



VILLAGE OF WILLIAMS BAY 2023 COMPREHENSIVE PLAN



ADOPTED: APRIL 3, 2023

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ORDINANCE #2023 - 04
ORDINANCE TO ADOPT THE 2023
VILLAGE OF WILLIAMS BAY COMPREHENSIVE PLAN

VILLAGE BOARD OF THE VILLAGE OF WILLIAMS BAY, WISCONSIN

The Village Board of the Village of Williams Bay, Wisconsin, does ordain as follows:

WHEREAS, pursuant to sections 61.35 and 62.23(2) and (3) of Wisconsin Statutes, the Village of Williams Bay is authorized to prepare and adopt a comprehensive plan as defined in sections 66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes; and

WHEREAS, the Village Board adopted its comprehensive plan in 2010 entitled “Village of Williams Bay Comprehensive Plan”; and

WHEREAS, as part of the Village’s original adoption of a comprehensive plan the Village Board adopted and has since followed written procedures designed to foster public participation in every stage of the preparation of a comprehensive plan as required by §66.1001(4)(a) of the Wisconsin Statutes; and

WHEREAS, the Plan Commission of the Village of Williams Bay, by a majority vote of the entire Commission recorded in its official minutes, has adopted a resolution recommending to the Village Board the adoption of the updated Comprehensive Plan; and,

WHEREAS, the Village of Williams Bay has, in compliance with the requirements of section 66.1001(4)(d) of the Wisconsin Statutes, provided opportunities for public involvement per its adopted public participation plan; and

WHEREAS, the Village Board held a public hearing on the proposed amendments on April 3, 2023, considered the public comments made and the recommendations of the Plan Commission and staff, and has determined to approve the recommended amendments.

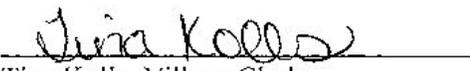
NOW, THEREFORE, the Village Board of Williams Bay, Wisconsin, does ordain that the proposed amendments are hereby adopted as amendments to the Village’s Comprehensive Plan pursuant to section 66.1001(4)(c) of Wisconsin Statutes.

Enacted this 3rd day of April 2023

VILLAGE OF WILLIAMS BAY

By: 
William Duncan, Village President

ATTEST:


Tina Kolls, Village Clerk

First Reading: 4/3/2023
Second Reading: waived 4/3/2023
Date Adopted: 4/3/2023
Date Published: 4/13/2023



VILLAGE OF WILLIAMS BAY

RESOLUTION R-7-23

RESOLUTION RECOMMENDING ADOPTION OF THE 2023 VILLAGE OF WILLIAMS BAY COMPREHENSIVE PLAN

PLAN COMMISSION OF THE VILLAGE OF WILLIAMS BAY, WISCONSIN

WHEREAS, the Village of Williams Bay on September 20, 2010, adopted the Village of Williams Bay Comprehensive Plan (hereinafter “Plan”) as the Village’s comprehensive plan under Section 66.1001(4), Wisconsin Statutes, with said Plan including procedures for consideration of amendments to it; and

WHEREAS, Section 66.1001(4), Wisconsin Statutes, establishes the required procedure for a local government to amend a comprehensive plan once it has been initially adopted; and

WHEREAS, the Village of Williams Bay Plan Commission has the authority and responsibility to recommend amendments to the Plan to the Village Board, under Section 66.1001(4)(b); and

WHEREAS, on April 3, 2023, the Plan Commission reviewed proposed updates to the Comprehensive Plan; and,

NOW, THEREFORE, BE IT RESOLVED that the Plan Commission of the Village of Williams Bay hereby recommends that, following a public hearing, the Village Board adopt an ordinance to constitute official Village approval of the proposed update to the 2010 Village of Williams Bay Comprehensive Plan that the Plan Commission recommended for approval at its April 3, 2023, Plan Commission Meeting.

This Resolution was adopted at a meeting of the Plan Commission of the Village of Williams Bay on the 3rd day of April 2023.

PLAN COMMISSION

By: William Duncan
William Duncan, Plan Commission Chair

ATTEST:

Tina Kolls
Tina Kolls, Village Clerk

ACKNOWLEDGEMENTS

VILLAGE BOARD OF TRUSTEES

William Duncan, Village President
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Matt Stanek, Trustee
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Robert Umans, Trustee
George Vlach, Trustee
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Lowell Wright, Commissioner
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Village of Williams Bay

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EXECUTIVE SUMMARY

Vision Statement

A vision statement is an inspirational, positive view of the Village's long-term future. It is intended to broadly describe how a community will look, feel, and function 20 years into the future. A vision becomes the framework around which strategies are laid out in the comprehensive plan. All goals, objectives, policies, programs, and recommendations of the Plan should reflect and advance this vision. The vision statement below was developed via public input and discussions about the future of the Village over the 20-year planning period.

VILLAGE OF WILLIAMS BAY VISION STATEMENT

Williams Bay will be a small, friendly community of year-round and seasonal residents, businesses, and institutions developed in harmony with Geneva Lake, natural resources, and surrounding rural areas. The community culture will be that of a retreat from the more intense lifestyles of resort areas, enhancing leisure, opportunity for spiritual renewal, outdoor recreation, and contact with nature. Businesses, employment centers, and community services will be those which respond to the specific needs of residents and visitors and sustain the vitality of the community as a whole. A source of community pride will be the lakefront, enhanced natural areas, and the attractive design and maintenance of all man-made improvements respectful of their environment.

Chapter Recommendations

Agricultural Resources

- Limit and manage development in long-term expansion areas.
- Support long-term farmland preservation efforts outside of the Village's future growth areas.
- Encourage the use of local and healthy foods in Williams Bay.

Natural Resources

- Support a compact and efficient development pattern to minimize expansion into natural areas.
- Advance stormwater best management practices to protect surface and groundwater quality.
- Support approaches to become a more sustainable, energy-conscious, and climate resilient community.
- Promote community wellbeing as a system by considering environmental and public health.
- Preserve and protect the Village's natural resource base, and in particular, the quality and integrity of Geneva Lake and the Kishwauketoe Nature Conservancy.

Cultural Resources

- Emphasize and enhance Williams Bay's small town community character.
- Support community events and destination uses to provide year-round cultural attractions.
- Partner with community institutions and foundations to market the community including the Yerkes Future Foundation, George Williams College of Aurora University ("George Williams College"), and the Women's Leadership Center among others.

OVERALL PLANNING GOALS

- Preserve and protect agricultural resources in the Village planning area, help to grow and celebrate the agricultural economy, and preserve rural character outside the Village.
- Preserve the natural systems that sustain and characterize the Village of Williams Bay.
- Preserve, enhance, and promote the Village's unique historic character and cultural offerings.
- Encourage orderly, managed, and well-planned neighborhood development that preserves the character of Williams Bay and provides a variety of safe and attractive housing options for both year-round and seasonal residents.
- Promote a future land use pattern that is economically and environmentally sustainable, with a mix of high quality, harmonious, and complementary land uses.
- Provide a safe, convenient, and efficient multi-modal transportation system.
- Provide a cost-effective and efficient system of public utilities and community facilities in the Village, designed to serve the current and future land use pattern.
- Offer park and recreation facilities that are accessible to all Village residents as well as visitors.
- Strengthen and diversify the job base and tax base by capitalizing on Williams Bay's unique assets and opportunities.
- Promote appropriate economic development that complements and helps support the Village's predominately residential character, relates to the Village's focus on outdoor recreation and education, helps serve the daily needs of residents, and enhances the Village as a desirable place to live and visit.
- Foster and maintain mutually beneficial relationships with surrounding jurisdictions.

Housing and Neighborhoods

- Support the provision of diverse housing options for varying age brackets and income groups.
- Promote the development of “traditional neighborhoods” in new residential areas.
- Require high-quality designs for all multi-family housing development projects.
- Foster new entry-level housing options for young families.

Land Use

- Diversify the Village’s housing options while maintaining the small-town, family-friendly feel of the community for both permanent and seasonal residents.
- Enforce high-quality building and site design and performance standards for all new development.
- Promote infill and redevelopment of key sites, particularly in the downtown and at the former elementary school site.

Transportation

- Utilize the Village’s annual financial planning process to implement road and other recommendations shown on the Transportation and Community Facilities Map.
- Leverage available funding sources to support transportation infrastructure improvements.
- Develop a Bicycle and Pedestrian Plan for the Village.
- Consider preparing an Official Map to reserve lands for future transportation facilities.

Utilities & Community Facilities

- Implement the utility and community facility upgrades needed as identified in this Plan.
- Pursue state and federal grants as an approach to upgrade utilities and community facilities.
- Update the Village’s Comprehensive Outdoor Recreation Plan and consider simultaneously conducting a Village-wide Bicycle and Pedestrian Plan to become eligible for state and federal grants.
- Explore future opportunities for shared service agreements with neighboring jurisdictions.

Economic Development

- Develop and implement a downtown revitalization strategy and plan.
- Collaborate with regional, state, and federal economic development initiatives and leverage grant and stimulus money to foster implementation.
- Continue to enforce high-quality designs for multi-family, mixed-use, and commercial development projects.
- Work with local businesses and institutional uses to promote tourism and economic growth.
- Promote the retirement industry as an economic development strategy.

Intergovernmental Cooperation

- Attempt to harmonize Village plans, town plans, and County plans, while protecting Village interests.
- Continue to maintain existing shared services agreements and explore new opportunities for additional shared service agreements with neighboring communities.

INTRODUCTION

Located on the beautiful shores of Geneva Lake, Williams Bay is a charming, resort community known throughout southeastern Wisconsin for its abundant natural resources and picturesque location. Williams Bay provides an ideal retreat for those seeking respite from their busy lives and provides a picturesque place to call home. Those who spend time in Williams Bay value the Village's beautiful natural setting, small town character, and culture that defines the community.

Williams Bay's Legacy of Planning and Zoning

Incorporated in 1919, Williams Bay has a strong history of land use and development planning. Williams Bay's first Development Plan was prepared by Jacob L. Crane in 1922. This plan, which served as the Village's first comprehensive plan, envisioned the development of an aviation field to serve future residents of the Village. This airport was intended to complement passenger rail service, which, in that era, provided service to the Geneva Lake region from Chicago. The 1922 plan was eventually superseded in 1964 by a plan prepared by Maynard W. Meyer and Associates. The 1964 plan proposed an extension of the Highway 50 corridor to connect the Village to the region as an alternative to rail transportation. In 1992, an appointed Comprehensive Master Planning Committee prepared a draft Master Plan; however, this plan was not officially adopted by the Village. Plans adopted in 1999 and 2010 serve as the predecessor to this Comprehensive Plan.

Purpose of this Plan

This Village of Williams Bay Comprehensive Plan is intended to guide future growth and development and to ensure continued and enhanced community prosperity. Specifically, the Comprehensive Plan will:

1. Identify areas appropriate for development and preservation over the next 20 years.
2. Recommend appropriate types of land use for specific areas in and around the Village.
3. Preserve natural and agricultural resources in and around the Village.
4. Identify and prioritize needed transportation and community facilities to serve future land uses.
5. Direct housing and economic investments in the Village.
6. Provide detailed action items to implement Plan Recommendations.
7. Enhance the Village's unique community character.

Each chapter presents the Village's goals, objectives, and policies for that element. These documented policies are the basis for the recommendations that are presented in each chapter. The final chapter of the document, Implementation, indicates proposed strategies, projects, and timelines to ensure that the recommendations presented in this Plan become a reality. This Comprehensive Plan is not to be viewed as a static document. It needs to be continually updated as conditions change. All data, existing conditions, relevant plans, and background information for each Chapter can be found in Appendix A.

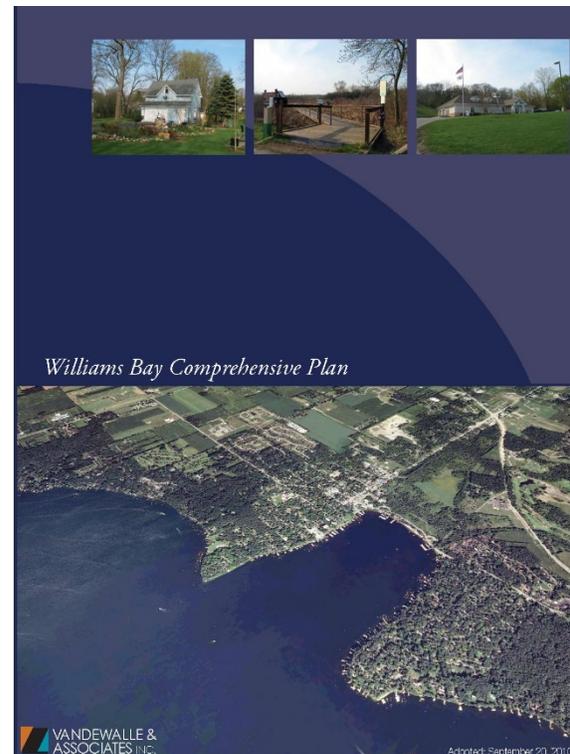
Planning Process

This Comprehensive Plan was prepared under the State of Wisconsin's comprehensive planning legislation, adopted in 1999 and contained in §66.1001, Wisconsin Statutes. This Plan meets all of the statutory elements and requirements of the comprehensive planning law. After January 1, 2010, only those plans that contain the required elements and are adopted under the State's prescribed procedures will have legal standing for zoning, subdivision, and official mapping decisions.

Comprehensive Plan Adoption Process

Preparation of a comprehensive plan is authorized under §66.1001, Wisconsin Statutes. Before adoption, a plan must go through a formal public hearing and review process. The Plan Commission adopts by resolution a public hearing draft of the plan and recommends that the Village Board enact an ordinance adopting the plan.

Following Plan Commission approval, the Village Board holds a public hearing to discuss the proposed ordinance that would be used to adopt the plan. Copies of the public hearing draft of the plan are forwarded to a list of local and state governments for review. A Class I notice must precede the public hearing by at least 30 days. The notice must include a summary of the plan and information concerning where the entire document may be inspected or obtained. The Village Board may then adopt the ordinance approving the plan as the Village's official comprehensive plan.



This formal, well-publicized process facilitates broad support of plan goals and recommendations. Consideration by both the Plan Commission and Village Board assures that both bodies understand and endorse the plan's recommendations.

In order to provide sound public policy guidance, a comprehensive planning process should incorporate inclusive public participation procedures to ensure that final recommendations reflect a broadly supported vision. Near the outset of this planning process, the Plan Commission and Village Board adopted the Village's Public Participation Plan by resolution. The following Public Participation activities took place during the planning process:

- Plan Commission and Village Board Joint Public Meetings
- Plan Commission Review Meetings
- Public Hearing
- Adoption Meeting

Goals, Objectives, Policies, Programs and Recommendations

Each subsequent chapter of this Comprehensive Plan includes goals, objectives, policies, programs, and recommendations that will provide direction and policy guidance to Plan Commission members, Village Board members, residents, and other interested groups and individuals for the next 20+ years.

Goals, objectives, policies, programs, and recommendations are defined below:

- **Goals** are broad, advisory statements that express public priorities about how the Village should approach development issues. Goals are based on key issues and opportunities that are affecting the Village.
- **Objectives** more specifically identify future direction. By accomplishing an objective, the Village moves closer to achieving its goals.
- **Policies** are rules or courses of action implemented to achieve specific objectives. Village staff and officials should use policies on a day-to-day basis when making decisions.
- **Recommendations** provide detailed information regarding how to implement objectives, policies, and programs.
- **Action Items** are specific projects or services that are intended to move the Village toward achieving its goals, objectives, and policies through implementation.

Regional Context

Map 1 shows the relationship of the Village of Williams Bay to neighboring communities in the region. The Village is located along the northwest shores of Geneva Lake in southwestern Walworth County. The Village is bordered by the towns of Linn, Geneva, Delavan, and Walworth, with the neighboring Village of Fontana-on-Geneva Lake to the southwest and the City of Lake Geneva to the east. The Village is located about an hour from Milwaukee, an hour from the northern suburbs of Chicago, and an hour and a half from Madison. The Village's regional location and natural landscape have both helped to shape its character and culture.

Planning Area

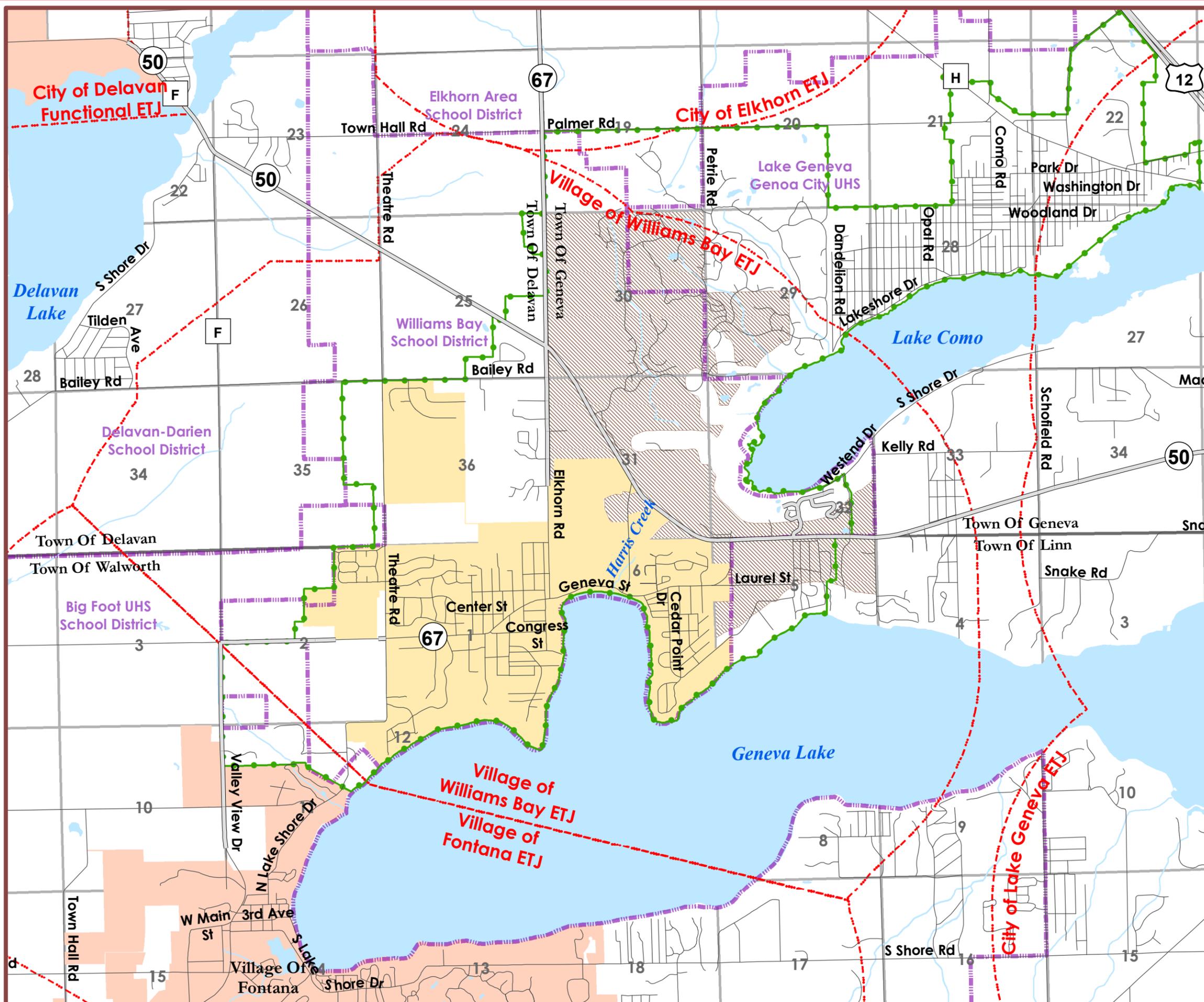
The planning area for this Plan includes all lands in which the Village has both a short-term and long-term interest in planning and development activities. The planning area includes all lands currently within Williams Bay's municipal limits (approximately 2.8 square miles) and the unincorporated area within the Village's 1.5-mile extraterritorial jurisdiction (ETJ). Within the ETJ, State statutes enable the Village to plan for those areas that bear relation to the Village's development, review subdivisions, enact extraterritorial zoning, and implement an official map.

This Plan covers a planning period of approximately 20 years (through 2040). Within that period, much of the land within the Village's ETJ will remain outside of the municipal limits (i.e., not to be annexed). However, the Village has an interest in assuring that development activity within the entire ETJ does not negatively affect the capacity for logical urban growth within and beyond the planning period. Through the planning process, the Village made a concerted effort to coordinate its recommendations with those of local jurisdiction within its ETJ.

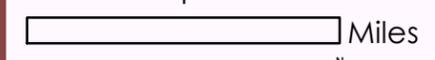
Jurisdictional Boundaries

Village of Williams Bay Comprehensive Plan

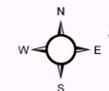
- Village Of Williams Bay
- Other City/Village Boundaries
- Town Boundaries
- Sections w/Section Numbers
- School District Boundaries
- Extraterritorial Jurisdiction Boundaries
- Village of Williams Bay/Town of Geneva Extraterritorial Zoning Area
- Williams Bay/Geneva National/Lake Como Urban Service Area
- Surface Water
- Interstate
- Major Road
- Local Road



Date: April 3, 2023



VANDEWALLE & ASSOCIATES INC.
Shaping places. shaping change



Source: Walworth Co. LIO; US DOT; V&A; SEWRPC

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ISSUES AND OPPORTUNITIES



CHAPTER ONE: ISSUES AND OPPORTUNITIES

This chapter is intended to provide context and become the foundation for the remainder of the plan. It details both the issues and opportunities related to all topics covered throughout this document that have occurred over the past 20 years or are expected to take place over the next 20 years.

Key Issues and Opportunities

Based on the public participation results, data analysis and other local trends, the Village of Williams Bay has a variety of key issues to be addressed and opportunities that can be leveraged over the coming decade. Each one topic is overarching and addressed throughout the plan.

Population and Demographic Shifts

- The Village’s population has steadily grown since the 1970s. Outside of the 2000–2010-decade, population growth percentages experienced each decade range from 14%-20%. This population growth and change overtime has been factored into the Village’s population projections for the next 20 years. It is projected that by 2040, Williams Bay’s population could grow between 18%-35%, or by between 500-1,000 new residents.
- National, regional, and local level large-scale demographic shifts and personal preferences are changing. Some of the most impactful demographic shifts being a growing Hispanic and Latino population and increasing population over the age of 65. In addition, some of the most impactful personal preference and societal shifts include more people choosing to live alone and/or wait longer to start a family, people having fewer children than previous generations, increasing student debt making it harder for young homebuyers, largely stagnant wages, rising poverty levels, easier accessibility to working remotely with technology, and a growing demand for increased housing and employment mobility.

Housing Shifts

- Over the past decade, Williams Bay has experienced a housing shift with the increase in short-term rental homes. This has resulted in new tourism opportunities, but a loss of affordable housing stock and an increase of short-term tourists within established residential neighborhoods. The increasing aging population and regional growth of seasonable homes has contributed to declining school enrollment in addition to a dwindling local labor pool to fill jobs in Walworth County.
- Housing affordability and diversity will be needed to accommodate empty nesters, young professionals, and new families, especially two-family and small-scale multi-family options to help fill the missing middle housing gap between the extremes of low-income subsidized housing and large-lot single-family housing options.

Leverage the Village’s Assets

- Williams Bay is fortunate to have an accessible and diverse park and open space network including the Kishwauketoe Nature Conservancy, several local festivals, events, and community organizations, established community institutions and a high-quality life for residents, and access to pristine natural resources along the shores of Geneva Lake. In recognition of these assets and the benefits they provide, it is important to continue to improve and build on them to retain and attract tourists, residents, and local businesses.

Redevelopment, Reinvestment, and New Development

- The Village has multiple redevelopment, infill, and new development opportunities. This includes areas in the central business district, the former elementary school site, and greenfield development opportunities on the periphery. Through creative and innovative techniques and leveraging factors listed above, there are opportunities to foster new development while also redeveloping and investing in core areas, especially in and around the central business district.

Tourism

- Williams Bay, like several other surrounding communities along Geneva Lake, is a destination for travelers and vacation homes. This influx of visitors in the summer provides opportunities for local businesses and resorts, but also presents issues with traffic, degradation of natural resources, sustainability of businesses, and loss of affordable housing stock to vacation homes and rentals.



Cost of Services

- Each year the cost of municipal services increases and perpetuates challenges in maintaining and expanding local services. The Village has played an active role in exploring opportunities for consolidating some services and evaluating its long-term infrastructure and utility needs and constraints. However, there are further opportunities to be explored and considered over the next two decades in continuing to combine services with neighboring jurisdictions rather than the Village taking on the full financial burden.



