 35 acres). This plan is consistent with the extraterritorial plat review authority enforced by the Village and the need to provide future land in close proximity to the Village for long-term urban expansion. Any change in land use from the agricultural preservation status would require an amendment to the Comprehensive Plan.

YEAR 2025 PLANNING AREA BOUNDARY - Areas for new Village development delineated within the Year 2025 Planning Area Boundary are based on:

1) The planning limits approved by Slinger as part of its water service study
2) The planned services boundary with the City of Hartford
3) SEWRPC's 2020 Sewer Service Planning Area, and
4) The Proposed 2040 Sewer Service Planning Area outlined in the *Village of Slinger Wastewater Treatment Facility Plan* (adopted 2001).

It is anticipated that future annexation to the Village will occur within these limits and that SEWRPC will use this boundary as a guide when updating future sewer service area plans.

REDEVELOPMENT SITES - Rather than delineate specific land uses, given special development constraints (e.g. traffic, topography, existing and adjacent land uses, road access, ownership) the Plan recommends six potential redevelopment sites. The Village encourages development proposals in these specific locations.

- RDS-1 – SE Corner of STH 175 & STH 60. For commercial uses.
- RDS-2 – SW Corner of STH 175 & STH 60. For commercial uses.
- RDS-3 – SE Corner of STH 60 and Bonnie Lane for a mixed-use development (e.g. office, commercial, residential). The site may even accommodate a quality affordable housing development.
- RDS-4 – Mobile Home Park. This site may be redeveloped as part of RDS-3 or it may be a separate redevelopment site.

- RDS-5 – STH 175 and Oak Street. For commercial or mixed-uses.
- RDS-6 – Business Park. This site is located on the west side of USH 41, north side of STH 60 and east of Lover's Lane. Adjacent land uses include businesses near STH 60 and single-family residential development on the west side of Lover's Lane. This property is highly visible from USH 41 and as such, is an important gateway into the Village. It presently includes a mix of land uses and has some potential environmental contamination that will present a challenge to development. The plan recommends this site be redeveloped into a business park to capitalize on its USH 41 and STH 60 frontage, but may also include some higher density residential uses to buffer adjacent neighborhoods.
- RDS-7 – West of USH 41 and south of Sherman Road. This area contains existing lower quality commercial uses on a highly visible and noise-impacted site along the west side of USH 41. Redevelopment for commercial use is recommended.
- RDS-8 - Ackerville commercial area along STH 175 north and south of Sherman Road. Recommended for redevelopment and infill development for mixed commercial uses.
- RDS-9 – Redevelopment area for light industrial/manufacturing/service business.
- RDS-10 – Redevelopment area for light industrial/manufacturing/service business.

Goals, Objectives and Policies

The Village of Slinger anticipates that it will grow over the next 20 years. To ensure that this development will not destroy the character of the community, negatively impact the natural environment, or create undue congestion on Village, county and state roads, the Village of Slinger, will pursue the goals and objectives provided in Chapter 11. Supporting policies are provided below.

LAND USE POLICIES

It is the policy of the Village of Slinger to review all development proposals in accordance with this Comprehensive Plan. Decisions will be based on the guidelines provided in the plan and further discussed in the Implementation Chapter.

Continue to provide sidewalks, trails, and other pedestrian and cycling connections throughout the community to offer a walkable environment.

Promote energy efficiency building and design practices by encouraging development that complies with the Wisconsin Energy Star program.

Promote conservation subdivision design where practical to incorporate environmental corridors and to preserve green space / conservation areas.

Promote compact development served by public sanitary sewer and water service where such services are cost-effective.

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