Williams Bay Community Profile

Examining key demographic, housing, development, and economic indicators provides a baseline understanding of the Village's existing situation and its opportunities for the future. A detailed and complete set of all State of Wisconsin comprehensive planning legislation required data points for the Village of Williams Bay in comparison to neighboring communities, Walworth County, and the state are available in Appendix A: Data Inventory and Analysis. The following is a summary of Appendix A which highlights several key data and development trends.

The Village of Williams Bay experienced varying patterns of growth between 1990-2020. In 2020, the Village's population was 2,953, an approximate increase of 800 new residents since 1990, however growth slowed during the decade of 2000-2010. These trends impacted the population projections calculated in Figure A.4. Due to variability in growth experienced over the past 30 years and the unpredictability of future trends, multiple projections were calculated using trends between 1990-2000, 2000-2020, and 2010-2020. Overall, it is projected that by 2040 the Village will grow by between 500-1,000 new residents.

Based on the population projections in Figure A.4 and the Wisconsin Department of Administration's future household size estimate, the projected number of households in the Village over the next 20 years was also calculated. Between 2020-2040, it is projected that households will increase between 500-700 (Figure A.13). The increase is a result of the Wisconsin Department of Administration's projected decrease in the Village's household size.

Other key trends over the last twenty years as further explored in Appendix A and throughout the Plan include:

- Williams Bay has an aging population, both in percentage of the population over 65 years old and median age (Figure A.5).
- The Village's racial and ethnic makeup has slightly changed since 2000 with a decrease in the percentage of residents who identify as white and an increase in the number of residents who identify as a different racial or ethnic group (Figure A.7).
- The average household size has decreased over the past 20 years and is anticipated to continue to decrease over the next 20 years (Figure A.11 and A.13).
- Housing costs have increased over the past 20 years in terms of gross rent, owner-occupied monthly costs, and value of owner-occupied units (Figure A.12).
- Housing unit makeup in the Village has remained relatively consistent over the past 20 years and remains predominantly consisting of single-family units (Figure A.14).
- For the past 20 years, Village residents continue to be predominantly employed in management, business, science, sales, and office occupations (Figure A.27).
- Williams Bay residents are highly educated and have higher median and per capita incomes in comparison to almost all neighboring communities, Walworth County, and Wisconsin (Figure A.29 and A.30).
- Almost all Village residents commute outside of Williams Bay for work (92%) and nearly all people employed in the Village live somewhere else (88%). Both figures are much higher percentages than Walworth County overall trends (Figure A.32).

Public Participation Feedback

In November 2021, Vandewalle & Associates facilitated a kickoff meeting between the public, Village staff, the Plan Commission, and Village Board. In addition, in January 2022, Vandewalle & Associates facilitated a Community Vision Workshop at the Williams Bay High School. The meetings' goals were to gain perspective on specific ideas and concerns in the community. Several general questions were asked, and attendees provided verbal and written feedback to each. In addition, Vandewalle & Associates facilitated focus group meetings in January 2022. Five groups were organized around a thematic topic including high school students, economic development and housing, central business district, parks and natural resources, education, workforce, and employment.

Vision for the Future

- A thriving community that retains its small-town charm.
- A safe, quiet, clean friendly, and healthy place to live and raise a family where people can work, play, and shop.
- Financially stable local government and engaged community members.
- A business-friendly community and downtown that fosters retention of existing businesses and attraction of new businesses.

Community Assets

- Parks and recreational opportunities including the KNC and Geneva Lake
- Local events, festivals, and organizations
- Location and transportation accessibility to highways, metro areas, and regional destinations
- Community facilities including the Library, Village Hall, and schools
- Quaint downtown with lots of potential

Existing Issues

- Marketing the existing community assets
- Attracting and retaining new businesses and employers
- Not enough diversity in housing units and housing affordability
- Additional intergovernmental agreements needed
- Retention and attraction of young families
- Potential redevelopment sites including the former elementary school

Most Exciting Trends

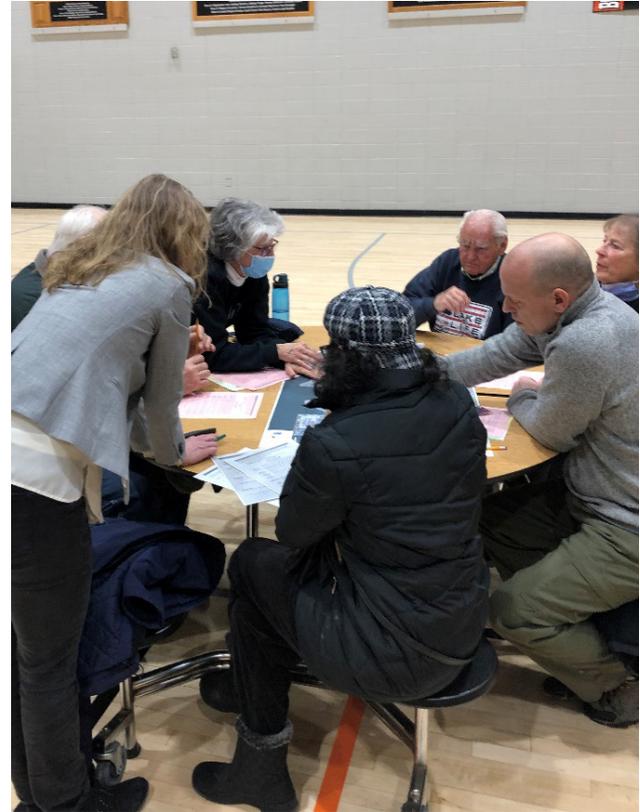
- Single family housing starts
- Park improvements
-
- Utility infrastructure planning and investment (see Chapter 8)

Most Disappointing Trends

- Generally, stalled commercial growth over the past decade especially in the downtown
- Global pandemic impacts on local businesses and economy
- Slow housing growth
- Rising housing prices

Opportunities for New Development and Redevelopment

- Revitalize downtown with daily shopping, services, restaurants, destinations, and housing options
- Infill residential subdivisions
- Redevelop the former elementary school



Document Review Meetings

Throughout the process, both the Village Plan Commission and Village Board were heavily involved. On September 13, 2022, Vandewalle & Associates presented and gathered feedback from the Plan Commission on Draft #1. Following the review meeting, a Public Open House was held in March 2023. This event provided members of the public with an opportunity to review the documents and maps, ask questions, and provide feedback. In total, approximately thirty people participated in the Public Open House portion of the process. Subsequently, the Final Draft Comprehensive Plan was produced and posted on the Village website for review and comment prior to the Public Hearing.

Recommendation, Public Hearing, and Adoption

On April 3, 2023, a public hearing and a Joint Plan Commission and Village Board meeting was held. Following the public hearing, the Plan Commission recommended the Plan for adoption by the Village Board and the Village Board formally adopted the 2022 Village of Williams Bay Comprehensive Plan on April 3, 2023.

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AGRICULTURAL RESOURCES



CHAPTER TWO: AGRICULTURAL RESOURCES

This chapter is intended to provide the goals, objectives, and policies related to agricultural resources. It also details a set of key recommendations to help advance or achieve them. All local context and existing plans related to the Village's agricultural resources can be found in Appendix A.

AGRICULTURAL RESOURCES RECOMMENDATIONS SUMMARY

- Limit and manage development in long-term expansion areas.
- Support long-term farmland preservation efforts outside of the Village's future growth areas.
- Encourage the use of local and healthy foods in Williams Bay.

Agricultural Resource Goals, Objectives, and Policies

Goal:

1. Preserve and protect agricultural resources in the Village planning area, help to grow and celebrate the agricultural economy, and preserve rural character outside the Village.

Objectives:

1. Promote compact development patterns and infill and redevelopment both within the Village and its extraterritorial area to limit the use of productive agricultural land for development.
2. Discourage land uses, land divisions, and activities that may conflict with agricultural uses or adversely affect farm investments in long-term farming areas around the Village.
3. Direct new housing development to areas designated for such on the Future Land Use Map and to areas where housing has already occurred or is deemed appropriate for infill development.
4. Work with the surrounding towns, Walworth County, and the State of Wisconsin to help preserve farming as a viable occupation and way of life.

Policies:

1. Work with surrounding towns to encourage an orderly, efficient development pattern that minimizes conflicts between urban and rural land uses. Consider the location of productive agricultural lands before making decisions on the expansion of Village services or growth areas.
2. Work with surrounding towns, villages, cities, and Walworth County to encourage an orderly, efficient development pattern that directs more intensive development into the Village and approved sanitary sewer service areas, preserves remaining natural resources and productive agricultural lands in rural areas, and minimizes conflicts between urban and rural areas.
3. Work cooperatively with Walworth County and the surrounding towns, villages, and cities to explore innovative techniques for preserving agricultural lands in the towns.
4. Where appropriate, encourage compact development as well as infill and redevelopment within the Village to preserve lands outside the Village for agriculture.
5. Exercise extraterritorial jurisdiction land division review authority as established by State statutes.
6. Participate in the updates of the Walworth County Land and Water Resource Management 5-Year Work Plan, Walworth County Farmland Preservation Plan, and any other multi-jurisdictional regional planning efforts to preserve productive agricultural lands and to encourage sustainable agricultural practices that protect ground and surface waters.
7. Discourage the creation of scattered rural home sites and subdivisions that are not served by public water and sanitary sewer within the Village's extraterritorial jurisdiction.



Agricultural Resource Programs and Recommendations

Limit Development in Agricultural Areas

Keeping non-farm development out of farming areas is a key component of an overall program of farmland preservation. Except for those areas that were already developed with some exurban (non-farm) development at the time this Plan was written, lands outside the Village limits that are not planned for Village development have been indicated on the Village's Future Land Use map (Map 5) as appropriate for continuation in agricultural use. This Plan intends to implement agricultural preservation objectives by guiding future development into areas that are presently served or can be easily and cost effectively connected to municipal utilities. The Village intends to exercise its subdivision review authority within its 1.5-mile extraterritorial jurisdiction to limit development in these areas, instead directing new development (e.g., subdivisions, multi-family residential, commercial, and industrial) to areas in the Village that have been identified for such development.

Manage Development in Long-Term Urban Expansion Areas

Some of the lands outside the Village's 2010 municipal limits, but within the Village's extraterritorial jurisdiction, have been indicated on the Future Land Use map (Map 5) as appropriate for future Village development. The Village anticipates that much of these areas are not likely to be developed for many years. Therefore, although these lands provide logical growth areas, in the shorter-term they should be preserved for agricultural and other open space uses so as to maintain a well-defined edge between Village development and the surrounding countryside, and to ensure that these lands are "reserved" for Village growth in the future. To achieve this, it is recommended that the Village abide by the following development standards for these areas.



- Prohibit development at gross densities higher than one home per 35 acres. Prior to any intensive development within or beyond the 20-year planning period, the Village should engage in detailed planning processes that addresses land use, transportation, and utility plans for projects proposed in Long-Term Urban Expansion Areas.
- Discourage and, where already occurring, require clustering of rural development at gross densities of less than 1 new house per 35 acres over all areas identified for future Village development. Scattered development could impede logical and cost-effective future utility and road extensions, result in an inefficient use of land since such developments need to accommodate large septic drain fields or buffers, and/or be incompatible with future surrounding Village growth.
- Discourage loud, unattractive, or malodorous rural businesses in areas that will likely be appropriate for future Village residential development.
- Discourage uses and project designs that typify a rural level of improvements (e.g., gravel drives, metal buildings) that will not fit in the context of a future Village environment or may impede future investments in high-quality development in the surrounding area.

Encourage the Use of Local and Healthy Foods

Most of the food consumed in the United States today is transported many miles before it reaches our tables. Various opportunities to promote locally grown foods can help reverse this unsustainable system. Some of the ways in which the Village can contribute to these efforts include the following:

- **Farmers Market:** Local farmers markets provide a direct means for farmers to sell their products to the consumer, contribute to the local economy, and encourage a sense of community. Williams Bay hosts its own farmers market along the waterfront each summer on Fridays. It is recommended that the Village continue to promote and expand its local Farmers Market in addition to leveraging the proximity of other markets in adjacent communities to connect local food producers with local customers.
- **Promote Community Gardens:** Overall, establishing community gardens can help to promote consumption of local foods, which helps increase biodiversity, protect wildlife habitat, provide more stormwater infiltration, reduce energy consumption from commercial food production, and help foster local sustainability efforts. Community gardens also provide neighborhood gathering places, promote community interaction, enhance health, and promote environmental education. The Village should retain and promote its existing community gardens.



Soil Suitability for Agriculture

Village of Williams Bay Comprehensive Plan

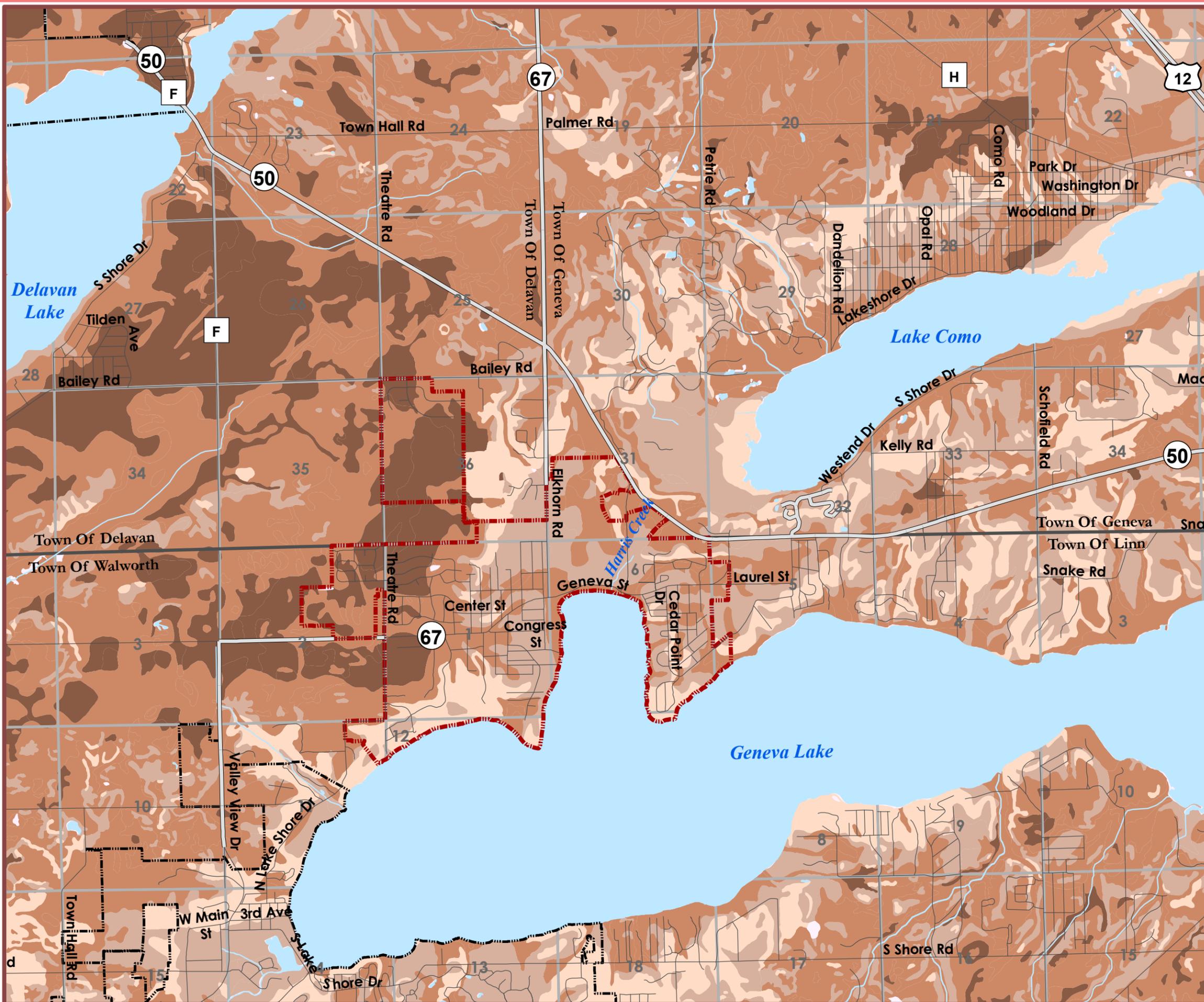
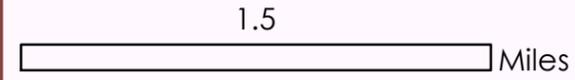
-  Village of Williams Bay
-  Other City/Village Boundaries
-  Town Boundaries
-  Sections w/Section Numbers

-  Surface Water
-  Interstate
-  Major Road
-  Local Road

- Soil Capability Class (Most Productive to Least)**
-  Capability Class I
 -  Capability Class II
 -  Capability Class III
 -  Capability Class IV - VIII
 -  Not Rated or Not Available



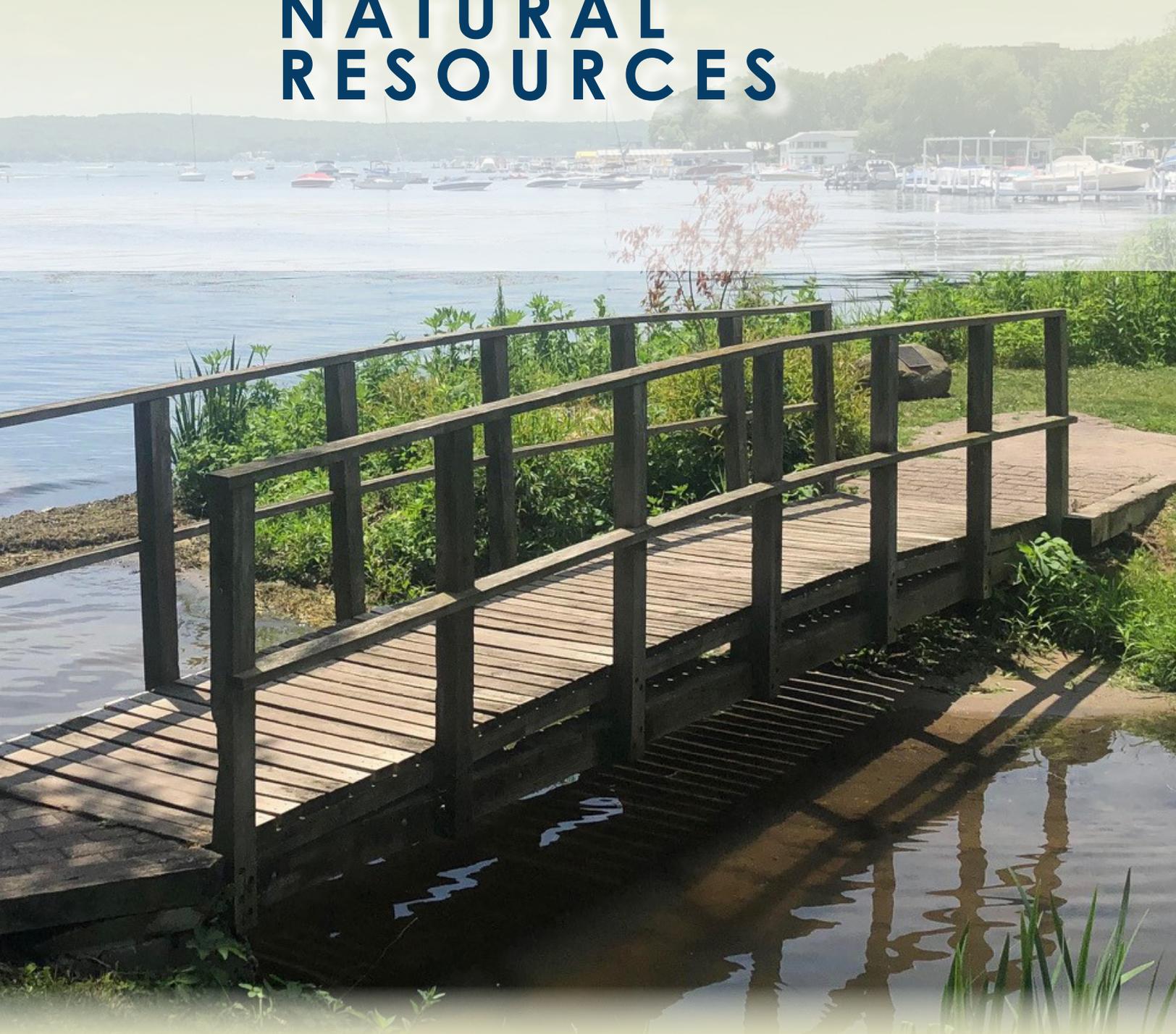
Note: This map is for general informational use only and is not to be used to obtain detailed siting information. Soil classes derived from the USDA-NRCS Land Evaluation System. The system uses three factors to determine a numeric rating from Class I to VIII: prime farmland, soil productivity for corn & alfalfa, & land capability class. Class I soils have the highest crop yield & few limitations that restrict their use for agriculture. Refer to NRCS documentation for further explanation.



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NATURAL RESOURCES



CHAPTER THREE: NATURAL RESOURCES

One of the distinguishing features of the Williams Bay area is the predominance of its natural resources. Preservation of environmentally sensitive areas and natural features is important for both the visual attractiveness of the community, as well as the integrity and sustainability of the environment. This chapter is intended to provide the goals, objectives, and policies related to natural resources. It also details a set of key recommendations to help advance and achieve them. All local context and existing plans related to the Village's natural resources can be found in Appendix A.

Natural Resource Goals, Objectives, and Policies

NATURAL RESOURCES RECOMMENDATIONS SUMMARY

- Encourage a compact and efficient development pattern to minimize expansion into natural areas.
- Advance stormwater best management practices to protect surface and groundwater quality.
- Encourage approaches to become a more sustainable, energy-conscious, and climate resilient community.
- Encourage community wellbeing as a system by considering environmental and public health.
- Preserve and protect the Village's natural resource base, and in particular, the quality and integrity of Geneva Lake.

Goal:

1. Preserve the natural systems that sustain and characterize the Village of Williams Bay.

Objectives:

1. Protect environmental corridors and isolated natural areas from new development.
2. Embrace a collaborative initiative to become a more sustainable, energy-conscious, and climate resilient community.
3. Protect natural features, including wetlands, lakes, woodlands, wildlife habitats, open spaces, groundwater resources, and other environmentally sensitive areas.
4. Preserve the natural beauty and biological integrity of Geneva Lake and other regional lakes, streams, and wetlands.
5. Develop strategies for reducing and mitigating point and non-point sources of pollution.
6. Conserve groundwater supplies, encourage development practices that allow for groundwater recharge, and protect underground aquifers from contamination.
7. Utilize a variety of approaches for managing storm water runoff, including both regional and site specific strategies.
8. Preserve tree canopy cover, where appropriate, and promote the planting of native landscaping.
9. Encourage energy efficient building and site design.
10. Preserve sufficient lands to ensure the protection of the natural resource base and the enhancement of social and economic well-being for all residents.

Policies:

1. Utilize subdivision review authority and official mapping authority to protect environmental corridors and significant environmental features within Village limits and the Village's extraterritorial jurisdiction.
2. Preserve sensitive environmental features by limiting new construction in mapped environmental corridors.
3. Protect groundwater quality by encouraging the clean-up of environmentally contaminated sites, monitoring uses that may cause contamination in the future, identifying and protecting wellhead protection areas for municipal wells, and maximizing infiltration in groundwater recharge areas.
4. Preserve the region's natural resources, particularly Geneva Lake and the Kishwauketoe Nature Conservancy to protect threatened or endangered species and other wildlife, and to promote local economic development.
5. Cooperate with other units of government on the preservation of natural resources that cross jurisdictional boundaries.
6. Where appropriate, encourage a compact development pattern, infill, and redevelopment in the Village to preserve open spaces and natural resources (see the Land Use chapter).
7. Support responsible, low-impact development practices that promote the preservation of natural resources.
8. Enhance and enforce erosion control and storm water management standards. Emphasize the use of natural drainage systems, construction site erosion control and permanent, ongoing storm water management and erosion control measures that control the quality, quantity, and temperature of water leaving any site.
9. Develop a marketing and community image strategy that is based around Williams Bay's natural resources and recreational heritage (see the Cultural Resource and Economic Development chapters).
10. Recognize the importance of preserving and diversifying vegetation and tree cover within the Village, including street trees, wooded areas, and natural areas.

11. Continue to enforce “dark skies” lighting standards throughout the Village.
12. Coordinate with the DNR and Walworth County on future planning of bicycle routes, trails, and infrastructure to promote connectivity throughout the area.
13. Facilitate maximum infiltration of stormwater volume through the use of Best Management Practices such as rain barrels, infiltration swales, pervious pavement, rain gardens and green roofs.
14. Consider the development of a Village-wide Park and Open Space Plan to help identify, protect, and advance protection of natural resources, recreational opportunities, and open spaces.

Natural Resource Programs and Recommendations

Promote a Compact Development Pattern

The Village will, through this Plan, promote a more compact development pattern, focusing on techniques that minimize the amount of land required for additional growth such as infill development, redevelopment, and smaller lot sizes. A compact development pattern will benefit regional water quality, facilitate the use of alternative forms of transportation (e.g., walking, biking, neighborhood electric vehicles), and will help keep development out of productive agricultural areas, and will be less expensive to serve with public utilities and services.

Utilize the Lake and Kishwaukee Nature Conservancy as “Living Classrooms”

The Village of Williams Bay maintains an important legacy of environmental and science education, which can be further sustained and expanded upon by continuing to encourage the use of the Lake and Kishwaukee Nature Conservancy (KNC) for outdoor learning experiences. Such programs can be tailored for both adults and children. The KNC staff, through partnerships with the Village, UW Extension, and other public and private agencies and organizations already offer a variety of activities and education programs. The Village intends to continue to support and facilitate the growth of such programs and the development of programs in cooperation with partners such as George Williams College of Aurora University, Yerkes Observatory, the Williams Bay School District, Women’s Leadership Center, and other local and regional institutions, camps and conference centers.



Advance Stormwater Management Best Management Practices (BMPs)

The Village will promote progressive stormwater management approaches to mitigate the negative impacts stormwater can have on waterways and downstream properties. Traditional stormwater management practices attempt to carry water away from a developed site as quickly as possible after a storm or hold water on-site in constructed ponds. Alternatively, stormwater BMPs aim to control runoff volume by managing precipitation as “close to where it hits the ground” as possible, thereby facilitating infiltration of precipitation into groundwater and evaporation of water back into the atmosphere. This approach decreases peak stormwater quantities and improves the overall quality of the stormwater that does enter streams and lakes. BMPs for stormwater quality may include any or all of the following strategies:

- Maximize permeable surface areas. This technique reduces the impervious footprint of development sites and breaks up large, paved areas with permeable surfaces and/or natural ground cover and vegetation. The impacts of stormwater runoff are far more effectively managed by natural systems, such as wetlands and forest ecosystems, than by pervious ground cover that has been altered by construction or other human impacts (e.g., front lawns). Where paved surfaces are necessary, these areas should be graded so they drain to infiltration areas. This approach also includes the incorporation of narrower street widths into neighborhoods, where possible, and the development of smaller lots, which are typically associated with less impervious surface per lot (e.g., less street frontage needed per lot).
- Preserve and enhance environmental corridors. Since the impacts of storm water runoff are far more effectively managed by natural systems, such as wetlands and forest ecosystems, than by pervious ground cover that has been altered by construction or other human impacts such as lawns, the preservation of environmental corridors will go a long way in mitigating storm water impacts.
- Install native landscaping. Natural landscapes and vegetation are far better at managing storm water than manicured groundcover or grounds that have been altered by construction. To save dollars on lawn maintenance and provide better storm water management, native vegetation and landscaping (e.g., prairie, wetland, woodland) can be installed on appropriate sites.
- Include infiltration and retention areas. Where storm water basins are necessary to effectively manage runoff, such basins and associated conveyance routes should be carefully integrated into the surrounding development pattern and should incorporate native vegetation whenever possible to ensure the aesthetic and functional integrity of the site. Aside from more traditional techniques like storm water basins, other possible infiltration techniques include:
 - Rain gardens: A rain garden is a landscaping feature that is designed, located, and installed for the purposes of capturing storm water runoff and allowing it to infiltrate back into the ground. The Village may consider codifying rain garden design standards and allowing the construction of rain gardens to apply toward meeting Village landscaping requirements.
 - Rain Barrels: A rain barrel collects and stores the water that drains from rooftops to prevent it from running off-site. A hose can be connected to the barrel and the collected rain can be used to water the lawn or garden, or to wash the car. Barrels can also be set to slowly empty themselves, allowing the water to filter back into the ground. The Village may actively promote this program and provide residents with information about how and where they can purchase their own rain barrels.
 - Vegetated buffer strips and berms: Locating areas of vegetation either alone or in combination with landscaping berms around properties helps restrict the off-site flow of water. Also, the addition of organic material to soil aids in the decomposition and filtration of pollutants. The Village may seek funds from programs that are designed to assist in efforts to protect and enhance surface water quality in key areas.

DENSITY AND WATER QUALITY

Development has negative impacts on water quality by decreasing natural ground cover and increasing the amount of storm water runoff that enters streams and lakes. Water bodies can become impaired when just ten percent of the adjacent land is impervious. As a result, some communities have concluded that lower-density development patterns will have less of an impact on water quality by spreading out development and allowing for more pervious surface around and between buildings, roads, driveways, and parking lots.

However, when the quantity of storm water runoff in a given area is measured per building or per capita, versus per acre, higher density developments generate less storm water runoff than lower density developments and consequently have less of a negative impact on the overall watershed.

Nevertheless, it should be recognized that with denser development comes localized increases in impervious surfaces, which, over time will contribute to the impairment of waterways. Therefore, in addition to promoting compact development patterns, communities should take additional measures to mitigate the impacts of storm water runoff.

Source: USEPA report “Protecting Water Resources with Higher Density Development”

- **Bioswales:** Bioswales are linear, vegetative storm water runoff conveyance systems that are designed to store and infiltrate water from small storm events back into the ground and direct water from heavy rain events to appropriate storm sewer inlets or other management facilities. The flow of water being conveyed through a bioswale is slowed down, allowing for municipal storm systems or other regional storm water management facilities to more effectively manage heavier rain events and help reduce the risk of flooding on or off-site. Water being infiltrated or conveyed via a bio-swale is also filtered by the vegetation, generally improving both ground and surface water quality.
- Enforce progressive construction site erosion control practices. Construction sites generate a significant amount of sediment runoff if not managed properly. Under current state laws, erosion control plans are required for all construction sites that are larger than one acre. Working with WisDNR, the Village will consistently enforce erosion control ordinances and techniques for the protection and continued improvement of water quality. In particular, progressive erosion control systems should be components of new development sites. These techniques include providing silt fencing surrounding the construction project, minimizing the amount of land area that is disturbed throughout the construction process, and quickly reestablishing displaced vegetation.

Continue to Preserve and Enhance Williams Bay’s “Urban Forest”

The Village recognizes the important value in preserving and enhancing Williams Bay’s “urban forest” (see call-out box). The community’s established neighborhoods boast tree lined streets and the Village is a member of Tree City, USA. To preserve this important legacy, the Village will continue to manage and maintain its trees and work with other partners such as WisDNR to enhance and expand the size and diversity of forested areas, as well as opportunities to utilize such areas for education, recreation, and rejuvenation. In areas where street trees are not currently present, the Village will undergo continued efforts to install trees, where appropriate, and will require developer installation of street trees in association with all new developments.

Protect Environmental Corridors

Preserving natural areas and environmentally sensitive lands provides significant ecological, recreational, and aesthetic benefits to a community. Such areas add considerably to the ecological integrity of a region, contribute to the aesthetic value of neighborhoods, offer natural storm water management and flood control, and protect and improve water and air quality. In addition, these areas often consist of wetlands, floodplains, steep slopes, and other specific environmental features, which present severe limitations for development. In Williams Bay, protecting such areas is of particular importance given its proximity to Geneva Lake. To assist in its review of development proposals and future Comprehensive Plan amendments, the Village intends to refine its environmental corridor data under one or more of the following circumstances:

- When SEWRPC updates its digital environmental corridor layer and provides it to the Village.
- When more detailed study reveals that the characteristic(s) that originally resulted in an area’s designation as an environmental corridor no longer exists, never existed, or exists in a different location or configuration on the site.
- When approvals from appropriate agencies are granted to alter a property so that the characteristic which resulted in its classification as an environmental corridor will no longer exist.
- When a mapping error has been identified.

WHY PRESERVE URBAN FORESTS?

An urban forest is comprised of all the trees and associated vegetation and ecosystems found in developed community. Urban forests are, by their very nature, characterized by the unique interaction between the natural world and the man-made environment. In 2001, it was estimated that urban trees covered approximately 25 percent of Wisconsin’s urbanized areas. Interestingly, this is somewhat lower than in other Midwest States (30 percent in Michigan, 37 percent in Minnesota, and 34 percent in Illinois). Williams Bay wishes to preserve and enhance its urban forest amenities, recognizing that higher percentages of tree and vegetative cover are associated with tremendous benefits to the community. These benefits include the following:

- Enhancements to air quality
- Management of storm water runoff and flooding
- Reductions in ambient noise levels
- Improvements in water quality
- Preservation of wildlife habitat
- The moderation of ambient temperature
- Reductions in energy use
- Contributions to community aesthetics
- Increases in property values
- Opportunities for recreation
- Enhancements in the connections between people with the natural environment
- Opportunities for education
- Enhancements in overall human well-being

Source: People and Trees: Assessing the US Urban Forest Resource. David J. Nowak, Mary H. Noble, Susan M. Sisinni,

Consider Different Approaches for Storm Water Management for Redevelopment Projects

At the time this Plan was written, the Village had adopted specific, quantified storm water management standards for developments meeting the following criteria:

- Land disturbing activities involving 1.0 acres or more for any type of development.
- Land disturbing activities involving the implementation of a residential development with a gross aggregate impervious area of 1.5 acres or greater.
- Land disturbing activities involving the development of a non-residential development with a gross aggregate area of 1.5 acres or more or that creates an impervious area of 0.5 acres or more.
- Land disturbing activities that, in the opinion of the Village, are likely to result in storm water runoff that exceeds the safe capacity of the existing drainage facilities or receiving body of water, which cause undue channel erosion, which increase water pollution by scouring or the transportation of particulate matter, or that endanger downstream property.

The Village is interested in encouraging redevelopment projects throughout the Village. It is likely that many such projects, which will occur incrementally over time, may be smaller in scale, and involve land that has already been disturbed, will not meet the criteria indicated above. Although storm water management plans are required for all development projects, the Village may consider developing specific, quantifiable storm water management standards for redevelopment projects that do not meet the above criteria, and/or revise the criteria to be more inclusive of a variety of redevelopment/infill projects. Over time, such redevelopment projects can have a significant impact (positive or negative) on storm water quantity and quality in the Village. The Village will also consider other approaches for mitigating the cumulative effects of incremental increases in impervious surfaces in the Village.

Develop an Approach to Community Sustainability and Climate Resiliency

Sustainability and climate resiliency are not stand-alone concepts—they are interconnected not only to the natural environmental, but also to equitable housing and transportation, economic and public health, and a community's identity. It is this interconnected quality that makes sustainability challenging to achieve, but it also makes sustainability beneficial to all. Because sustainability touches many facets of community planning—sustainability concepts, goals, policies, and recommendations are woven throughout each chapter of this Comprehensive Plan.

The most successful approach to achieving community sustainability and climate resiliency generally involves multiple players—from the Village decision-makers and staff, to private and non-profit entities, to the development and building community, to residents. Moving the Village toward sustainability and climate resiliency will require not only a wide-spread community “buy-in” to engage multiple players—but also substantial education and outreach activities to increase community support and establish a common understanding of what that means for Williams Bay.

WHAT IS SUSTAINABILITY?

A community can advance sustainability through a variety of strategies such as promoting comprehensive transportation networks and services; ensuring a variety of housing options throughout the community; investing in a strong economy that provides a diversity of local jobs, goods, and services; supporting well designed development that preserves high-quality farmland and complements the natural environment; seeking out opportunities to reduce non-renewable energy consumption and waste; and generally by developing comprehensive solutions to resolving complex issues.

The term sustainability refers to a community's capacity to support the long-term health and welfare of its natural and man-made environment, as well as all forms of life that depend on that environment. A sustainable community is focused not only on protecting natural resources, but also on ensuring a high quality of life for all residents. To move in the direction of sustainability, a community must recognize the interconnectedness of all things, as well as the impact their actions have on the greater region and the world.

WHAT IS CLIMATE RESILIENCY?

Williams Bay is not immune to the extreme weather events and natural disasters that are intensifying worldwide. Because of events like these, it has become a necessity for governments, emergency management operations, and the population at-large to proactively prepare for these situations. Climate resiliency is essentially just that, it's the capacity for a system to maintain functions in the face of these types of situations and to adapt, reorganize, learn, and evolve from them to be better prepared in the future. This can be done through creating inventories, assessing vulnerabilities and risks, evaluating options, prioritizing strategies, long-term planning, and implementation. All over the world, cities have invested in climate resiliency plans, simulations, tools, technical expertise, and infrastructure.

The following steps outline a comprehensive approach for achieving a more sustainable community.

- Serve as a model to the community for sustainable and climate resilient practices through municipal operations, infrastructure, and planning.

To effectively serve as a model and guide public and private sustainability and climate resiliency initiatives, the Village may promote any or all of the following municipal-level strategies:

- Enable the development community to incorporate best practices by minimizing hurdles and maximizing incentives.
- Develop modern zoning and subdivision standards to address on-site renewable energy generation such as wind, solar, and geothermal.
- Consider incorporating energy-efficiency and natural, locally sourced building materials in new Village buildings.
- Encourage energy-efficient building and site design for new development and redevelopment projects.
- Work with local utility operators and providers to advance alternative energy programs and opportunities such as solar group buys, electric car charging stations, water conservation efforts, and others.
- Advance stormwater infiltration through encouraging the use of Best Management Practices such as rain barrels, infiltration swales, pervious pavement, rain gardens, and green roofs.
- When updating the Village's municipal fleet consider hybrid, electric, or biodiesel vehicles.
- Enhance opportunities for walking and biking for both recreation and transportation—this can be done in part through Traditional Neighborhood Design (TND).
- Seek opportunities to increase access to local and sustainable food options.
- Promote economic development strategies that capitalize on the place-based assets and inherent competitive advantages of the Village.
- Support and encourage local businesses to maximize reinvestment in the community.
- Continue to provide a diversity of family-supporting jobs and housing types within the Village.
- Continue coordination and planning efforts of Walworth County and other jurisdictions on the implementation and eventual update of the Natural Hazard Mitigation Plan.
- Consider developing and implementing Village-level climate resiliency plans and staff training to help solve long-term issues. Several Wisconsin and Midwest communities have established climate resiliency-based plans and programs. These case studies are a great example of the need to be proactive in the face of potential natural disasters.

Promote Private Sector Sustainability Strategies and Initiatives

The recommendation above outlines specific approaches that the Village may initiate to promote the concept of sustainability in Williams Bay. However, not all sustainability initiatives are intended to be led by the Village. The private sector can play a key role in advancing sustainability by assuming a position as a role model for the community. To develop a more focused approach to achieving sustainability, the Village will encourage private entities to:

- Incorporate sustainable practices and operational policies into the company's business model.
- Develop incentive programs for workers to engage in more sustainable personal practices such as participating in a live-near-your-work program, purchasing a fuel-efficient vehicle, commuting by bicycle, carpooling, and providing electric vehicle charging stations for employee or customer use.
- Develop a company newsletter featuring articles about the company's sustainable projects and initiatives.



Encourage Village-wide Sustainable and Climate Resilient Practices Through Education and Outreach

Educational and outreach programs will not only help the Village engage the public and provide information, but also establish a level of community support for specific community-wide initiatives and activities. The following techniques and approaches to educate community members have been successfully utilized in other communities:

- Working with educational institutions and the media to promote education and outreach on the need for and benefits of sustainable approaches.
- Communicating conservation initiatives through various media outlets. The use of websites, internet-based networking (e.g., Facebook, Twitter, blogs), text messages, radio and television public service announcements, newspapers, community newsletters, and other print publications can provide low-cost media coverage and reach varied audiences.
- Hosting educational programs such as workshops, study circles, seminars, and informal community events. Examples could include how-to workshops on rain barrels, composting, gardening, energy efficiency, or bicycle commuting. Community sponsored educational seminars featuring field experts (e.g., experts in energy, stormwater management, farming, natural resources, etc.) could foster greater understanding of complex systems and encourage participation in sustainability programs.



Village of Williams Bay
Comprehensive Plan

- Village of Williams Bay
- Other City/Village Boundaries
- Town Boundaries
- Sections w/Section Numbers

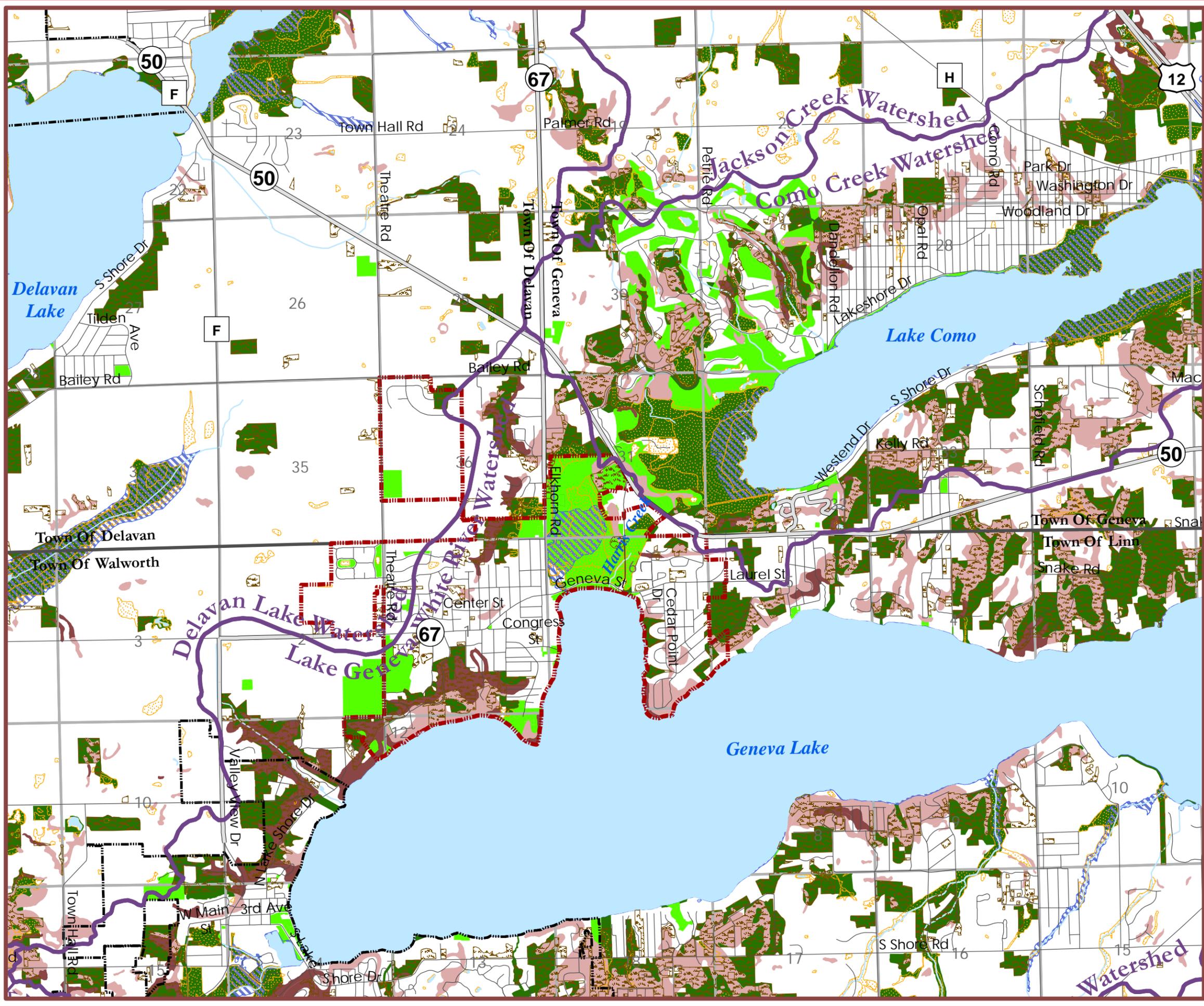
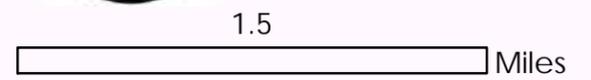
- Interstate
- Major Road
- Local Road

- Public Park & Recreation
- SEWRPC Environmental Corridors
- Woodlands
- Surface Water
- Watershed Boundaries
- DNR Wetlands
- FEMA 100 Year Floodplain

- Steep Slopes
- 12% to 19%
 - 20% and Greater



Date: April 3, 2023
 Source: Walworth Co. LIO;
 US DOT; V&A; SEWRPC;
 USDA-NRCS, WI DNR,
 FEMA



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CULTURAL RESOURCES



CHAPTER FOUR: CULTURAL RESOURCES

Cultural resources are the invaluable cultural and historical assets that offer a tangible connection to the history and cultural heritage of a place. Cultural resources include historic buildings and structures, archaeological sites and landscapes, and the places, events, and activities that make Williams Bay unique. Cultural resources are an important component in planning efforts and are critical parts of how a community views itself, and how the community is perceived to the outside world. All local context and existing plans related to the Village's cultural resources can be found in Appendix A.

CULTURAL RESOURCES RECOMMENDATIONS SUMMARY

- Emphasize and enhance Williams Bay's small town community character.
- Support and sponsor community events and destination uses to provide year-round cultural attractions.
- Partner with community institutions and foundations to market the community including the Yerkes Futures Foundation and the George Williams University.

Cultural Resource Goals, Objectives, and Policies

Goal:

1. Preserve, enhance, and promote the Village's unique historic character and cultural offerings.

Objectives:

1. Promote Williams Bay as a friendly, small-scale community of both year-round and seasonal residents.
2. Provide an atmosphere of retreat from the more intense and fast-paced lifestyles of metropolitan and resort areas.
3. Preserve and enhance the Geneva Lake shoreline, the Kishwaukee Nature Conservancy, and other key natural areas for leisure, passive recreation, education, and research.
4. Invest in the central business district as the center of community life for residents and visitors.
5. Maintain and capitalize on the Village's historic legacy of institutions and facilities dedicated to education, research, and spiritual rejuvenation.
6. More directly relate the Village's image and identity to nature and the advancement of science and environmental education and research.

Policies:

1. Promote the restoration and rehabilitation of historic buildings in the Village to enhance the viable economic use of these structures.
2. Establish a desired image and character for the central business district and develop policies and/or ordinances for guiding the appearance and design of new development in this district (also see the Economic Development chapter).
3. Work with local institutions and organizations to promote community events and to market the Village.
4. Celebrate Kishwaukee Nature Conservancy as one of the Village's treasured and unique assets, and help promote the preservation, enhancement, and expansion of the Conservancy where possible and appropriate.
5. Support the long-term preservation of the Yerkes Observatory building and property, and work with the Yerkes Future Foundation to promote this institution as a national education and outreach center for science education.
6. Inventory the Village's landmarks and historic sites.
7. Provide opportunities for education and community awareness of Williams Bay's history, such as roundtable discussions, organizing walking tours, and distributing information through publications and news articles.



Cultural Resource Programs and Recommendations

Advance “Place-making” Projects to Link the Village’s Identity and Image to the Natural Environment and Education

The term “place-making” generally relates to the idea or process of adding value to both public and private spaces to enhance community identity and better connect people to the local values, history, and culture of a place. In other words, “place-making” helps instill in people a sense that they belong to a unique and identifiable community.

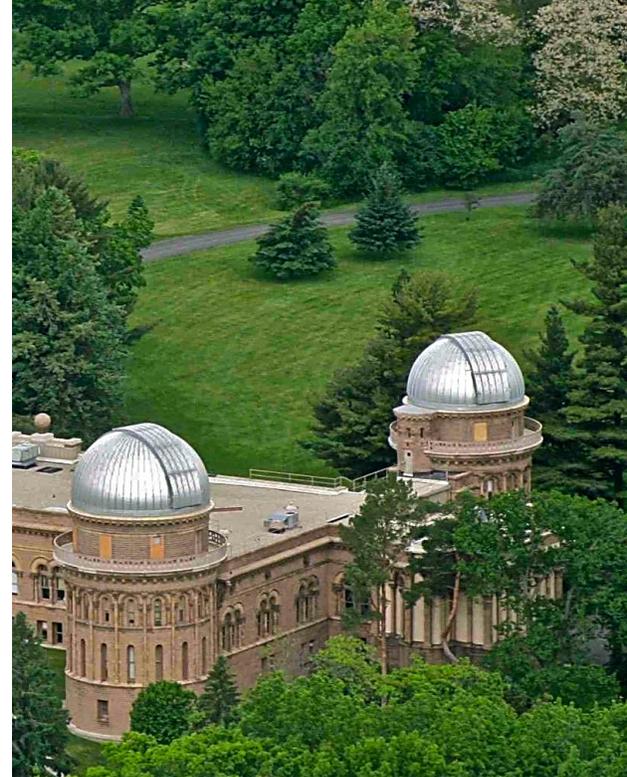
Examples of place-making projects may include constructing community or neighborhood entryway features; placing markers on historic or significant community sites; decorating buildings, structures, walkways, or sidewalks; installing or enhancing public art, small monuments, or statues; displaying unique community features or relics from the community’s history; working together to construct play equipment or amenities in a public park; hanging signs or banners; planting median strips or terrace areas; and incorporating any other similar or related projects that build upon the culture, history, or unique features of a place.

Place-making initiatives are generally carried out through locally-based revitalization projects, but need not be expensive or large-scale to be effective. During more difficult economic times, it is important to recognize the impressive achievements communities can make just by drawing upon the energy, creativity, and resources of the people who live and work in a place.

The Village of Williams Bay maintains an important legacy of education and an appreciation for the natural environment. These important aspects of the community’s culture are evident in the efforts the Village has taken to preserve 250 acres of sensitive environmental features located at the heart of the community and the passion with which the Village preserves its historical institutions such as Yerkes Observatory and its various institutional campgrounds. These unique amenities are part of what makes Williams Bay a special place to live and visit and should be celebrated and used to market the community as a desirable place to live and do business.

As such, the Village will continue to act as both an initiator and a facilitator to place-making projects in the community, where practical. The Village will draw upon and support a variety of local resources in these efforts, including George Williams College, the Williams Bay Business Association, the Chamber of Commerce, and the variety of institutions and organizations that are based out of the community. In Williams Bay, place-making efforts will go hand in hand with overall efforts to advance appropriate economic development in the community, particularly in the central business district. Following is a list of potential projects the Village may undertake over the planning period:

- **Design and Install Community-Wide Signage:** Guidelines to keep in mind when developing a community-wide wayfinding signage system include the following:
 - Ensure that once the signage system starts to provide directions to a destination, subsequent signs are also in place to get travelers directly to their destination.
 - Include a short list of destinations that are of general public interest. As an alternative to listing individual businesses, entitle and list the names of business and activity clusters (e.g., central business district).
 - Provide a font large enough and plain enough for drivers to read at a safe and comfortable distance, so that decisions on where and what direction to turn can be made well in advance.
 - Do not include too much information on one sign.
- **Design and Install Streetscaping Features:** The Village intends to develop a unified streetscaping theme that reflects the community’s desired image. Streetscaping features include lighting, benches, trashcans, and landscaping. The Village will prioritize the central business district when determining where to install such features. In particular, Elkhorn Road is a key location to focus streetscaping features, as it represents an important entryway into the community.
- **Utilize Community Symbol to Market the Community:** At the time this Plan was written, Williams Bay’s community symbol included an image of the Lake with a sailboat. The Village may decide to keep this symbol or to explore other options for creating a new community symbol/logo that can be used on marketing materials, signage, and the Village website, and that reflects the way the Village wants to represent itself. This will be carried out in conjunction with overall efforts to advance economic development in the community.



Preserve Historically and Culturally Significant Buildings and Properties

The Village will continue to preserve historically and culturally significant buildings and properties throughout the community, as represented on Map 6 Transportation and Community Facilities. This will include efforts to stabilize and promote the Village's central neighborhoods (see the Housing and Neighborhoods chapter).

The Village will also coordinate with the Wisconsin Historical Society and affected property owners to clearly mark existing buildings and sites that are listed on the State or National Register of Historic Places, and to nominate other buildings sites that may be appropriate for historical designation. The Village will also support these organizations' efforts to educate property owners on resources available to assist with historically sensitive remodeling projects, which include the following:

- Property owners can qualify for a 20 percent federal Investment Tax Credit (ITC) to rehabilitate their historic commercial, industrial, and rental residential properties. Preservation tax incentives are available for buildings that the Secretary of Interior has listed on the National Register of Historic Places.
- At the state level, another tax relief program provides a 25 percent Wisconsin ITC for the rehabilitation of owner-occupied structures that are certified historic or contribute to a historic district. To qualify, rehabilitation expenditures must exceed \$10,000 and the State Historical Society must certify that the work is compatible with the historic character of the building. All applications must be made to the State's Division of Historic Preservation, where required forms and additional information can be obtained.
- Historic property owners can apply for grant funding from the Wisconsin Humanities Council's Historic Preservation grant program. The program provides mini (under \$2,000) and major (under \$10,000) grants for projects that enhance the appreciation of important historic buildings or decorative art works. All applications must be made to the Wisconsin Humanities Council, where additional information can be obtained.

Support Community Events

A variety of special events, such as Boo in the Bay, Day in the Bay, Lakefront Fireworks, and Art in the Park, as well as several events sponsored by the Kishwaukee Nature Conservancy, take place in Williams Bay each year. George Williams College, the School District, the Lions Club, Williams Bay Business Association, Yerkes Future Foundation, and various other organizations also contribute to the local entertainment and cultural scene. The Village will continue to bolster residents' pride and sense of place by supporting and sponsoring existing and new local events and programs that celebrate the history, culture, and values of Village residents, partnering with other organizations and agencies to help organize such events.



5

HOUSING & NEIGHBORHOODS



CHAPTER FIVE: HOUSING & NEIGHBORHOODS

A community's housing stock is its most significant long-term capital asset. As is typical in most communities, housing represents the largest single land use in terms of area in the Village. Housing not only fulfills the basic need for shelter, but also helps shape the identity of individuals, neighborhoods, and the community's sense of place. The purpose of this Plan is to provide an analysis of local housing trends and existing conditions. This analysis shaped the goals, policies, programs and recommendations of this chapter. All housing analysis, local context, and existing plans related to housing and neighborhood development can be found in Appendix A.

HOUSING AND NEIGHBORHOODS RECOMMENDATIONS SUMMARY

- Support the provision of diverse housing options for a varying age brackets and income groups.
- Promote the development of "traditional neighborhoods" in new residential areas.
- Require high-quality designs for all multi-family housing development projects.
- Foster new entry-level housing options for young families.

Housing and Neighborhood Development Goals, Objectives, and Policies

Goal:

1. Encourage orderly, managed, and well-planned neighborhood development that preserves the character of Williams Bay and provides a variety of safe and attractive housing options for both year-round and seasonal residents.

Objectives:

1. Encourage interconnected, well-planned neighborhoods that offer a variety of high-quality housing options and convenient access to services, amenities, and community gathering and recreation spaces.
2. Promote the maintenance and rehabilitation of the existing housing stock.
3. Support a mix of high-quality affordable housing options, while maintaining the predominately single-family residential character of the Village.

Policies:

1. Based on the land demand analysis provided in this Plan and shown on the Future Land Use map, plan for a sufficient supply of developable land for housing for a variety of income levels, including affordable housing for residents at or below 80% of the County Median Income (CMI).
2. Direct new housing to areas that have convenient access to commercial and recreational facilities, transportation systems, schools, shopping, jobs, and other necessary facilities and services.
3. Strengthen existing neighborhoods through maintenance of the housing stock, creative reuse of vacant or under-utilized buildings, and infill and redevelopment.
4. Phase residential development in a manner consistent with public facility and service capacity.
5. Plan for multi-family housing in parts of the Village where streets and sidewalks can handle increased amounts of traffic; there are adequate parks, open spaces, shopping, and civic facilities existing or planned nearby; and the utility system in the area has sufficient capacity.
6. Require high-quality design for multi-family developments (refer to Housing & Neighborhood Recommendations).
7. Prioritize development of approved/platted residential lots before additional future residential areas are considered and pursue residential infill opportunities where feasible.

Housing & Neighborhood Recommendations

Promote the Stabilization of the Village's Central Neighborhoods

The Village's central neighborhoods represent an important component of the Village's character and provide a range of affordable housing opportunities for both year-round and seasonal residents. In addition, as part of an overall strategy to revitalize and enhance the character of the central business district (see the Economic Development chapter), the Village recognizes the importance of stabilizing and enhancing its central neighborhoods. Strategies to achieve this goal may include the following:

- Utilize Community Development Block Grants, loans, or other programs described earlier in this chapter for housing rehabilitation and to promote more home ownership in central neighborhoods.
- Revisit the zoning of central neighborhoods to ensure the zoning designations support the types of residential development that are desired in these neighborhoods, as indicated on Map 5, Future Land Use.
- Revisit zoning standards (e.g., setbacks) for central neighborhoods to ensure they do not discourage appropriate new home construction or additions.

- Continue ongoing maintenance of older neighborhoods through sidewalk replacement, street resurfacing, park equipment replacement, street tree care and maintenance, and other similar infrastructure initiatives.
- Adopt strict property maintenance codes to maintain the quality and appearance of housing within central neighborhoods.
- Encourage the establishment of new neighborhood associations, which can strengthen communication between the Village and the residents of a neighborhood, increasing the likelihood that issues will be raised and addressed in an organized and effective manner. Neighborhood associations can also bring residents together to resolve problems, ensure that a higher level of attention is paid to the individual neighborhood, and generally result in better managed and maintained neighborhoods. Potential resources include the Wisconsin Chapter of the Community Associations Institute and UW-Extension.
- Allow new multi-family development/redevelopment projects in the Village's central neighborhoods in situations where the proposed project would improve the appearance and condition of the lot(s) and increase or at least maintain the value of the subject property and surrounding properties.
- Certain portions of the Village's central neighborhoods may provide logical locations for appropriate, smaller-scale, high-quality multi-family housing (see Map 5), which may include both owner and renter occupied housing options. Although the Village wishes to preserve its predominately single-family residential character, it also recognizes the important role alternative housing options play in sustaining Williams Bay's aging population and in accommodating young adults.

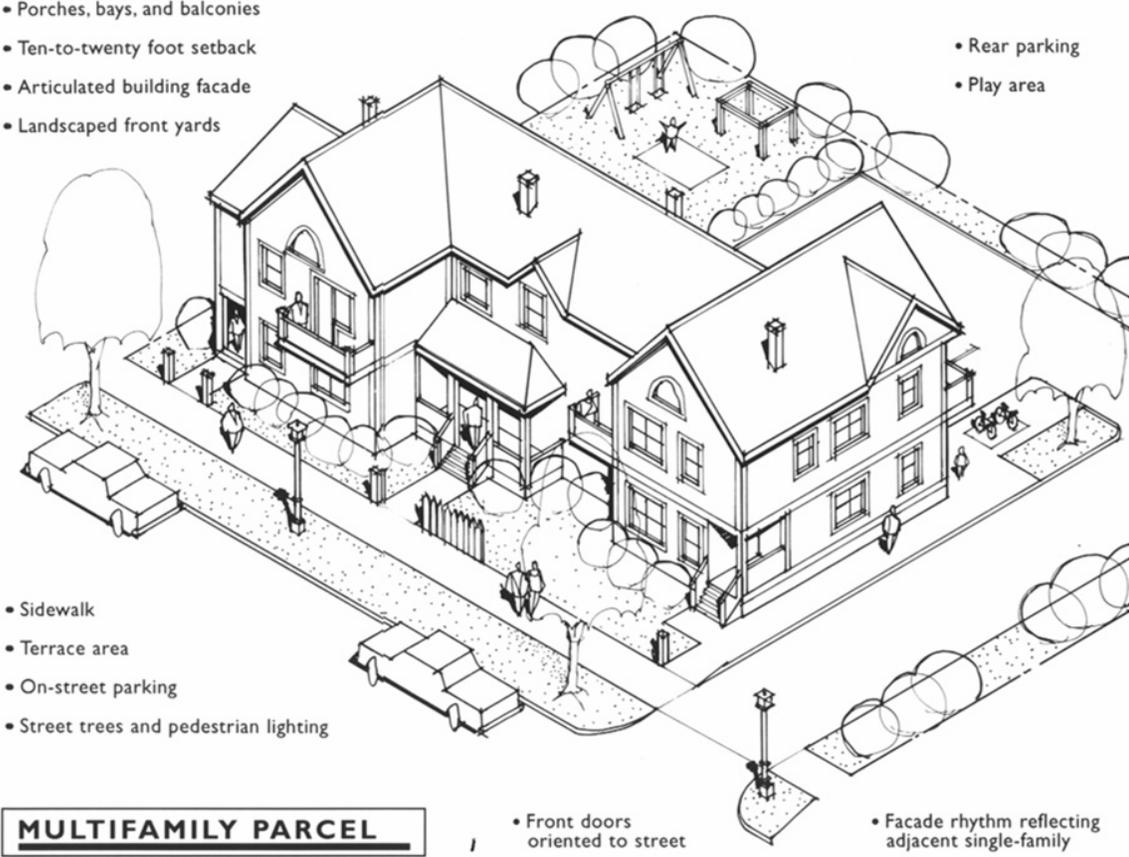
Require High-Quality Designs for Multi-Family Housing

Multiple-family housing, both for affordable apartment development and higher end condominium type development, is an important component of the community to provide housing options for the elderly, younger residents, and employees for area businesses, as well as individuals and families seeking alternatives to single-family homes. New areas where multi-family residential development would be appropriate for the Village are shown within "Multi-Family Residential" and "Planned Neighborhoods" on the Future Land Use Map. The design and scale of these types of residential projects should fit within the historic fabric of the community. The Village intends to review proposals for multi-family residential developments against existing zoning ordinance standards and the guidelines listed below.

- Incorporate architectural designs that fit the context of the surrounding neighborhood and Williams Bay's overall character. Encourage layouts where buildings appear as a grouping of smaller residences. Within and near the downtown, promote building materials, designs, scale, and setbacks that are compatible with the surrounding historic character.
- Avoid monotonous façades and box-like buildings. Incorporate balconies, porches, garden walls, varied building and façade setbacks, varied roof designs, and bay windows.
- Orient buildings to the street with modest front yard setbacks, bringing street-oriented entries close to streets to increase pedestrian activity. Include private sidewalk connections.
- Locate parking, dumpsters, and other unattractive uses behind buildings.
- For parking lots and garages: locate garage doors and parking lots so they are not the dominant visual element; buffer parking areas from public view; fragment large parking lots with landscaped islands and similar features; divide facades of undesirable but necessary large parking garages with landscaping, varied setbacks, and recessed garage doors.
- Provide on-site recreational and open space areas to serve resident needs. Whenever possible, develop contiguous rear yards as a unit to encourage use by residents and guests.



Figure 5.1: Sample Design Standards for Multi-Family Residential



Promote Traditional Neighborhood Design (TND) for New Neighborhoods

At the time this Plan was written, the Village had roughly 177 platted residential lots that had not yet been developed, representing about 5 years of projected housing demand. The Village intends to require development of the majority of these lots before approving any additional subdivisions. However, in order to accommodate growth through the planning period and perhaps beyond, Map 5, Future Land Use, indicates areas appropriate for future new single-family neighborhoods.

For areas designated as “Planned Neighborhoods” on the Future Land Use map the Village intends to promote what is commonly referred to as Traditional Neighborhood Design. Traditional Neighborhood Design principles are intended to be inclusive of other similar terms and concepts that typically include and describe similar outcomes, such as creating well-designed “complete” neighborhoods where there are a diversity of housing types and costs, with a well-connected mobility system that focuses on ease of walking, bicycling, and that integrate where feasible, or are located in proximity to, public amenities such as schools, parks, employment, and services. Related concepts include “15-Minute City” and “complete city”. The implementation of Traditional Neighborhood Design will:

- Integrate a diversity of high-quality housing types to accommodate a variety of lifestyles and age groups.
- Ensure the long-term preservation of Williams Bay’s village character.
- Provide housing, parks, and schools within walking distance of shops, services, and jobs.
- Blend the convenience of the automobile with the creation of safe, comfortable places to walk and bike.
- Better preserve environmental systems that define, sustain, and connect neighborhoods and communities.
- Reduce demand for resources needed for transportation, public infrastructure, and housing.

In the design and approval of new neighborhoods (subdivisions), the Village and developers should ensure adherence to the following Traditional Neighborhood Design principles.

- **Establish Community Gathering Places:** Design neighborhoods around community gathering places such as parks, public squares, outdoor dining establishments, schools, churches, and other community facilities.
- **Provide Housing Variety:** Ensure that at least 65% of housing is single family detached form, but also that a variety of housing types are included and arranged in a compact and interconnected form. Particular attention should be paid to the scale of the buildings, walking distances, and the design of other neighborhood features such as street lights and signage.
- **Promote Walkability:** Design the neighborhood to facilitate pedestrian movement and enhance mobility within and between neighborhoods and other nearby destinations, such as parks, playgrounds, schools, and business and jobs districts. Provide sidewalks and/or paths along all streets, and multi-use trails in the environmental corridor and park network. Require street trees to be planted along all new streets.
- **Promote Street Connectivity:** Interconnect nearly all streets both within the neighborhood and to existing and future adjoining neighborhoods. Minimize the creation of cul-de-sacs to places where environmental features and odd property configurations require them.
- **Calm Traffic:** Accommodate on-street parking and promote narrower streets to calm traffic and increase pedestrian safety. Integrate landscaped medians and boulevards into new neighborhood entryways and collector streets. These new boulevards may also serve storm water management functions.
- **Create Attractive and Active Streetscapes:** Incorporate site and building design strategies such as decreased setbacks, front porches, balconies, and other interesting architectural features that help create a safe, pleasant walking environment. Set back garages from the main body of the house wherever possible and incorporate alley-loaded garage options where practical.
- **Incorporate Natural Areas:** Integrate environmental features into the neighborhood as common open spaces for active or passive recreation, public gathering spots, or flood protection and storm water management. Provide adequate vegetated buffers between development and natural features.



Figure 5.2: Traditional Neighborhood Design



Promote Long-Term Neighborhood Residential Development on the Extraction Sites

The extraction sites located just west of Elkhorn Road and just north of the Village limits, offer an attractive and appropriate location for future planned neighborhood residential development. The site is surrounded to the south and west by the Village, allowing for the efficient provision of services to this area. The site is located in close proximity to the Kishwauketoe Nature Conservancy, and previous environmental assessments of this site revealed that historically it was at least partially comprised of a large fen wetland complex, small fragments of which still remain in degraded condition. Wetland fragments, as well as former wetland areas could be restored, providing the ideal environment for a unique conservation neighborhood that integrates residential development with the natural environment, demonstrates restoration techniques, integrates progressive strategies for mitigating the negative impacts of development and site operations, and emphasizes the value the Village places on its natural assets.

The following ideas will also be considered:

- Interconnecting the neighborhood with a new road, trail, and sidewalk network, provide ample access to any permanently preserved passive open spaces integrated within the development, and establish a direct connection to the Kishwauketoe Nature Conservancy.
- Providing vegetative buffers between restored wetland areas, drainage swales, and building sites.
- Integrating progressive approaches to erosion control and storm water runoff that address the quantity, quality, and rate of runoff and ensure that runoff quantity and rate do not exceed those of pre-development conditions.
- Utilizing specific techniques for the conservation and reuse of water, such as watering plants, with water pumped from retention ponds.
- Use of solar energy, and exploration of wind energy options.
- Installation of significant new landscaping using native vegetation.

- Attention to energy efficient building and site design.
- Attention to preserving scenic views by requiring development to be kept below the tree line.

To implement this concept, the Village will consider the following approach:

- Exercise extraterritorial land division authority over this area (see the Intergovernmental Cooperation chapter) to ensure this site is reserved for long-term Village growth.
- Upon Village approval of an annexation request, the site would either be zoned in the A-1 Agricultural District until such time as an appropriate and detailed development proposal is brought forward and a request is made to rezone the land to an appropriate designation (most likely Planned Unit Development). Or the land would be zoned immediately into the Planned Unit Development district in association with an approved General Development Plan. The Planned Unit Development approach would allow the Village to codify specific standards for the development of this area, such as those listed above, and will also allow for modifications in, building setbacks, or other standards necessary to implement this type of development. The Village also intends to require the developer to prepare and submit a restoration plan as part of their development proposal and before the land is rezoned. In any case, residential lots sizes shall be consistent with the lot sizes specified for the future land use category that applies to these properties (see Map 5) and no lots shall be located on areas of the site characterized by primary or secondary environmental corridors, isolated natural resources features, wetlands, drainageways, or slopes greater than 12 percent.

Figure 5.3: Planned Neighborhoods Design



Foster New Housing in the Village

Many communities have experienced an overall lack of new residential development and the majority of what has been built is higher-end single-family homes. In an attempt to counter those trends and restart diverse new residential development, nonprofits and public organizations have started acquiring developable residential land to help foster new housing development. Usually, the land is an unfinished subdivision or platted area where some infrastructure may already be in place. The idea is for the organization to own the land and allow individuals or developers to build homes on it. In turn, the community receives new taxes on the land and homes, the houses are much less expensive because land is not being purchased, and residential development is kick started again. This is an idea for the Village, local organizations, or large employers to consider and would be an effective way to reduce the existing barriers to home ownership in Williams Bay.

Additionally, Williams Bay intends to continue to support policies and programs that provide high-quality, affordable housing options in the community. The following strategies will be explored:

- Promote the maintenance of older neighborhoods: Williams Bay's existing housing stock is one of the Village's most important assets. Over the planning period, it will be important to continue to maintain the quality of existing homes in order to sustain home ownership rates, increase property values, and maintain the community's safe and friendly neighborhoods. The Village will continue to enforce its property maintenance codes to uphold the quality of the Village's housing stock and encourage rehabilitation where necessary. In addition to this approach, the Village should work to increase the community's knowledge and awareness of the various regional, state, and federal programs and grants available. Many of these are aimed at housing rehabilitation, improving workforce housing options, and first-time home buyer assistance.
- Support upper story housing downtown and in mixed-use areas: As part of ongoing downtown revitalization efforts, the Village should emphasize the retention and conversion of upper story spaces into housing. This may require financial incentives for necessary building upgrades.
- Encourage single-family clustering: The Zoning Ordinance can be amended to allow single-family residential development to be clustered in order to increase densities, allow for smaller lot sizes, and promote more affordable new single-family housing. Smaller lot sizes result in lower "per unit" development costs, (usually) lower lot prices, and a more compact and efficiently served land use pattern. The Village can encourage clustered residential development that allow lots smaller than 8,000 square feet, provided that house plans or design standards are suited for those sized lots and promote high-quality design. Lots as small as 5,000 square feet and as narrow as 50 feet are becoming increasingly common in southern Wisconsin.
- Support high-quality multiple family housing: Higher density housing that complements the character of surrounding neighborhoods can be an important component of an affordable and diverse housing stock. Some households with no, few, or grown children find higher density housing appealing regardless of income and households in this category are projected to increase compared to traditional households. An adequate supply and range of multi-family housing types is essential in keeping housing affordable. Multi-family housing includes both renter-occupied and owner-occupied (e.g., condos, townhouses) housing options. Too often, resistance to higher density housing is a result of people's experience with poorly designed multi-family developments that do not reflect the character of the community or are generally unattractive. The design standards discussed and illustrated in this chapter are intended to address these issues. Ideal locations for this type of development in the future are within Planned Neighborhoods and in conjunction with Planned Unit Developments as part of a mixed-use development.
- Support programs to provide new affordable housing: Several state and federal programs exist to help provide affordable housing. Programs such as the federal tax credit program, administered through the WHEDA, can help provide high-quality housing for lower income residents. Additionally, the state TID law now allows for an extension of a TID for one year to allocate money directly to affordable housing. This is another key opportunity provided by the state. The Village should support appropriate use of such programs to increase the supply of affordable housing for people who are often not accommodated through the private market.
- Leverage available platted lots: As of the writing of this plan, the Village had 177 single-family platted lots ready to be built on. This is an opportunity for the Village to leverage the building-ready availability of new residential comparatively to other neighboring communities in the area.
- Actively recruit developers: The Village has the opportunity to grow in several different directions beyond its existing municipal boundary on land suited for new residential development. While it is the priority of the community to fill existing platted and developed subdivisions prior to the creation of new subdivisions, there are opportunities to foster new housing opportunities through developer recruitment. This can be done by working with existing landowners to see where opportunities may exist and connecting them with local or regional housing developers. This strategy significantly expedites the process instead of waiting for the market or the private sector to generate new housing in the community.

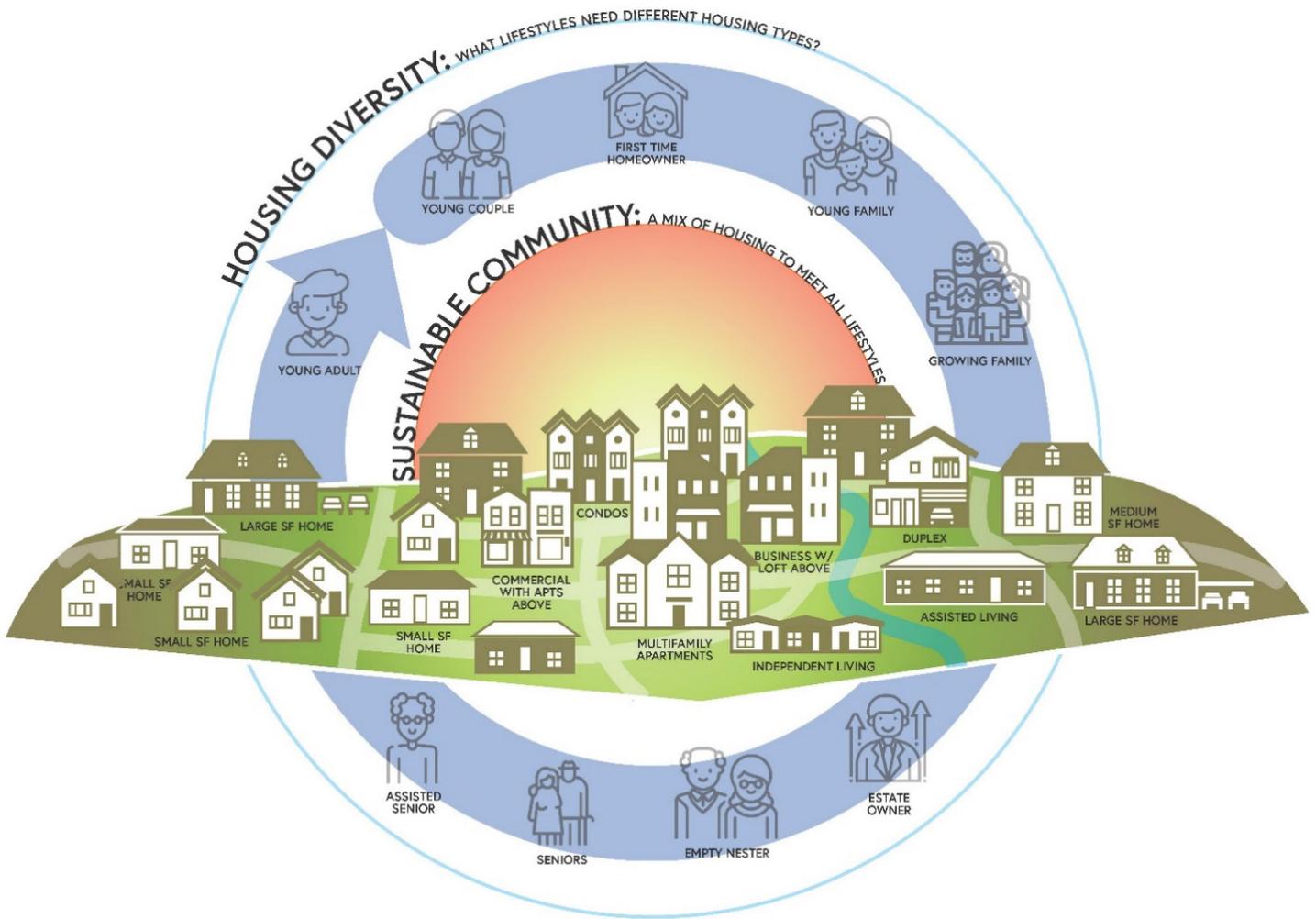


Figure 5.4: Housing Lifecycle

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LAND USE



CHAPTER SIX: LAND USE

This chapter is intended to guide land use decision making in and around the Village of Williams Bay. Implementing land use planning policies allows the Village to guide development and redevelopment in a manner that promotes economic health, maintains community character, and protects sensitive natural features. This chapter contains the goals, objectives, policies, and recommended programs to guide the future preservation and development of public and private lands in and around the Village. All data analysis, local context, and existing plans related to land use can be found in Appendix A.

LAND USE RECOMMENDATIONS SUMMARY

- Diversify the Village’s housing options while maintaining the small-town, family-friendly feel of the community for both permanent and seasonal residents.
- Enforce high-quality building and site design and performance standards for all new development.
- Promote infill and redevelopment of key sites, particularly in the downtown.

Existing Land Use Map Categories

The following land use categories are depicted on the Existing Land Use Map (Map 4). These categories indicate how land was being used at the time this Plan was written.

- **Agriculture and Other Open Lands:** Agricultural land uses, farmsteads, vacant parcels, other open lands, and single-family residential homes at or below one dwelling unit per 35 acres. .
- **Rural Residential:** Non-farm residential development, usually single-family homes, not served by public sewer or water, and typically located outside of the Village limits.
- **Single-Family Residential—Sewered:** Single-family, detached residential development served by public sanitary sewer and water systems.
- **Two-Family/Townhouse Residential:** Single-family and two-family residential development.
- **Multi-Family Residential:** Multi-family residential housing (three or more units per building), sometimes with a mixture of attached single-family (e.g., townhomes), condominiums, and duplex units, and small, neighborhood-scale institutional uses (e.g., church, school).
- **Business:** Indoor and outdoor commercial, office, retail, and service use.
- **Governmental and Institutional:** Large and small-scale public buildings such as schools, churches, public safety facility, library, power substations, utilities, etc.
- **Industrial:** Indoor industrial and controlled outdoor storage facilities.
- **Extractive:** Quarries, gravel pits, clay extraction, peat extraction, and related land uses.
- **Recreational:** Publicly owned parks and recreational facilities, including playgrounds, beaches, play courts, etc., and large privately owned recreational facilities such as golf courses. This category also includes lands associated with the Kishwaukee Conservancy Natural Area.
- **Woodlands:** Public and privately owned forested areas.
- **Surface Water:** Lakes, rivers, and perennial streams per Walworth County data.
- **Wetlands:** Wetlands mapped on the Wisconsin Wetland Inventory.
- **Vacant Subdivided:** Mostly open spaces that have been subdivided or platted and are ready to be developed. Some may be in agricultural or stormwater management use.
- **Road Right-of-Way:** Areas reserved for transportation-oriented uses such as roads and railroads.

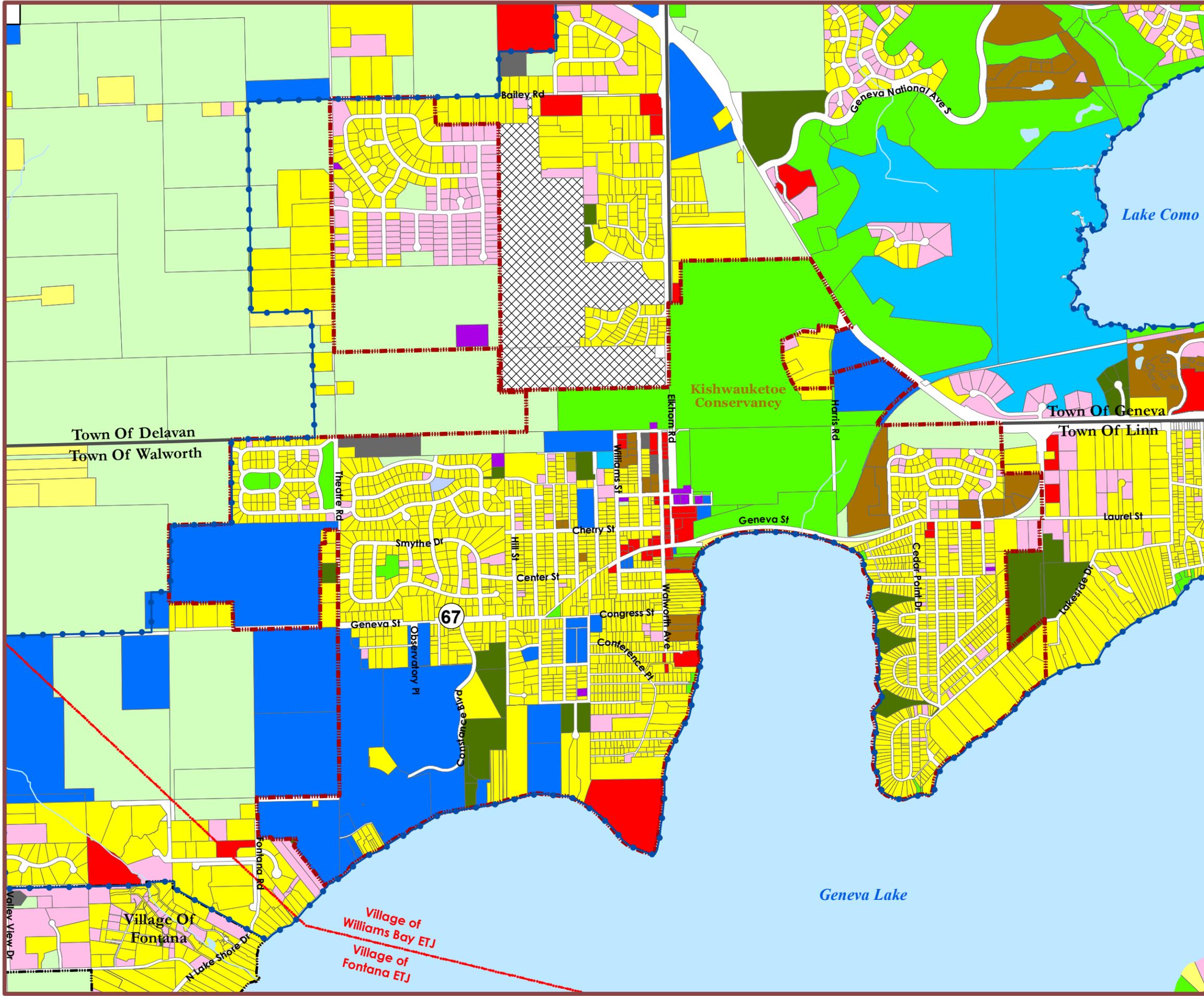
Existing Land Use

Village of Williams Bay Comprehensive Plan

- Village Of Williams Bay
- Other City/Village Boundaries
- Town Boundaries
- Parcels
- Extraterritorial Jurisdiction Boundaries
- Urban Service Area Boundary

Land Use Categories

- Agricultural and Other Open Lands
- Rural Residential
- Single-Family Residential - Sewered
- Two-Family/Townhouse Residential
- Multi - Family Residential
- Business
- Governmental and Institutional
- Industrial
- Extractive
- Communication and Utilities
- Recreational
- Woodlands
- Surface Water
- Wetlands
- Vacant Subdivided
- Road Right-of-Way



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Miles Date: April 3, 2023
Source: Walworth Co. LIO; US DOT; V&A; SEWRPC; USDA-NRCS, WI DNR, WI State Historical Society

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Land Use Goals, Objectives, and Policies

Goal:

1. Promote a future land use pattern that is economically and environmentally sustainable, with a mix of high quality, harmonious, and complementary land uses.

Objectives:

1. Ensure a desirable balance and distribution of land uses.
2. Promote efficient land use patterns that utilize existing utilities and infrastructure to serve new development whenever possible.
3. Coordinate land development with transportation and system improvements.
4. Promote the revitalization of the central business district and other underused properties of the Village.
5. Maintain high quality design standards for building materials, landscaping, signage, and parking areas.

Policies:

1. Follow the land use recommendations that are mapped and described in this Plan when reviewing new rezoning requests and making detailed land use decisions.
2. Pursue mixed-use infill opportunities where feasible and direct new development first to locations adjacent to existing development with convenient access to commercial and recreational facilities, transportation systems, schools, and other necessary facilities and services.
3. Use extraterritorial land division review and other techniques to direct new development, such as subdivisions and commercial development to the Village so as to preserve remaining agricultural areas and the Village's future growth options.
4. Require all new development within the sewer service area to be served with the full array of municipal services (e.g., sanitary sewer, storm sewer, municipal water, police, fire, etc.).
5. Coordinate Village planning with the school district to ensure that schools have sufficient capacity to accommodate new students and to ensure a sufficient student population and maintain high-quality district services.
6. Strengthen existing areas of the Village through maintenance of the existing housing stock, creative reuse of vacant or under-utilized buildings, and infill on vacant parcels.
7. Strive for compatibility of adjacent land uses by requiring site plan review for all mixed and multi-family residential, commercial, and institutional land uses.
8. Require new development and redevelopment projects to include high quality building design, landscaping, and signage. Consider amendments to the Village's zoning ordinance to address design standards in greater detail.
9. Require detailed development plans for all new residential neighborhoods that include: the proposed land use pattern, proposed zoning, proposed lot pattern, location of necessary municipal utilities, location of parks and public amenities, proposed transportation network (included sidewalks and trails), a demonstration of how the neighborhood would be interconnected with existing or future neighborhoods, and a development phasing timetable so the Village can coordinate capital improvements with the development of the area.
10. For all future development and redevelopment, development is generally not favored on areas of the site not characterized by primary or secondary environmental corridor, isolated natural resources features, wetlands, drainageways, or slopes greater than 12 percent.
11. Require all proposed residential developments to dedicate land, or pay a fee in lieu thereof, for public park, recreation, and open space acquisition and development.
12. Develop the Village's Downtown Master Plan aimed at revitalizing the central business district and other underused properties in the area.
13. Update the Zoning Ordinance, Sign Ordinance, and Subdivision Ordinance to become compliant with all state statutory changes.
14. Require stormwater and water quality regulations in the Subdivision Ordinance.
15. Seek appropriate expansion of the current urban service area boundary to accommodate long-term Village growth needs through SEWRPC.
16. Encourage collaboration between the Village, Walworth County, and neighboring jurisdictions with regard to planning initiatives and development policies, including within the Village's extraterritorial jurisdiction.

Existing and Potential Land Use Conflicts

As of 2022, there are very few existing land use conflicts in Williams Bay. This is due to the Village's predominantly residential development patterns overtime, ample open space, and well-established downtown core.

Existing land use conflicts include a few areas where older commercial development directly abuts neighborhood-scale residential development surrounding the central business district and beyond the existing Village boundaries where an existing quarry is located adjacent to both Village and Town residential development. An overarching goal of this Plan is to minimize these existing conflicts and prevent future conflicts from occurring through thoughtful placement of new development, high-quality design, and buffering technics.

Smart Growth Areas

"Smart Growth" Areas are defined by the State of Wisconsin as "areas that will enable the development and redevelopment of lands with existing infrastructure and municipal, state, and utility services, where practical, or that will encourage efficient development patterns that are both contiguous to existing development and at densities which will have relatively low municipal, State governmental, and utility costs." These areas are required to be described in comprehensive plans. In Williams Bay, smart growth areas include sites and areas that present unique opportunities for new development and redevelopment. These include the following:

- **Central Business District Properties:** A number of properties along Elkhorn Road and Walworth Avenue in the central business district are appropriate targets for redevelopment and reinvestment. Over the planning period, the Village will work with local community and business organizations to market the downtown for targeted revitalization and redevelopment including the siting of mixed-use development, restaurants, specialty and daily shopping, personal services and offices, community resources, destination activities, and lodging options. The Economic Development chapter contains additional recommendations for the future of the downtown.
- **The Former Elementary School Property (Congress Street):** The Village's elementary school has been relocated to the High School property, leaving the existing site available for reuse or redevelopment. The site is currently surrounded by existing residential neighborhoods, with no direct access or frontage along any major thoroughfare. This infill or reuse site presents an opportunity for new mixed residential development that could accommodate a variety of lifestyles and price points. This could include well-designed and integrated owner or renter-occupied single-family detached, single-family attached, two-family, or small-scale multi-family land uses, with integrated recreational open space amenities. It is recommended that a detailed area plan be completed for this property given its surrounding land uses and potential as one of the Village's few infill development opportunities.
- **The Fire Station Property:** At some point in the future, the Williams Bay fire station, located at 5 E Geneva Street in the central business district, may be relocated to a more appropriate site, leaving the existing site available for reuse or redevelopment. The existing building was constructed in 1936 and is a unique relic of the Village's past. Therefore, a reuse of the existing building presents an interesting opportunity to preserve the character of this site and area.
- **Corner of Geneva Street and Walworth Avenue:** There are two properties on the south side of the Geneva Street at the intersection with Walworth Avenue that are situated for reuse or redevelopment. One site is vacant, at the southeast corner of the intersection, and has been sold to a developer at the time this plan was written. The second site, at the southwest corner of the intersection, is currently developed with a one story brick building. Both properties' locations are ideal for reuse or redevelopment into commercial, office, retail, restaurants, lodging, or mixed-use with residential above matching the historic character of the central business district.
- **Extraction Sites:** The extraction site located just west of Elkhorn Road, south of Bailey Road, is an appropriate location for a future planned neighborhood. See the Housing and Neighborhoods chapter of this Plan for additional recommendations for this site.



- **Former Golf Course:** Directly adjacent to Yerkes Observatory and George Williams College is a former golf course. A portion of the site is located within the Village and a portion is located in the Town, on both sides of Lakeshore Drive. Combined, the site makes up approximately 60 acres. Like the former Elementary School site, there is development potential for this area over the planning period in terms of a well-designed and integrated mixed residential neighborhood, with integrated recreational open space amenities. It is recommended that a neighborhood plan for this property be completed prior to any future development to ensure the Village can adequately serve the area with utilities and the conceptual development pattern compliments neighboring land uses.
- **Camps:** Along Geneva Lake, in the southwestern portion of Williams Bay, there are multiple youth camps that have been in operation for many decades. The Village views these camps as community amenities, providing youth recreational opportunities and preserving pristine natural resources along the banks of the lake. However, through the planning process, members of the community identified that the camps may be struggling post-pandemic, leaving their future in doubt. If these camps can no longer function as a traditional institutional land use, it is recommended that area plans be completed prior to any future non-institutional development occurring. This planning process should include public input on future land uses and the development of a complementary plan for the sites. Following adoption of these plans, a Future Land Use Map amendment would be required, and the area plan should be adopted as part of this Plan, in advance of a potential rezoning.
- **Greenfield Development:** The northwest portion of the Village's planning area provides the greatest opportunity for future development on existing agricultural lands. This area has been identified for future growth on the Future Land Use Map because it can be served by Village utilities, is either within or directly adjacent to existing Village development, and serves as an opportunity to help address the Village's housing challenges. Any future development in these areas should be a well-designed and integrated mix of housing options to serve existing and future residents of Williams Bay. This could include owner or renter-occupied single-family detached, single-family attached, two-family, or small-scale multi-family land uses, with integrated recreational open space amenities.



Land Use Recommendations

Each of the future land use categories shown on the Future Land Use Map are described below. Each description summarizes where that type of land use should be promoted, the appropriate zoning districts to implement that category, and policies related to future development in areas designated under that category.

The feature component of the Land Use Chapter is the Future Land Use Map, which shows recommended future land uses within the Village boundaries and planning area, and specific policies guiding development decisions within each of these land use categories.

The Village's Future Land Use Map is intended to guide development within the Village's municipal boundary and in the planning area. The Future Land Use Map is intended to graphically depict locations and specific types of development that may occur over the course of the 20-year planning period. The recommended future land use pattern depicted on the map is based on the Village's own desires for future growth over the 20-year planning horizon, while respecting and reflecting the plans of neighboring communities to the extent they are consistent with Village policies.

This Plan has been designed to accommodate a future population; however, it does not assume that all areas depicted on the Future Land Use Map will develop during the 20-year planning period. Instead, the Future Land Use Map shows those areas in and around the Village that are the most logical for development to occur, regardless of the absolute timing of development. This Plan does not specifically state or recommend when these areas will develop, although development should first be guided to areas that can be most efficiently served with urban services and that do not encroach upon sensitive natural areas.

The Future Land Use Map and related policies will be used as a basis for all public and private sector development decisions including annexations, rezonings, conditional use permits, subdivision approvals, extension of municipal utilities, and other public or private investments. Changes in land use to implement the recommendations of this Plan will generally be initiated by property owners and private developers. In other words, the Plan does not automatically compel property owners to change the use of their land.

Wisconsin Statutes allow municipalities to plan for lands up to the edges of their extraterritorial jurisdictions (ETJ). To effectively manage growth, this Plan identifies desirable land use patterns within the existing Village limits and in unincorporated areas within the Village's ETJ. This approach recognizes that Village (and regional) growth and economic health can be either facilitated or impeded by the patterns of growth and preservation in the adjacent unincorporated area. As a result, implementing many of the land use recommendations of this Plan will benefit from intergovernmental cooperation, a concept more fully described in the Intergovernmental Cooperation Chapter.

Urban Service Area

The Village advocates for a development pattern that focuses growth in areas that can most efficiently be served by transportation and infrastructure facilities—specifically the areas within the Village's urban service area that are designated for redevelopment or new development on the Future Land Use Map.

Lands within the urban service area are the most logical for future development based on the locations of environmentally sensitive areas and the Village's ability to provide municipal services. Rural development on septic systems should be limited in the urban service area. Instead, future development in the urban service area should be provided with a range of urban services, which generally include public water supply and distribution; public sanitary sewer; urban storm drainage; urban levels of police and fire protection; garbage and recyclables collection; streets with curbs and gutters, street lights, and sidewalks; and public facilities like parks and schools. The urban service area boundary on Map 5, represents the existing SEWRPC/WisDNR approved Urban Service Area for Williams Bay. The Village will seek future approval to expand its current Urban Service Area, when needed.

When reviewing rural development proposals within the urban service area, the policies associated with the Agricultural future land use category (described below) should be applied.

Residential Future Land Use Categories

Single-Family Residential Unsewered

Description: This future land use category is intended to accommodate existing single-family detached residential development served by on-site wastewater treatment (septic) systems and with lot sizes between 1 acre and 35 acres. This type of development is shown on Map 5 in areas outside the Village limits that have already been developed with unsewered subdivisions.

Recommended Zoning: Regulated by county or town zoning.

Policies: The following policies and programs are recommended for this future land use category in areas on Map 5 where this category is shown:

1. Except for the areas indicated for this use on Map 5, the Village should exercise its extraterritorial land division review authority to ensure that additional Single-Family Residential Unsewered development is not permitted within the Village's extraterritorial jurisdiction (1.5 miles), except at densities that do not exceed 1 lot per 35 acres (see Agriculture/Rural future land use category), or in areas mutually agreed upon by the Village and affected town.
2. Require sensitivity toward natural resources and water quality with new development projects, including assurances that concentrations of on-site waste treatment systems will not negatively affect groundwater quality and that storm water will be properly managed according to best practices.
3. Ensure that new development in areas outside the Village does not impede the logical future extension of municipal utilities or Village growth.

Single-Family Residential Estate

Description: This future land use category is intended for single-family detached residential development at less than one dwelling unit per acre, served by public sanitary sewer and water and full urban services. Small community facility uses—such as parks, schools, and churches—may also be built on lands within this category. As shown on Map 5, Single-Family Residential Estate areas are shown mainly in areas in which this land use existed at the time this Plan was written, particularly along the shores of Geneva Lake.

Recommended Zoning: The existing Village zoning districts most appropriate to implement this future land use category is the ER Estate Residential District .

Policies and Programs: The following policies and programs are recommended for this future land use category in areas on Map 5 where this category is shown:

1. Prohibit higher density residential (e.g., two flats, duplexes, apartments) or intensive non-residential land uses (e.g., commercial and industrial uses).
2. To encourage efficient development patterns, generally limit Single-Family Residential Estate development to areas of the Village where this type of development existed at the time this Plan was written. If the Village determines it is desirable to accommodate Single-Family Residential Estate development in new areas in the future, require annexation and connection to public sanitary sewer and water as a condition of development approval.
3. If new areas are planned for Single-Family Residential Estate development in the future, ensure that roadways and open space areas are interconnected with other existing and future neighborhoods.
4. To preserve the Village's valuable waterfront, generally prohibit the further subdivision of lots designated on Map 5 as Single-Family Residential Estate.
5. Continue to enforce the Village's property maintenance requirements to uphold the quality and character of the Village's existing residential neighborhoods.

Single Family Residential Sewered

Description: This future land use category is intended for single-family detached residential development up to 6 dwelling units per acre, served by public sanitary sewer and water and full urban services. Small community facility uses – such as parks, schools, and churches – may also be built on lands within this category. As shown on Map 5, future Single-Family Residential Sewered development areas are shown mainly in and around areas in which this land use existed at the time this Plan was written.

Recommended Zoning: The existing Village zoning districts most appropriate to implement this future land use category includes the SF-1 Low-Density Residential, SF-2 Large Lot Residential, SF-3 Suburban Residential, SF-6 Village Residential and SF-CPP Cedar Point Park districts.

Policies and Programs: The following policies and programs are recommended for this future land use category in areas on Map 5 where this category is shown:

1. Plan for interconnected road and open space networks in residential areas and between individual subdivisions.
2. Prohibit higher density residential (e.g., two flats, duplexes, apartments) or intensive non-residential land uses (commercial and industrial uses).
3. Minimize the potential for incompatible land uses (e.g., high traffic generators, noisy users, etc.) within or next to single-family neighborhoods. Where such uses do occur in close proximity, the Village should encourage the use of landscape buffers to mitigate the impacts that such land uses could have on residential neighborhoods.
4. Thoughtfully locate community facilities such as sidewalks, paths/trails, parks, schools, and churches in areas that are close to residential areas.
5. Require grading and stormwater management plans for all new development.
6. Continue to enforce the Village's property maintenance requirements to uphold the quality and character of the Village's existing residential neighborhoods.

Two Family Residential

Description: This future land use category is intended to allow for detached single-family, two-family, and attached single-family residential uses (with individual exterior entrances) such as duplexes, townhomes/row-homes, and two-flats at 10 dwelling units per acre, all served by public sanitary sewer and water and full urban services. Small community facility uses—such as parks, schools, and churches—may also be built on lands within this category. Two Family Residential land uses are shown on Map 5 in the area west of the central business district, north of Geneva Street, and generally east of Valley Street.

Recommended Zoning: The existing Village zoning district most appropriate to implement this future land use category is the TF Two-Family Residential district.

Policies and Programs: The following policies and programs are recommended for this future land use category in areas on Map 5 where this category is shown:

1. Prohibit higher density residential (e.g., 5+ residential units) or intensive non-residential land uses (e.g., commercial and industrial uses).
2. For townhome/row-home developments, require a detailed site plan, building elevations, landscape plan, lighting plan, grading/storm water management plan, and signage plan for all residential buildings containing three or more dwelling units prior to development approval.

3. Promote architectural design of development that is compatible with the surrounding neighborhood including building and facade materials, building height, building bulk, setbacks, window and door styles and placements, roof designs, and colors. Discourage the use of garage-dominated front facades.
4. Continue to enforce the Village's property maintenance requirements to uphold the quality and character of the Village's existing residential neighborhoods.
5. Thoughtfully locate community facilities such as sidewalks, paths/trails, parks, schools, and churches in areas that are close to residential areas.

Multi-Family Residential

Description: This future land use category is intended to accommodate multi-family residential development in a variety of forms up to 12-18 dwelling units per acre, all served by public sanitary sewer and water and full urban services. Small community facility uses—such as parks, schools, and churches—may also be built on lands within this category. Multi-Family Residential land use is shown on Map 5 in various locations scattered throughout the Village's central neighborhoods.

Recommended Zoning: The existing Village zoning district most appropriate to implement this future land use category includes the MR-12 Small Multi-Family Residential and MF-18 Multi-Family Residential districts.

Policies and Programs: The following policies and programs are recommended for this future land use category in areas on Map 5 where this category is shown:

1. Disperse Multi-Family Residential development in appropriate locations throughout the Village, rather than creating large concentrations of this type of development in just a few areas.
2. Require a detailed site plan, building elevations, landscape plan, lighting plan, grading/storm water management plan, and signage plan for all residential buildings prior to development approval.
3. Require Multi-Family Residential housing developments to provide on-site open space areas that serve the needs of the project's residents, in addition to public park land requirements applicable to all residential development.
4. Include facilities for bicyclists (e.g., bike storage racks) as part of all Multi-Family Residential development designs.
5. Link parking lots to building entrances by pedestrian walkways that are physically separated from vehicular movement areas.
6. Encourage the use of balconies, porches, stoops, garden walls, varied building and facade setbacks, varied roof designs, bay windows, and similar design features in new mixed residential project designs. In general, multi-family dwelling units in Williams Bay should be designed so they appear to be a grouping of smaller residential units.
7. Promote architectural design of new mixed residential development that is compatible with the surrounding neighborhood including building and facade materials, building height, building bulk, setbacks, window and door styles and placements, roof designs, and colors. Discourage the use of garage-dominated front facades.

Planned Neighborhood

Description: Planned Neighborhoods are indicated by yellow with brown polka dot pattern on Map 5. Within each Planned Neighborhood, the Village encourages a carefully planned mix of development comprised of the following future land use categories described elsewhere in this chapter:

- Single-Family Residential (Low, Medium, Small Lot) (at least 65% of residential units)
- Two-Family and Multi-Family Residential (maximum of 35% of residential units)
- Neighborhood Mixed-Use
- Community Facility
- Parks and Open Space

Planned Neighborhoods are intended to provide diverse housing options within the same neighborhood. Planned Neighborhoods also locate essential community amenities and services within walking distance of neighborhood residents.

Recommended Zoning: The existing Village zoning district most appropriate to implement this future land use category includes a combination of SF-2, SF-3, SF-6, TF, MF-12, MF-18, SB, P&I, and P&R districts.

Policies and Programs: The following policies and programs are recommended for this future land use category in areas on Map 5 where this category is shown:

1. Encourage compact growth, provide efficient services, and minimize farmland conversion by preventing Planned Neighborhoods outside the Village limits and establishing a minimum residential density of 5 dwelling units per acre for Planned Neighborhood areas following annexation.
2. Encourage traditional neighborhood design principles for new neighborhood development. See detailed descriptions of this concept in the Housing Chapter.

3. Follow the policies listed above for Single-Family Residential (Low, Medium, and Small Lot), Two-Family Residential, and Multi-Family Residential land use categories for single family, duplex, townhouse, and multi-family residential development within Planned Neighborhoods.
4. For commercial and office development in Planned Neighborhoods, follow the policies for the Neighborhood Mixed-Use land use category below.
5. Support the construction of narrow streets in new neighborhoods and require sidewalks on both sides of all streets. This increases the safety of neighborhoods for pedestrians and children, reduces impervious surfaces, and reduces the need for grading and vegetation removal.
6. Plan for interconnected road and open space networks in new residential areas and between individual subdivisions.

Non-Residential Future Land Use Categories

Downtown Mixed Use

Description: This future land use category is intended for a mix of pedestrian-oriented commercial, office, institutional, and upper story residential uses in a “downtown” setting. This category is shown on Map 5 in the Village’s central business district.

Recommended Zoning: The existing Village zoning district most appropriate to implement this future land use category is the VC Village Center district.

Policies and Programs: The following policies and programs are recommended for this future land use category in areas on Map 5 where this category is shown:

1. Promote the central business district as Williams Bay’s commercial, cultural, and social center and gathering place.
2. Require that all projects submit and have approved detailed building elevations and site plans showing the proposed locations of the building(s), parking, storage, loading, signage, landscaping, and lighting prior to development approval.
3. Orient development towards the street with reduced front yard setbacks and parking in the rear of structures away from the street.
4. Support and promote opportunities to enhance functional, safe, and attractive connections between the central business district, Kishwaukee Nature Conservancy, and Lakefront Park (also see the Economic Development chapter).
5. Encourage infill development and redevelopment in the central business district to encourage a mixture of commercial, institutional, and appropriate residential development.
6. Encourage continued revitalization of the central business district through streetscape enhancements and the redevelopment of key properties (also see the Economic Development chapter).
7. Use marketing, investment, and incentive strategies to promote and retain specialty businesses and services in the central business district (also see the Economic Development chapter).
8. Consider installation of bike racks and pedestrian amenities (e.g., benches, covered entryways) for new development in the central business district to further emphasize the Village as an ideal place for outdoor recreation.
9. The market for Electric Vehicles (EV) has been growing quickly, with major vehicle manufacturers announcing goals for EVs to comprise 40-50% of their sales within the U.S. by 2030. The Village should review the zoning ordinance to remove barriers and consider adopting new regulations that clearly allow the installation of Electric Vehicle (EV) Charging stations as an accessory use by-right.

Neighborhood Mixed Use

Description: This future land use category is intended for small-scale neighborhood supporting retail, office, service, lodging and institutional uses, in addition to residential stand-alone and upper story residential uses, which preserves and blends with surrounding neighborhood character through appropriate buildings size, appearance, landscaping, and signage.

Recommended Zoning: The existing Village zoning districts most appropriate to implement this future land use category are the SB Small Business District and LSB Lake Shore Business District.

Policies and Programs: The following policies and programs are recommended for this future land use category in areas on Map 5 where this category is shown:

1. Encourage pedestrian-oriented retail, office, and service businesses in areas that will conveniently serve residential neighborhoods.
2. Design street and driveway access to minimize traffic congestion and improve safety by limiting the number of and ensuring adequate spacing between access points.
3. Require high quality development that is compatible with the character, scale, site arrangement, and architectural style of the adjacent structures and neighborhood.
4. Require that all projects submit and have approved detailed building elevations and site plans showing parking, signage, landscaping, and lighting prior to development approval.

Planned Mixed Use

Description: This future land use category includes indoor commercial, office, institutional, multi-family residential, and mixed use commercial and residential land uses intended to serve the entire community. This category is also intended to accommodate and promote the continuation of existing businesses in the Village that function as community gathering spots. They are similar to Planned Neighborhoods in terms of a mix of uses allowed, but typically are located in prominent locations along major thoroughfares. Planned Mixed Use areas are depicted on Map 5 mostly in areas where these uses existed at the time this Plan was written and at the intersections of Highway 50 and Highway 67.

Recommended Zoning: The existing Village zoning districts most appropriate to implement this future land use category include the CB Community Business, P&I Public and Institutional, MF-12 Small Multi-Family Residential, and MF-18 Multi-Family Residential districts.

Policies and Programs: The following policies and programs are recommended for this future land use category in areas on Map 5 where this category is shown:

1. Control access off of collector streets by limiting the number of and ensuring adequate spacing between access points. Promote cross-access between individual developments, as this will help avoid future congestion and traffic safety problems.
2. Avoid extensive, uninterrupted areas of strip commercial development in future commercial areas by interspersing institutional and residential land uses within these areas.
3. Continue to require that all proposed projects submit a detailed site plan, building elevations, lighting plan, grading/storm water management plan, landscaping plan, and signage plan prior to development approval.
4. Ensure that future development is adequately buffered from residential development areas.
5. Keep unattractive commercial uses out of high-visibility areas, such as major intersections and community entryways.
6. Promote high-quality development north of the Village around the Highway 50/Highway 67 intersection, as this will be an important long-term gateway into the community.
7. Require the use of high-quality building materials, attractive lighting, and signage that is compatible with other areas of the Village. Recommended design standards for commercial development projects are included in the Economic Development chapter.
8. Promote mixed use buildings, with more active uses on first floor and multi-family residential uses above the ground floor.

Private Recreation

Description: This future land use category includes the Village's unique vacation and recreational facilities including community parks, excursion boat operations, marinas, and restaurants.

Recommended Zoning: The existing Village zoning district most appropriate to implement this future land use category is the LSB Lakeshore Business district.

Policies and Programs: The following policies and programs are recommended for this future land use category in areas on Map 5 where this category is shown:

1. Encourage the continuation of lake-based recreational activities in Williams Bay.
2. Work to make connections between recreation areas and the central business district.
3. Require the use of high-quality building materials, attractive lighting, and signage that is compatible with other areas of the Village. Recommended design standards for commercial/resort development projects are included in the Economic Development chapter.

Industrial

Description: This future land use category includes high-quality indoor industrial development uses that complement the Village's character and identity.

Recommended Zoning: The existing Village zoning district most appropriate to implement this future land use category are the LI Light Industrial and GI General Industrial districts.

Policies and Programs: The following policies and programs are recommended for this future land use category in areas on Map 5 where this category is shown:

1. Require the use of high-quality building materials, attractive lighting, and signage that is compatible with other areas of the Village.
2. In the case of limited outdoor storage areas, require screening, modest lighting, limited signage, and landscape buffers adjacent to any other commercial or residential land uses.
3. Separate pedestrian walkways from vehicular traffic and loading areas.

Other Land Use Categories

Community Facility

Description: This future land use category is intended to encompass larger-scale public buildings, hospitals, power substations, schools, churches, and special-care facilities, and similar public and quasi-public uses. Some types of smaller institutional such as churches and parks may be included under other land use categories. Community Facility uses have been shown on Map 5 in areas of the Village where these uses existed at the time this Plan was written.

Recommended Zoning: The existing Village zoning district most appropriate to implement this future land use category includes the P&I Public and Institutional district.

Policies and Programs: The following policies and programs are recommended for this future land use category in areas on Map 5 where this category is shown:

1. Require site plan review and high-quality site design, building design, landscaping, lighting, and signage for all community facility developments.
2. Integrate appropriate institutional uses such as school and churches into new residential areas and provide an adequate distribution of community facility uses throughout the Village.
3. Buffer nearby residential uses from community facility uses through the use of decorative fencing, vegetative screening, berms, or similar features.
4. Minimize the potential negative effect on existing traffic flows and volumes in the surrounding neighborhood by requiring all parking needs for large-scale uses to be met on site, except parking for special events, which may be specifically served by remote parking sites.
5. Design community facility uses to be easily served by bicycle routes and pedestrian paths and to connect with existing or planned future bike and pedestrian facilities.

Institutional Campus

Description: This future land use category is intended to encompass large-scale campuses for George Williams College, Women’s Leadership Center, and Yerkes Observatory. Institutional Campus uses have been shown on Map 5 in areas of the Village where these uses existed at the time this Plan was written.

Recommended Zoning: The existing Village zoning district most appropriate to implement this future land use category includes the P&I Public and Institutional district.

Policies and Programs: The following policies and programs are recommended for this future land use category in areas on Map 5 where this category is shown:

1. Preserve key campuses to advance the Village’s image as place for education, tourism, and outdoor recreation.
2. Minimize the potential negative effect on existing traffic flows and volumes in the surrounding neighborhood by requiring all parking needs for campus uses to be met on site, except parking for special events, which may be specifically served by remote parking sites.
3. Encourage campus uses to be designed to be easily served by bicycle routes and pedestrian paths and to connect with existing or planned future bike and pedestrian facilities.
4. Leverage these uses long-term to promote tourism in Williams Bay. See the Economic Development Chapter for more information.

Camps

Description: This future land use category is intended to encompass the existing camps and associated facilities within Williams Bay. Camp uses have been shown on Map 5 in areas of the Village where these uses existed at the time this Plan was written.

Recommended Zoning: The existing Village zoning district most appropriate to implement this future land use category includes the P&I Public and Institutional district.

Policies and Programs: The following policies and programs are recommended for this future land use category in areas on Map 5 where this category is shown:

1. Preserve existing camps to advance the Village’s image as place for education, tourism, and outdoor recreation.
2. Encourage connections between camps, Geneva Lake, and other community destinations through bicycle routes and pedestrian paths.

Parks and Open Space

Description: This future land use category includes both public and private parks devoted to active and passive recreational activities, as well as generally continuous open space systems comprised of sensitive natural resources and/or characterized by limitations for development such as floodplains and wetlands. This designation also includes conservancy lands that have been preserved for their environmental significance or sensitivity or for flood protection and storm water management. Such natural areas may also accommodate limited passive recreational activities. Parks and Open Space areas have been shown on Map 5 mostly in areas where such uses existed at the time this Plan was written or where expansions to or new parks and open space areas are planned for the future. This category includes the Kishwaukee Nature Conservancy lands. Some smaller parklands may also be mapped in other residential future land use categories.

Recommended Zoning: The existing Village zoning districts most appropriate to implement this future land use category include the P&R Parks and Recreation, SWO Shoreland-Wetland Overlay, EC Environmental Conservation Overlay, Floodplain Overlay districts.



Policies and Programs: The following policies and programs are recommended for this future land use category in areas on Map 5 where this category is shown:

1. Maintain an updated Comprehensive Outdoor Recreation Plan and continue implementing the plan by striving to provide neighborhood parks within safe walking distance of all residential neighborhoods, typically between ¼ mile to ½ mile.
2. Design future planned neighborhoods around and with access to natural features and parklands without negatively affecting the environmental health of these areas.
3. New development in mapped Environmental Corridor areas should be generally prohibited.
4. If development is proposed in areas where environmental corridors have been mapped or are adjoining, the landowner or developer is responsible for determining the exact boundaries of the Environmental Corridor based on the wetland, floodplain, steep slope, or other natural feature(s) that comprise the corridor.
5. Revise the subdivision ordinance as necessary to ensure that new residential development dedicates an adequate amount of land for public parks and recreation (also see the Utilities and Community Facilities chapter).
6. Ensure that all land use decisions take into consideration the park recommendations included in the Utilities and Community Facilities chapter of this Plan, including the desired locations of future parks (see also Map 6).
7. Improve bicycle and pedestrian connections between neighborhoods, parks, schools, and the central business district.

Agriculture/Rural

Description: This future land use category indicates areas intended for agricultural uses, farmsteads, and rural housing where the cumulative development density will not exceed one new dwelling for each 35 acres of land owned, to preserve agricultural lands and natural features. The Agriculture/Rural future land use category has been mapped in areas mostly north and west of the Village in areas where limited exurban residential development existed at the time this Plan was written.

Recommended Zoning: The existing Village zoning district most appropriate to implement this future land use category includes the AH Agricultural Holding district in the Village and regulated by County or Town zoning beyond the existing Village boundaries.

Policies and Programs: The following policies and programs are recommended for this future land use category in areas on Map 5 where this category is shown:

1. Fully exercise the Village's authority to review proposed land divisions within the Village's extraterritorial jurisdiction to help ensure the implementation of this desired future land use designation.
2. Support land developments in areas designated as Agriculture/Rural on Map 5 only when they are clearly consistent with the description above, when proposed housing (or other non-farm use) density is not greater than one dwelling (or other non-farm use) per 35 acres, and when lot sizes are between 5 acres and 40,000 square feet.
3. Do not extend public sanitary sewer service or public water service into Agriculture/Rural areas unless and until and unless the Village changes the future land use category for such areas through a Comprehensive Plan amendment and the land is annexed into the Village.
4. Work with the surrounding towns and Walworth County to implement these policies and programs in a cooperative manner, where possible.
5. Lands located on the south side of Highway 67 (across from the school campus), west of the Village, and within the Williams Bay sewer service area have been shown on Map 5 in the Planned Neighborhood land use category. The Village anticipates this area will be ripe for sewer, Village development within the planning period (before 2040). Before any development could occur on these lands (beyond that which is allowed by County zoning based on the existing lot sizes), the Village would have to approve an annexation request, and rezone the land to the appropriate Village zoning district(s).



Figure 6.1 Future Land Use Categories and the Associated Village Zoning District

Future Land Use Category	Associated Zoning District
Single-Family Residential Unsewered	Walworth County or Town Zoning
Single-Family Residential Estate	ER
Single-Family Residential Sewered	SF-1, SF-2, SF-3, SF-6 and SF-CPP
Two-Family Residential*	TF
Multi-Family Residential*	MF-12 and MF-18
Planned Neighborhood*	SF-1, SF-2, SF-3, SF-6, TF, MF-12, MF-18, SB, P&I, and P&R
Downtown Mixed Use*	VC
Neighborhood Mixed Use*	SB
Planned Mixed Use*	CB, P&I, MF-12, and MF-18
Private Recreation*	LSB
Industrial	LI and GI
Community Facility	P&I
Institutional Campus	P&I
Camps	P&I
Parks and Open Space	P&R
Agriculture/Rural	AH

*The PDO Planned Development Overlay District may be appropriate for some future development in these land use categories where there are unique circumstances present and there are associated community benefits.

Future Land Use

Village of Williams Bay Comprehensive Plan

- Village of Williams Bay
- Other City/Village Boundaries
- Town Boundaries
- Sections w/Section Numbers
- Parcels
- Extraterritorial Jurisdiction Boundaries
- Sewer Service Area Boundaries
- Right of Way

Land Use Categories

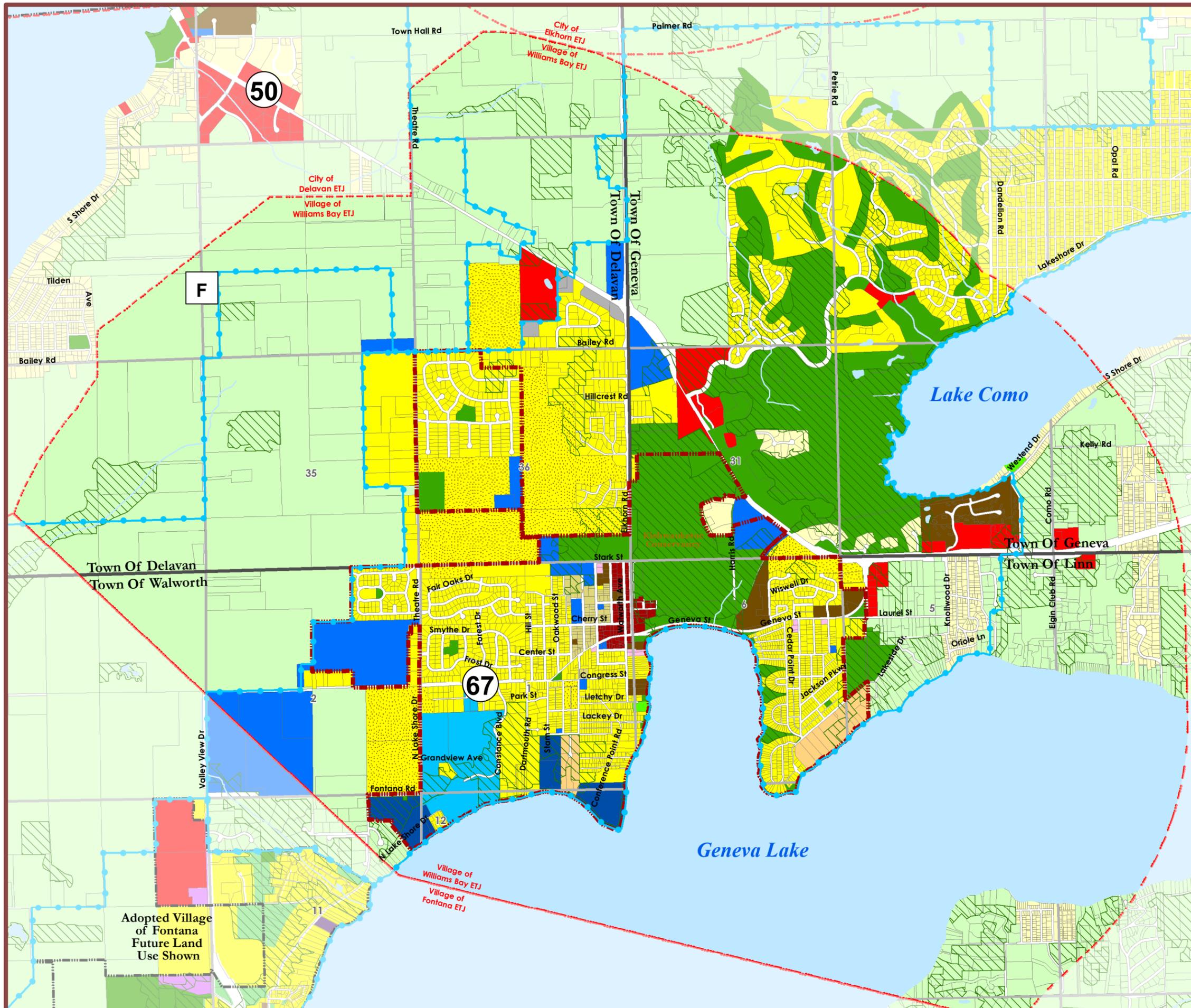
- Agriculture/Rural
- Single-Family Residential Unsewered
- Single-Family Residential Estate
- Single-Family Residential Sewered
- Two-Family Residential
- Multi-Family Residential
- Planned Neighborhood
- Private Recreation
- Neighborhood Mixed-Use
- Planned Mixed-Use
- Downtown Mixed-Use
- Industrial
- Institutional Campus
- Community Facility
- Camps
- Parks & Open Space
- Environmental Corridor
- Surface Water

Village of Fontana-specific Districts:

- Planned Mixed Use
- Special Use/Resort

Shapes on map represent general recommendations for future land use. Actual boundaries between different land use types may vary somewhat from representations on this map. Not all lands shown in a future developed land use category are immediately appropriate for development, rezoning, or subdivision.

Miles



Adopted Village of Fontana Future Land Use Shown

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7

TRANSPORTATION



CHAPTER SEVEN: TRANSPORTATION

The purpose of this chapter is to identify areas of facility expansion and develop strategies that provide the safest, most efficient transportation system possible for the Village's residents. See Appendix A for an overview of the Village's transportation system and a review of local, state, and regional transportation plans and studies which inform the goals, policies, programs, and recommendations of this chapter.

TRANSPORTATION RECOMMENDATIONS SUMMARY

- Utilize the Village's annual financial planning process to implement road and other recommendations shown on the Transportation and Community Facilities Map.
- Leverage available funding sources to support transportation infrastructure improvements.
- Develop a Bicycle and Pedestrian Plan for the Village.
-

Transportation Goals, Objectives, and Policies

Goal:

1. Provide a safe, convenient, and efficient multi-modal transportation system.

Objectives:

1. Ensure that transportation system improvements are coordinated with land development.
2. Continue to improve safety and preserve and enhance the overall appearance of arterial and collector road corridors.
3. Enhance bicycle and pedestrian connectivity throughout the Village.
4. Coordinate multi-jurisdictional transportation improvements in the planning area.

Policies:

1. Consider preparing an Official Map to reserve lands for future transportation facilities within the Village's planning area, including rights-of-way for future arterial and collector streets and pedestrian and bicycle paths.
2. Take advantage of road improvements to establish bike paths and routes on local streets to connect neighborhoods with schools, parks, jobs, and shopping.
3. Maintain a 5-Year Capital Improvement Program to implement the recommendations of this and other facility-related plans through a dedicated funding schedule and planning process.
4. Provide a continuous interconnected network of local streets, sidewalks, bicycle routes, and paths within future neighborhoods that result in safe and convenient access between neighborhoods, schools, commercial areas, and recreational amenities.
5. Work with Walworth County and private providers to expand transportation options for older adults, individuals with disabilities, and children.
6. Treat roadway corridors not only as facilities for movement of vehicles, but in most cases as pedestrian facilities, and in all cases as safe and attractive human environments.
7. Extend existing roads to facilitate traffic flow and planned development
8. Complete a Village-wide Bicycle and Pedestrian Plan.

Transportation Programs and Recommendations

Past Plan for the Establishment of a Future STH 67 Bypass

In SEWRPC's past transportation plan, Regional Transportation System Plan for Southeastern Wisconsin 2035, a potential new arterial highway route that would bypass the Village was proposed. The proposed route was planned west of the Village with a connection Hwy F. In SEWRPC's latest Regional Transportation Plan, Vision 2050, the proposed STH 67 Bypass was removed. The bypass is no longer a priority for the Wisconsin Department of Transportation as of 2022.

This Plan recommends the continued collaboration and cooperation between the Village and SEWRPC, WisDOT, Walworth County, and neighboring jurisdictions to implement all future transportation projects.

Complete Upgrades to Existing Village Roadways

In the future, the Village will continue to make upgrades, as needed, to local roads and will continue to budget for these projects by annually updating a 5-Year Street Improvements Program. Williams Bay will also continue to work with the county and the state to make necessary repairs and upgrades to county and state highways. When possible, utility upgrades and bike and pedestrian facility upgrades should be performed in conjunction with planned roadwork.

The Village also has an opportunity to upgrade the appearance of important corridors such as Elkhorn Road by continuing to install streetscape improvements along these roadways (also see below). Streetscaping projects are likely to occur incrementally, over a period of years, usually in coordination with highway or redevelopment projects.

Redesign Elkhorn Road as an Attractive Community Entryway Corridor

As part of an overall plan for central business district revitalization (see the Economic Development chapter), the Village will investigate opportunities to work with WisDOT to transform Elkhorn Road into a more attractive entryway corridor. Improvements may include the installation of a landscaped median, bike and pedestrian amenities, coordinated signage, substantial additional landscaping and street terrace trees, decorative street lights, and clear connections between the central business district, Kishwaukee Nature Conservancy, and the lakefront. Such enhancements would positively contribute to the community's identity, provide an important entryway into the Village, and would promote economic activity.

Promote Biking and Walking for Recreation and Transportation

To enhance the walk-ability and bike-ability of Williams Bay, the Village will explore the following strategies. Existing and proposed bike and pedestrian facilities are shown on Map 6.

- Design new neighborhoods to be bike-able and walk-able: As new neighborhoods are developed over time, continue to extend the Village's street grid and provide interconnected roads. Incorporate street design standards that emphasize safety and enhance connectivity such as requiring sidewalks on one side of the street, and street trees on both sides of all new streets. Adjust the Village's subdivision ordinance accordingly.
- Require future development to be designed for pedestrians: As redevelopment and infill development occurs throughout Williams Bay, the Village will promote development designs and densities that facilitate and encourage walking and biking. This may include requiring buildings to be built closer to the street with parking in the rear or to the side, requiring the installation of sidewalks and well-lit sidewalk access to and between buildings, and/or the installation of ground floor windows and other pedestrian oriented architectural features, where appropriate. The Village also intends to require the integration of artful and convenient bicycle parking facilities and pedestrian furniture in the central business district and as components of community gathering places and commercial development projects throughout the Village.
- Safety Features and Enforcement: The Village will continue to plan for safety improvements for pedestrians and bicyclists along key corridors such as Geneva Street, Elkhorn Road, and Theatre Road and at major intersections. This may involve the installation of public improvements such as medians, divided bike lanes, alternative pavement types at crossings (e.g., brick), additional or modified traffic signals (e.g. pedestrian countdown signals, automated pedestrian sensors), and red light enforcement cameras. In cooperation with the Police Department, enhancing pedestrian and bicyclist safety may also involve strategies for enforcing safe driving and developing public education programs to teach bicycle safety.
- Provide Inter-Community Trail Connections: The Village intends to work with the County and surrounding towns, villages, and cities to establish inter-community trail connections. This effort may be combined with a regional effort to preserve open space (see the Intergovernmental Cooperation chapter).



- Seek Safe Routes to School Funds: The Village, in collaboration with the School District and other interested organizations, should explore the resources available at the National Center for Safe Routes to School to apply for grant monies for future projects and to generally support and sustain a Safe Routes to School Program (see call-out box), enhancing children’s ability to walk and bike to school.
- Encourage businesses that promote and support outdoor recreation: As part of an overall plan for central business district revitalization (see the Economic Development chapter), the Village will consider strategies to recruit businesses that support and promote outdoor recreational activities such as biking. This may include equipment rental shops and retail shops.

WHAT IS SAFE ROUTES TO SCHOOL?

Safe Routes to School programs are locally-based initiatives to better enable children to safely walk and bike to school. The National Center for Safe Routes to School is an organization designed to assist communities in developing their own successful Safe Routes programs and strategies. The National Center offers a centralized source of information on how to start and sustain a Safe Routes to School program, case studies of successful programs in other communities, as well as many other resources for training and technical assistance.

Source: National Center for Safe Routes to School

Support Other Transportation Options

The Village should continue to work with the County and other transportation providers to support alternative transportation options, including para-transit for the growing populations of older adults and individuals with disabilities, transportation services for lower income workers. Some programs available at the time this Plan was written include:

- Specialized Transportation Assistance Program for Counties program, which provides funding for transportation services, purchasing services from any public or private organization, subsidizing elderly and disabled passengers for their use of services or use of their own personal vehicles, performing or funding management studies on transportation, training and the purchase of equipment. This program requires a 20% local match in funding.
- Elderly and Disabled Transportation Capital Assistance program. Eligible applicants include private and non-profit organizations, local public bodies that do not have private or public transportation providers available, and local public bodies that are approved providers of transportation services for older adults and individuals with disabilities. The program covers 80% of the cost of eligible equipment.
- Wisconsin Employment Transportation Assistance Program (WETAP). This program supports transportation services to link low-income workers with jobs, training centers and childcare facilities. Applicants must prepare a Regional Job Access Plan that identifies the needs for assistance. Eligible applicants include local governments and non-profit agencies.

Transportation and Community Facilities

Village of Williams Bay Comprehensive Plan

-  Village of Williams Bay
-  Other City/Village Boundaries
-  Town Boundaries
-  Parcels
-  Surface Water
-  Right of Way
- Existing Facilities**
-  Community Facilities
-  Parks & Open Space
-  Lakeshore Walking Path
-  Paved Shoulder
-  Cemetery
-  Village Hall
-  Library
-  Medical Facility
-  Police Station
-  Public Works
-  School
-  Fire Station
-  Water Plant
-  Water Tower
-  Marina
-  Religious Institution
-  Conference Center
-  Off-Street Multi-Use Path
-  On-Street Bike Route *
- Planned Facilities**
-  Highway Expansion (4-Lane)
-  Entryway Corridor Improvements
-  Off-Street Multi-Use Path
-  On-Street Bike Route *
-  Park
-  School

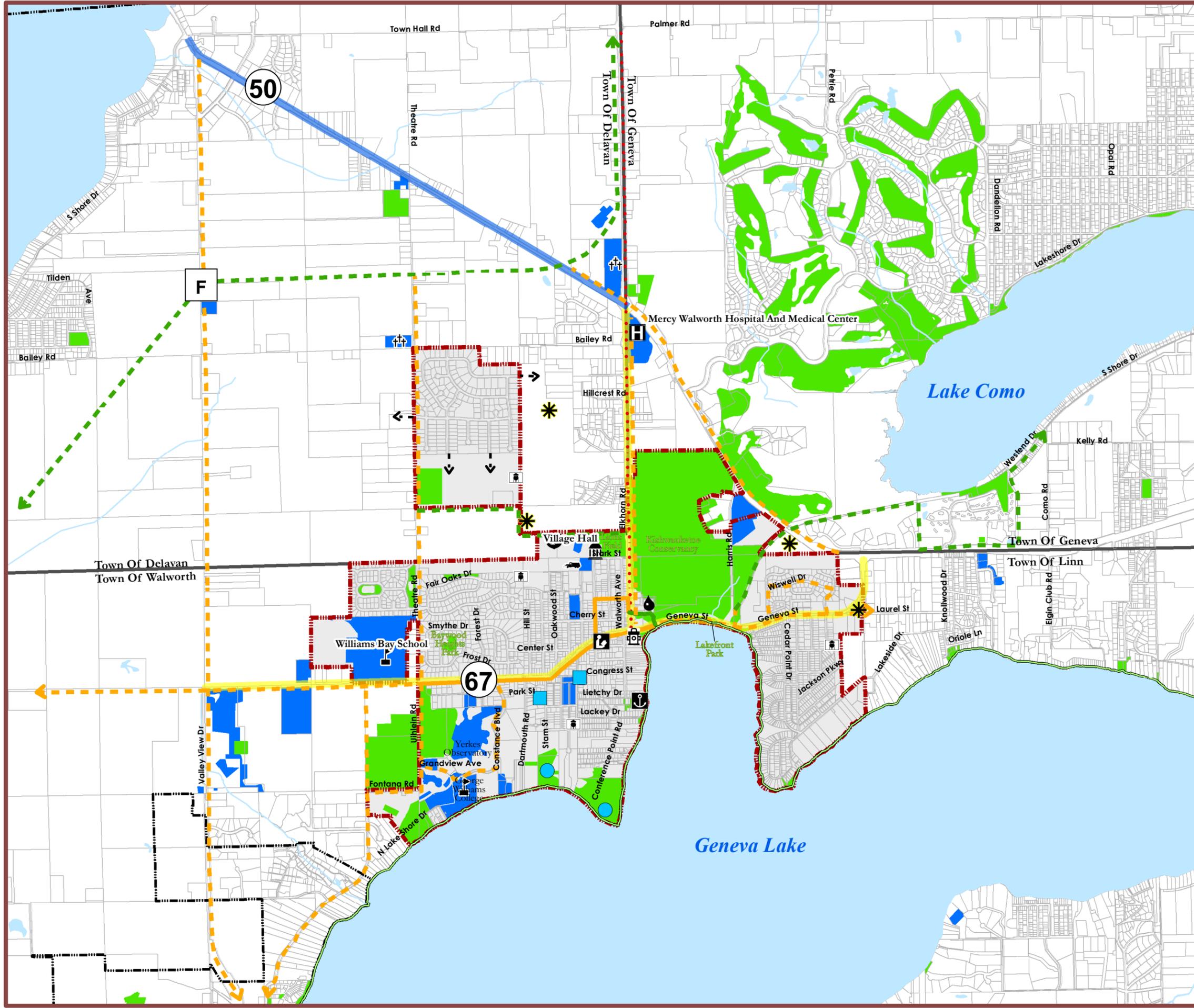
* On-Street Bike Routes may include any of the following: paved shoulders, striped bike lanes, bike route signage, and/or pavement markings.

0.5 Miles

VANDEWALLE & ASSOCIATES INC.
Shaping places, shaping change



Date: April 3, 2023
Source: Walworth Co. LIO;
US DOT; V&A; SEWRPC;
V&A, USDA-NRCS, WI DNR,
WI State Historical Society



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8

UTILITIES AND COMMUNITY FACILITIES



CHAPTER EIGHT: UTILITIES & COMMUNITY FACILITIES

This chapter provides a timetable for the expansion, rehabilitation, and construction of new facilities. This information guides the goals, policies, programs, and recommendations of this chapter. See Appendix A regarding existing utilities and community facilities including location, use, and system capacity.

UTILITIES AND COMMUNITY FACILITIES RECOMMENDATIONS SUMMARY

- Implement the utility and community facility upgrades needed as identified in this Plan.
- Pursue state and federal grants as an approach to upgrade utilities and community facilities.
- Update the Village's Comprehensive Outdoor Recreation Plan and consider simultaneously conducting a Village-wide Bicycle and Pedestrian Plan to become eligible for state and federal grants.
- Explore future opportunities for shared service agreements with neighboring jurisdictions.

Utilities and Community Facilities Goals, Objectives, and Policies

Goal:

1. Provide a cost-effective and efficient system of public utilities and community facilities in the Village, designed to serve the current and future land use pattern.
2. Offer park and recreation facilities that are accessible to all Village residents as well as visitors.

Objectives:

1. Maintain adequate and cost-effective public services and community facilities for Village residents, property owners, and visitors.
2. Plan for the orderly extension of municipal services in the Village and encourage a full utilization of the existing system capacities.
3. Provide a safe and accessible system of park and recreation facilities throughout the community.

Policies:

1. Work with WalCoMet, Walworth County, the School District, neighboring communities, and SEWRPC to ensure wastewater treatment facilities are adequate to meet future and projected needs.
2. Extend water and sewer services only to lands within the designated Village limits that are contiguous to existing served areas and stage utility service expansions in a manner that is consistent with the recommendations of this Plan.
3. Direct urban development in the Village to areas that can be efficiently served with sewer and water by avoiding extension of service to areas of steep slopes or high elevations.
4. Advance efforts to relocate the Village's existing fire station and plan for the thoughtful and appropriate reuse of the existing site.
5. Continue to provide quality school and library facilities and services to meet the needs of all age groups the Village.
6. Ensure that new residential development projects provide adequate land dedication or in-lieu fees for park facilities created by development, and consider updates to the land division ordinance as necessary to ensure the fee reflects the Village's current need for parkland as well as current land costs.
7. Continue to charge impact fees, as appropriate, to help cover the public facility and utility costs of new development.
8. Continue to require all new development in the Village to make provisions for handling storm water.
9. Continue to invest in Kishwaukee Nature Conservancy and explore ways to further capitalize on this significant community asset.
10. Enhance the relationship between the central business district, Kishwaukee Nature Conservancy, and the lakefront.
11. Coordinate park development, use of recreational facilities, and recreation program efforts between the Village, the School District, private institutions, and neighboring municipalities.
12. Update the Village's Park and Open Space Plan every five years to ensure the Village remains eligible to receive state and federal grant money.
13. Ensure the proper ongoing maintenance of existing on-site wastewater treatment systems in the Village, and require all future development in the Village to connect to public sanitary sewer service.
14. Continue to contract with private waste disposal companies to provide reliable solid waste disposal and recycling services.

Utilities and Community Facilities Programs and Recommendations

The utility and community facilities recommendations are intended to serve as a guide for the location and timing of construction and expansion of municipal facilities and services. The Transportation and Community Facilities Map depicts existing and proposed utilities and community facilities.

Continue to Provide High-Quality Park and Recreational Facilities and Programs

As the Village of Williams Bay grows and changes, it will be critical to not lose sight of the important role parks, natural areas, and recreational amenities play in sustaining the Village's character and identity. Park and recreation facilities provide residents with both passive and active recreational opportunities, provide a connection to nature, serve as community focal points, increase surrounding property values, and enhance the overall quality of life. To address this, the Village will consider the following strategies:

- **Maintain and Implement a Park and Open Space Plan:** The Village must continue to plan for adequate numbers, types, and location of future park and recreational facilities to meet the demands of future residents. A Park and Open Space Plan is the cornerstone for park and recreational facilities planning. This document analyzes facilities needs and service demands, proposes recommendations pertaining to upgrades and/or expansion of existing facilities, and evaluates land acquisition for new parks and recreation facilities. In addition, for a local government in Wisconsin to be eligible for Federal and State grant monies, communities are required to prepare a Park and Open Space Plan and update it every five years.
- **Consider Partnerships to Expand Recreational Programming in the Village:** The Village will consider opportunities to collaborate with surrounding communities and the County to provide park and recreational facilities and programs. Collaborative efforts may involve the provision of parkland, park maintenance agreements, programming, and the provision of trails.
- **Remain Open to New Partnerships:** The Village and the Williams Bay Recreation Department will continue to remain open to and in some cases seek out new partnerships with other agencies and organizations to help accomplish its park and recreation goals. Such partnerships can be developed with non-profit organizations, for-profit organizations, and governmental or quasi-governmental agencies, allowing the Village and its partners to pool resources, accomplish goals that might otherwise be unattainable, and achieve mutual benefit. Partnerships can also have the effect of broadening ownership of and increasing public support for park and recreation projects. Partnerships may involve cash donations, access to alternative funding sources, property investments, labor, donation of materials or equipment, sponsorships, and donations of technical and/or management skills.

Related to this, the Village, in cooperation with the School District, future neighborhood associations, and Kishwaukee Nature Conservancy, can continue to coordinate community working/volunteer days to help with park maintenance or the construction of new park amenities, where appropriate. The Village could also coordinate an initiative to get residents involved in designing, raising funds for, and building a unique Village playground, or other park space, potentially close to the central business district.

- **Identify Opportunities for New Parks and Public Gathering Places:** Map 6 shows areas that represent appropriate areas for future parks. These areas should be integrated into non-residential and redevelopment projects as well as new subdivisions. For example, non-residential projects can incorporate public areas that provide a space for employees or shoppers to eat lunch, read, and take a break from working or shopping. These spaces may include paved areas, but can also accommodate some green space. Trees, landscaping, and water features should be incorporated whenever possible. The central business district represents an important target area for these types of amenities. As new development occurs around the periphery of the Village, the Village will continue to ensure the logical siting and development of neighborhood parks, maximizing opportunities for developer land dedications and the strategic collection and expenditure of fees-in-lieu of land dedication, where appropriate. The Village's goal is to provide at least one park within a comfortable walking distance ($\frac{1}{4}$ to $\frac{1}{2}$ mile) of all homes, and to encourage pedestrian access to these parks via sidewalks, trails, or bicycle lanes.



Update Land Dedication Requirements, Park Acquisition Fees, and Park Improvement Fees: Communities around the state charge parkland acquisition and park improvement fees to help pay the capital costs associated with new residential development. At the time this Plan was written, the Village charged parkland acquisition fees, but did not charge fees for park improvements. As part of efforts to update the Village's Park and Open Space Plan, the Village will reevaluate its fee amounts, particularly in light of amendments to state law that have been adopted in recent years, and will consider instituting a park improvement fee in addition to a parkland acquisition fee. At the same time, the Village will also consider changes to its parkland dedication requirements consistent with park fee changes.

- Maintain Greenspace Continuity: The Village of Williams Bay's mature neighborhoods boast beautiful tree-lined streets, adding considerably to the character of the community. Natural vegetation in urban areas helps to provide a sense of continuity between the Village's dedicated parkways, parks, and natural areas, bolsters the community's image, preserves environmental health and wildlife habitat, and leads to energy cost savings (also see the Natural Resources chapter).

Partner with the School District in Future Planning Decisions

The Village will continue to coordinate land use and development decisions with the Williams Bay School District's long-range planning efforts and will consider adding a School District Representative to the Village Plan Commission to facilitate collaboration on planning issues.

Coordinate Future Land Development with Public Utilities

The Village will continue to ensure that all new development in the Village is served by public utilities and services. The sewer service area boundaries surrounding the Village represent those areas that can be most efficiently served with sewer and water. The Village's future growth areas (See Map 5) correspond with the sewer service area or would require sewer service area amendment in certain cases. As described elsewhere in this Plan, the Village intends to work with surrounding communities as necessary to coordinate and guide future urban development into areas adjacent to existing development in the Village. This approach will maximize investments that have already been made in public utilities and result in more compact, higher value commercial and residential uses.

State planning law requires that communities include in their comprehensive plan an approximate timetable that forecasts the need in which to expand or rehabilitate existing utilities and facilities or to create new utilities and facilities. Figure 8.2 outlines the Village's utility and community facilities.

Water and Sewer Utilities: Current System Overview and Future Replacement Plan

Water Utilities System Overview

The Village of Williams Bay water system consists of 3 wells, a water treatment facility plant with dual clearwell storage tanks, 4 elevated storage tanks, and over 30 miles of water mains divided into 2 pressure zones. This system provides approximately 0.33 million of gallons per day (MGD) of water on an average day to nearly 3,000 residents: this increases to nearly 0.65 MGD during the summer. The water treatment plant is located along Elkhorn Road approximately 800 feet north of Geneva Street: the plant was originally constructed in 1930. Additions and modifications were made in the facility in 1951, 1984, and 1986. The treatment plant utilizes lime and alum for treatment of the raw water. The Village's water distribution system contains more than 30 miles of water mains. The oldest mains of 76,313 ft dates to 1920-1940, 36,937 ft to 1941-1960.

Water Utilities Planned Upgrades and Improvements Phase 1 and Phase 2

Phase 1 2023 – 2030

- Optimize Corrosion Control /Chlorination Improvements
- Well 2 pump replacement
- Well 3 inspections and upgrades
- Reactor cleaning painting and Permitting
- Lower and Upper Loch Vista water main replacement
- STH 67 Water main replacement
- Water tower replacement. Add a new 0.50 MG tank and remove the Collie Street, Potawatomi Road, and Olive Street smaller tanks due to significant maintenance requirements.



- Water plant improvements: Add ammonia treatment and replace the service pumps
- Water plant improvements: Increase the capacity with a second lime reactor, additional filtration, and clearwell storage.
- Future street improvements. Water main relay. Pending approval of street capital improvement plan.
- The projected cost for Phase 1 is approximately \$ 11.5 million dollars. The Village secured financing for \$5.8 million dollars as per late 2022.
- The upgrades and expansion will increase pumping capacity by 400 gallons per minute and serve an additional 2,100 people.

Phase 2 2031- 2040+

- Replace 30 miles of watermains and approximately 297 fire hydrants.

Sewer Utilities System Overview

The Village Sewer collection system includes approximately 27 miles of sewer pipe, 3 miles of force main, approximately 640 manholes and 8 lift stations. All wastewater from the Village flows to Walworth County Metropolitan Sewerage District (WalCoMet) for treatment. The Village lift stations are monitored via a central computer at the Village's water treatment plant. Lift stations No 1, No 2, No 3 and No 5 still use the original structure and are greater than 50 years old. Lift station No 4 was completely upgraded in the late 1980's, Lift station No 6 was constructed in the 1990's Lift station No 7 was constructed in 2005 and No 8 in 2006 as part of Bailey Estates. The older lift stations need electrical upgrades. Lift station No 3 (Harris Road) has capacity issues when heavier than normal precipitation events, or spring snow melts occur.

Sewer Utilities Planned Upgrades and Improvements Phase 1 and Phase 2

Phase 1 2023-2025

- STH 67 Sanitary Sewer Improvements associated with WDOT Construction
- Harris Road lift station No 3 Planning/design and construction.
- Sanitary Sewer replacement and Sewer line lining associated with upgrades and sewer line leaks. Includes future streets installations.
- The projected cost for Phase 1 is approximately \$ 3.6 million dollars. The Village secured financing for \$2.8 million dollars as per late 2022.

Phase 2 2026-2030

- Remodel Lift stations No 1,2,4,5,6,7 and 8. Upgrade capacity as development warrants.

Figure 8.2: Utilities and Community Facilities Inventory

Utility or Facility	Timetable for Improvements	Description of Improvements
Solid Waste and Recycling Services	Ongoing	Continue to renew contracts for solid waste and recycling collection services, when applicable.
Stormwater Management	Ongoing	Work with developers to establish/maintain adequate stormwater management facilities per Village ordinances.
	2023-2024	Consider amendments to the stormwater management ordinance to better account for smaller-scale redevelopment projects (also see Natural Resources chapter).
Municipal Building	2028-2033	Consider constructing a new building to house Village departments. A possibility, but not forgone conclusion, would be to allow police department expansion into the entire existing municipal building.
Public Works	2023-2033	As budgets allow, consider the need/opportunities for hiring additional personnel.
	Annual updates	Utilize a 5-year capital improvement program to plan for street maintenance and upgrades over the planning period.
Police Station	2028-2033	Evaluate space needs and consider expanding the police department into the entire municipal building, moving other municipal departments to another building, or other possibilities such as moving the police department into a new fire station.
Fire Department and EMS services	2023-2028	Advance efforts to relocate the Village's existing fire station.
Medical Facilities	--	Medical services and facilities are expected to meet demand through the planning period and will be handled through private parties.
Schools	Ongoing	Continue to work with George Williams College to understand the institutions long-term facility needs and to collaborate and coordinate where appropriate.
Park and Recreation Facilities	2023 and every 5 years after	Maintain an up-to-date Park and Open Space Plan. Integrate plans for trails and bike/pedestrian facilities into the Park and Open Space Plan and/or prepare a separate bike and pedestrian plan.
	2023	Consider adopting a park improvement fee under the subdivision ordinance.
	Ongoing	Continue to site new parks in general accordance with the recommendations shown on Map 6.
On-Site Wastewater Treatment (Septic) Systems	Ongoing	Do not allow additional systems for new development in the Village. All new development in the Village and its Sewer Service Area should be served by municipal sewer and water.
Telecommunications	Ongoing	Consider opportunities to work with private entities to provide efficient and reliable telecommunications services.
Power Plants/ Transmission Lines	Ongoing	Continue to work with the American Transmission Company on issues related to the location or upgrade of transmission lines or power substations in and near the Village. Where feasible, consider opportunities to bury overhead power lines.
Child Care Facilities	--	Child care services and facilities are expected to meet demand through the planning period and will be handled through private parties.

9

ECONOMIC DEVELOPMENT



CHAPTER NINE: ECONOMIC DEVELOPMENT

This chapter includes the goals, policies, and programs to promote the retention, stabilization, and expansion of the economic base in the Village of Williams Bay. See Appendix A for an assessment of the Village's economic base, strengths and weaknesses, and an inventory of environmentally contaminated sites in the Village.

ECONOMIC DEVELOPMENT RECOMMENDATIONS SUMMARY

- Develop and implement a downtown revitalization strategy and plan.
- Collaborate with regional, state, and federal economic development initiatives and leverage grant and stimulus money to foster implementation.
- Continue to enforce high-quality designs for multi-family, mixed-use, and commercial development projects.
- Work with local businesses and institutional uses to promote tourism and economic growth.
- Promote the retirement industry as an economic development strategy.

Economic Development Goals, Objectives, and Policies

Goal:

1. Strengthen and diversify the job base and tax base by capitalizing on Williams Bay's unique assets and opportunities.
2. Promote appropriate economic development that complements and helps support the Village's predominately residential character, relates to the Village's focus on outdoor recreation and education, helps serve the daily needs of residents, and enhances the Village as a desirable place to live and visit.

Objectives:

1. Revitalize the downtown as a commercial, civic, and social center for the Village.
2. Plan for an adequate amount of land to accommodate future commercial development that is consistent with the Village's desired character.
3. Develop a comprehensive strategy for economic development in Williams Bay.

Policies:

1. Discourage unplanned, strip commercial development. Instead, encourage new retail and commercial service opportunities in concentrated, planned areas serving the community.
2. Support proposals that provide a range of commercial opportunities while still considering the importance of preserving the Village's predominately residential character, existing locally owned businesses, and the central business district.
3. Incorporate standards for commercial buildings and site design into the zoning ordinance. Amend exterior lighting, signage, and landscaping ordinances as necessary to preserve the character of the Village.
4. Consider establishing appropriate mechanisms for actively advancing and managing economic development, such as the formation of a community development authority and the use of tax increment financing and other economic development tools.
5. Promote a vital and healthy downtown by encouraging mixed use redevelopment, enhancements of existing buildings, reuse of vacant and underused buildings and sites, expanded downtown activities, and Village involvement, including implementation of public improvement and streetscaping plans, and by enhancing connections between the downtown, the lakefront, Kishwauketoe Nature Conservancy, and surrounding neighborhoods.
6. As part of a comprehensive economic development strategy, identify a specific image or brand for the community that can be used to market Williams Bay as a good place to do business.
7. Carefully consider and plan for the desired future use of redevelopment/reuse sites in the Village, such as central business district properties, former elementary school site, corner of Geneva and Walworth Ave, extraction sites, former golf course and institutional camps.
8. Work with existing businesses to support their ability to thrive and grow.



Economic Development Programs and Recommendations

This section of the Comprehensive Plan is intended to serve as a guide to carry out and build upon the goals, objectives, and policies for economic development. The Village intends to pursue the following strategies and initiatives as part of a broader economic positioning strategy for the Village.

Consider Pursuing a Comprehensive Economic Development Strategy

To advance economic development in Williams Bay, the Village understands the importance of investing time and resources into a more proactive and assertive economic development strategy. This may involve passing ordinances and establishing guidelines to better guide the appearance of development, utilizing tools such as TIF to help advance significant development projects, developing a marketing branding strategy for the community, developing business recruitment and retention programs; writing requests for proposals for development of sites; answering inquiries; executing developer agreements; administering, staffing, and funding incentive programs; and, in some cases, helping to assemble properties. Approaches the Village will explore as part of this effort include:

- Enlisting the help of an outside consultant to assist in developing a comprehensive economic development strategy/plan and to assist in advancing key economic development initiatives, as appropriate.
- Establishing a project management team to manage economic development activities. The team could include representation from Village administration, public works, and building inspection, and may also include a financial consultant, planning consultant, and/or an economic development consultant. Responsibilities of the project management team may include the following, as needed:
 - Initiating amendments to the municipal code, conducting technical reviews of development projects.
 - Developing and distributing marketing materials, directing developer recruitment, preparing requests for proposals, and fielding inquiries from potential developers.
 - Preparing development agreements and documents for the sale or acquisition of property.
 - Managing the design, bidding, and construction of public improvements such as street, utility, and storm water upgrades.
 - Monitor construction of private developments to ensure compliance with approved site plans, building plans, and development agreements.
 - Provide TIF management, including advising on long-term debt financing, execution of borrowings, evaluation of financial soundness, evaluation of business plans, and evaluation of the tax increment impacts of projects seeking development assistance or requiring public improvements.
 - Provide reports to the Village Board regarding meeting held with potential developers.
- Establishing tax incremental financing (TIF) districts to put the Village in a stronger position when working with developers and business owners, and will allow the Village to compete for types of development projects that might not otherwise be possible without the use of TIF. When considering the use of TIF, the Village should emphasize projects that generally meet the following criteria:
 - Construction exceeds a pre-established minimum value per square foot.
 - Development complements other Williams Bay businesses and developments and makes the area more attractive for future business investment or redevelopment.
 - The project clearly advances or jump-starts the Village's economic development direction.
 - The project would be financially infeasible without TIF.
 - For redevelopment projects, TIF is necessary to make project costs comparable to those associated with doing a similar project on a clear or clean site under similar market conditions.
 - The project is guaranteed to support itself by generating enough new tax increments to service any incurred debt.

- For redevelopment projects, the project has the ability to remove or prevent blight.
- Site planning and building design works with the topography, includes innovative storm water management practices, features enhanced landscaping and on-site open space, is designed to promote pedestrian access, and meets or exceeds any applicable community architectural and site planning standards.
- The project will help retain existing businesses or attract new businesses from outside of the community.
- Seeking grants/funding opportunities to help pay for economic development initiatives. Such opportunities are available through a variety of state and federal agencies and programs and can help fund public improvements, streetscape enhancements, and various redevelopment implementation projects

Develop a Detailed Downtown Plan

As part of this planning process, the Village has identified revitalization of its central business district as one of its top priorities. Williams Bay's downtown is currently home to a mix of uses, with potential to be a walkable and vibrant downtown area where residents come to gather, shop, and visit. This Plan recommends the preparation of a downtown master plan. A downtown master plan will assure the desired character is maintained, appropriate uses and strategies for redevelopment of key sites are identified, historically and architecturally significant buildings are preserved, and tools to promote redevelopment (e.g., TIF districts, zoning district amendments) are explored and implemented.

Promoting investment in established central business districts typically requires a concerted and proactive effort on the part of the community, as it is characterized by unique challenges and issues that are not as apparent when dealing with fringe development on previously undeveloped lands. For the purposes of this discussion, the Village intends not to overlook the importance of areas that immediately surround the core of the central business district, including the abutting residential neighborhoods (central neighborhoods), the Kishwaukee Nature Conservancy, and the lakefront.

In addition to the general economic development strategies outlined above, the Village will consider the following strategies for promoting the revitalization of Williams Bay's central business district.

- Consider opportunities to establish more discernable physical and psychological connections between the central business district, the Kishwaukee Nature Conservancy, and the lakefront: The lakefront and the Kishwaukee Nature Conservancy are two significant assets that make the Village of Williams Bay unique. They are, in a very real sense, vital components of the central business district, representing the heart of the community and the values of the people who live and spend time in the Village. Although Lakefront Park and the Kishwaukee Nature Conservancy are located directly adjacent to the Village's central business district, the Village has yet to truly capitalize on what these assets can contribute to the revitalization of the central business district. As part of an overall effort to revitalize the central business district, the Village will seek out opportunities to enhance interconnections between the central business district, central neighborhoods, Lakefront Park, and the Kishwaukee Nature Conservancy. Such an effort may include the establishment of safe bike and pedestrian connections, streetscape/public improvements and architectural standards that help to visually connect and unify these areas, use of directional signage, and efforts to attract businesses that emphasize and support the character of the central business district.

WHAT IS THE WISCONSIN MAIN STREET PROGRAM?

The Main Street Program is a comprehensive revitalization program designed to promote the historic and economic redevelopment of downtowns in Wisconsin. The program was established in 1987, and each year the Department of Commerce selects communities to join the program. Main Street communities receive technical support and training needed to restore their main streets to centers of community activity and commerce. The program focuses on the historic character of downtowns while pursuing traditional development strategies such as marketing, business recruitment and retention, real estate development, market analysis, and public improvements. More specifically, the program is based around four elements:

- ⇒ **Organization:** involves building a main street framework in which everyone in the community works together to renew its downtown.
- ⇒ **Design:** involves enhancing the attractiveness of the downtown, including historic building rehabilitation, street and alley clean-ups, colorful banners, landscaping, and lighting.
- ⇒ **Economic Restructuring:** involves analyzing current market forces to develop long-term solutions (e.g., recruiting new businesses, creatively converting unused space for new uses, and sharpening the competitiveness of the downtown's traditional merchants).
- ⇒ **Promotion:** creates excitement surround the downtown. Promotion involves marketing an enticing image to shoppers, investors, and visitors.

Source: Wisconsin Department of Commerce

- Consider the following rehabilitation and redevelopment principles be considered in the downtown master planning effort:
 - Facilitate and support infill and redevelopment within the downtown, particularly of multi-family, mixed use commercial and residential, public spaces, community-serving retail, restaurants, and destinations.
 - Renovate and restore historic buildings. Encourage adaptive reuse of historic buildings.
 - Enhance public space and encourage walkability through streetscaping features such as benches, attractive lighting, landscaping, public art, and more.
 - Encourage landscaping (trees, plants, berms) in private parking lots and other paved areas.
 - Strategically acquire property to facilitate redevelopment consistent with the plan.

Encourage Entrepreneurial Efforts

One way to advance a vital economy is by taking steps to encourage local entrepreneurship and fostering new businesses started by area residents or the growth of existing local businesses. Entrepreneurs are defined by their ability to create new products, services, or methods of production to meet local needs. Entrepreneurship can take many forms, ranging from the part-time home occupation to the start-up businesses that grow into firms that require their own facilities and employees. The following approaches are advised to foster greater entrepreneurial activity in Williams Bay.

- Ensuring reasonable standards for home occupations that allow home-based businesses to start and flourish, without negatively affecting the neighborhood environment. Once a business grows beyond a home-based business status, it should move on to a space in a district zoned for business use.
- Bringing together networks of individuals and agencies that can provide training and funding assistance. The Village can be a key player in connecting prospective business owners with training and funding. Numerous County, Regional, State and Federal programs, agencies, and private organizations exist to provide would-be entrepreneurs with information and financial assistance on an array of issues including training, grants, and on research on specific products and services. The Village could also consider partnering with George Williams College in this effort to take advantage of the school's business leadership program.
- The Village's existing local businesses represent significant economic assets that should not be overlooked. It is far easier to retain established businesses and industries than to recruit new ones. The Village intends to work in collaboration with local business owners and the Williams Bay Business Association to research, identify, and address obstacles to local business development and to do more to facilitate and encourage the growth of such businesses, either at existing or larger sites in Williams Bay. This will be a particularly important strategy for advancing the revitalization of the central business district.



Establish and Enforce High-Quality Design Standards

To ensure the development of non-residential and mixed-use projects that complement the character and enhance the image of Williams Bay, the Village will consider adopting high-quality design standards for all new development and redevelopment projects in the Village. The Village will review its ordinance and consider including the following design standards. The Village may consider a unique set of design standards for development within the central business district.

- Establish common driveways serving more than one commercial use, wherever possible.
- Require high quality landscaping treatment of bufferyards, street frontages, paved areas, and building foundations.
- Require street trees along all public street frontages.
- Orient intensive activity areas such as building entrances, service and loading areas, parking lots, and trash receptacle storage areas away from less intensive land uses.
- Heavily landscape parking lots with perimeter landscaping and/or landscaped islands, along with screening to block views from streets and residential uses.
- Orient parking to the sides and rear of buildings, where appropriate, rather than having all parking in the front.
- Require and enforce high-quality signage that is not excessive in height or total square footage.
- Orient loading docks, dumpsters, mechanical equipment, and outdoor storage areas behind buildings and away from less intensive land uses.
- Require the complete screening of loading docks, dumpsters, mechanical equipment, and outdoor storage areas through use of landscaping, walls, and architectural features.
- Require safe, convenient, and separated pedestrian and bicycle access to the site, from the parking areas to the buildings, and to adjacent commercial developments.
- Require site design features that allow pedestrians to walk parallel to moving cars.
- Require the use of cut-off fixtures that keep illumination from lighting on site.
- Require use of high-quality building materials, such as brick, wood, stone, and tinted masonry.
- Require features such as canopies, awnings, trellises, bays, and windows to add visual interest to facades.
- Require variations in building height and roof lines, including parapets, multi-planed and pitched roofs, and staggered building facades (variations in wall-depth or direction).
- Require all building facades to contain architectural details of similar quality to the front building façade.
- Require central features that add to community character, such as patios and benches.
- Avoid linear, “strip commercial” development patterns within multi-occupant development projects. Buildings should instead be arranged and grouped so that their orientation complements adjacent, existing development; frames adjacent street intersections and parking lots; features pedestrian and/or vehicle access ways and spaces; and properly considers the arrangement of parking lots, gathering spaces, and other site amenities.
- Design parking and circulation areas so that vehicles are able to move from one area of the site to another (and from one site to the adjacent site) without re-entering a street.
- Discourage the use of franchise architecture and the use of bold colors and materials that do not reflect the character of Williams Bay.

Work with Local Businesses and Institutional Uses to Promote Tourism and Economic Growth

Some of the Village’s most important economic assets are its existing local businesses. It is generally easier to retain established businesses and industries than to recruit new ones, and most employment growth in any community occurs through existing business expansion. The Village will continue to actively facilitate and encourage the appropriate growth of existing Williams Bay businesses, either at existing or larger sites in the community. In the context of a broader economic development initiative, described elsewhere in this chapter, the Village may also work in collaboration with local business owners to research, identify, and address obstacles to local business development and to develop future economic development strategies and the marketing of the Village for new business. Additionally, the Village could continue to support and pursue partnerships with the community’s unique institutions including the Yerkes Future Foundation, George Williams College, and Women’s Leadership Center. Visitors of these institutions can supplement seasonal population loss by supplying more year-round customers to support local businesses.

Promote the Retirement Industry as an Economic Development Strategy

An increasing number of Williams Bay's seasonal and permanent residents are reaching the age of retirement. This fact poses certain challenges and opportunities. As the Village's population ages, it becomes increasingly difficult to attract young families and maintain a healthy enrollment within the school district. Alternatively, the Village is faced with an opportunity to leverage its growing retiree demographic by growing the local "retirement industry." These individuals are attracted to communities with quality health care, numerous cultural activities and amenities, recreational opportunities, multi-modal transportation options, and safe neighborhoods.

Attracting retirees provides benefits for community and the local economy, including:

- Boosting the local economy and increasing the local tax base.
- Amplifying the overall number of volunteers and contributors to local charitable organizations.
- Creating a demand for local goods, services, and recreational activities through retiree spending.
- Spurring general population growth by an influx of retirees, as the amenities that attract retirees also attract non-elderly individuals seeking employment and cultural amenities.

By planning for this demographic and social shift in the region, Williams Bay will be prepared to meet the needs and interests of this diverse generation. Public strategies could be employed to create additional housing in the community, enhance and develop cultural amenities, and advance retirement friendly employment and mentoring opportunities. Additionally, the Village will encourage and promote private sector efforts to rethink traditional workplace policies to ensure open and flexible arrangements. Overall, in order to maintain and enhance the Village's attractiveness to the aging community, it is recommended that the Village work to increase the number of facilities that provide this demographic with recreational, health care, housing, and other related services and opportunities.



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10

INTERGOVERNMENTAL COOPERATION



CHAPTER TEN: INTERGOVERNMENTAL COOPERATION

This chapter is focused on “intergovernmental cooperation,” defined as any formal or informal arrangement by which officials of two or more jurisdictions communicate visions and coordinate plans, policies, and programs to address and resolve issues related to land use, transportation, natural resources, services, or other issues of mutual interest. In a state with over 2,500 units of government and a movement towards greater efficiency, it is becoming increasingly important to coordinate decisions that affect neighboring communities and overlapping jurisdictions. This chapter is intended to promote consistency between this Plan and plans for neighboring jurisdictions. All regional context and existing plans related to neighboring and overlapping jurisdictions can be found in Appendix A.

INTERGOVERNMENTAL COOPERATION RECOMMENDATIONS SUMMARY

- Attempt to harmonize Village plans, town plans, and County plans, while protecting Village interests.
- Continue to maintain existing shared services agreements and explore new opportunities for additional shared service agreements with neighboring communities.

Intergovernmental Cooperation Goals, Objectives, and Policies

Goal:

1. Foster and maintain mutually beneficial relationships with surrounding jurisdictions.

Objectives:

1. Work with surrounding towns, and the County to encourage an orderly, efficient land use pattern in and around the Village to advance Village interests.
2. Engage in and nurture intergovernmental communication and delivery of services to best satisfy community needs.
3. Work with surrounding communities and the County to preserve regional natural and agricultural resources.
4. Recognize the potential benefits of the each of the four types of extraterritorial powers provided to villages by state statutes: extraterritorial planning, extraterritorial land division, extraterritorial official mapping, and extraterritorial zoning. Consider the application of each of these powers as appropriate to forward Village interests within a multi-jurisdictional context.

Policies:

1. Consider new opportunities to share costs for essential services with other units of government.
2. Provide a copy of this Plan to all surrounding local governments and districts, and continue to involve and update them on future changes to the Plan.
3. Work to resolve differences between the Village of Williams Bay Comprehensive Plan and the plans, policies, and ordinances of adjacent communities.
4. Continue to cooperate with other units of government on issues related to land use, natural resources, recreation, transportation facilities, economic development, and other systems that are under shared authority or that cross governmental boundaries.
5. Pursue boundary agreements with adjacent towns where needed to forward Village interests and to create a more predictable future near the Village’s edges and reduce the need for the Village to exercise its extraterritorial powers.
6. Share capital improvement plans with nearby communities and the Williams Bay School District to identify the potential for coordinating projects (e.g., parks), then coordinate bidding and construction of major infrastructure projects for improved efficiency.
7. Partner with the Williams Bay School District where appropriate to improve educational achievement, promote Williams Bay schools, and plan for long term future facility needs.

Intergovernmental Cooperation Programs and Recommendations

Intergovernmental communication, coordination, and cooperation are critical in implementing many of the recommendations in this Plan. This section builds off the policies listed above, setting forth recommendations for enhanced relations with adjacent and overlapping jurisdictions. It focuses in are sans relationships that are not described extensively in other chapters of this Plan, and where potential future conflicts may be the greatest without concerted future action.

Continue Extraterritorial Land Division Review

Under Wisconsin Statutes, villages are granted the authority to plan for and influence development in unincorporated areas that are beyond their municipal limits but are reasonably related to the village's future growth. These areas are referred to as the village's "extraterritorial jurisdiction" (ETJ). Under State statutes, William's Bay's ETJ extends 1½ miles from the Village limits, except where it adjoins the ETJ of other nearby villages and cities (see the ETJ boundaries depicted on Map 1).

For lands within its ETJ, the Village has the authority to prepare land use plans. To help enforce these plans, the Village has the ability to review, approve, or deny land division proposals for such areas. The Village's Land Division Ordinance currently requires review of extraterritorial land divisions; however, it does not have provisions regulating density in the Village's ETJ.

In an effort to promote farmland and natural resource preservation and ensure that long-range Village plans are not compromised, the Village includes clear density standards for land divisions (CSMs) and subdivisions (plats) within its 1½ mile extraterritorial jurisdiction. For areas on Map 5 that are located outside the Village's boundaries, within the ETJ, and designated as Agriculture/Rural the Village intends to establish a maximum density standard of 1 dwelling per 35 acres, with required lots sizes between 1 acre and 100,000 square feet, so as to preserve agricultural lands and natural features. The Village also intends to enforce the same requirements in areas designated on Map 5 for future Village growth, until such time as utilities can be extended to the area and the land is annexed to the Village. This will ensure that these areas remain available for Village growth in the future.

Consider Intergovernmental Agreements with Adjacent Towns

Under Wisconsin Law, there are two main formats for intergovernmental agreements under Wisconsin Statutes. The first is available under Section 66.0301, which allows any two or more communities to agree to cooperate for the purpose of furnishing services or the joint exercise of any power or duty authorized under State law. While this is the most commonly used approach, a "66.0301" agreement is limited by the restriction that the municipalities must be able to exercise co-equal powers. So, for example, attorneys sometimes do not recommend this agreement format when future municipal boundary changes are involved, because cities and towns do not have co-equal powers with request to annexation.

Another format for an intergovernmental agreement is a "cooperative (boundary) plan" under Section 66.0307 of the Wisconsin Statutes. This approach is more labor intensive and ultimately requires State approval of the agreement, but the "66.0301" approach does not have some of the limitations of the "66.0301" agreement format.

An increasingly common approach is for communities to first enter into a "66.0301" intergovernmental agreement, which in part directs the communities to then prepare a "66.0307" cooperative plan covering issues such as boundary changes.

Intergovernmental agreements are typically executed after a year or more of meetings, research, negotiations, writing, and legal review, and typically address the following issues. The Village will remain open to establishing such agreements on mutually beneficial terms with all surrounding towns. Specific issues often addressed in intergovernmental agreements include municipal boundaries, exercise of extraterritorial rights, rural development, sanitary sewer and water provision, road and public facilities management, development design standards, and even revenue sharing. Agreements may be pursued to address all or more of the following issues:

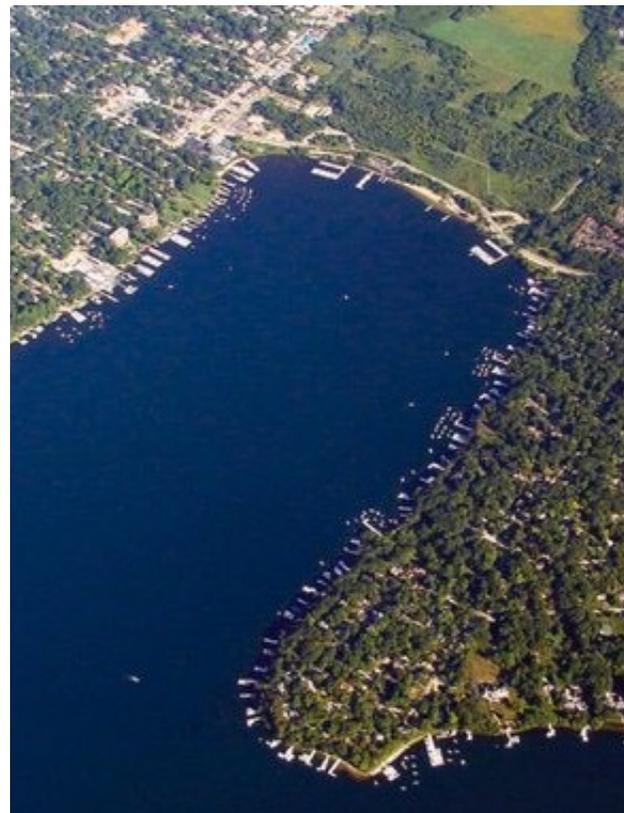
- **Municipal Boundary Changes:** Intergovernmental agreements most frequently cover where annexations will be jointly supported by both communities, based on mutually agreed community growth and economic development goals. The agreement will usually suggest limits to long-term annexation, generally in exchange for some compromises from the town. Such compromises may include the town's agreement to limit town development in the possible future annexation area and to undergo boundary adjustments to bring town islands and peninsulas into the corporate limits.
- **Utility Service Area Boundaries:** Some intergovernmental agreements include provisions that define where public sewer and/or water services may be extended and where they may not. These areas define where fairly intensive urban (publicly sewer) growth may occur in the future, but may also include existing rural development areas that might require sewer. Some agreements include provisions that do not allow further intensive development with on-site waste treatment systems in such designated utility service areas.
- **Transportation and Road Maintenance:** An agreement between the Village and Town could address road jurisdiction, maintenance, and upgrades that are important to the economic future and quality of life in the area.

- **Future Land Use Recommendations:** Frequently, intergovernmental agreements establish mutually agreeable future land uses or development densities in areas that concern both communities. Some agreements also include provisions that the communities must amend their comprehensive plans to be consistent with the future land use recommendations negotiated in the agreement, or that they do not amend their comprehensive plans in a manner that would be inconsistent with the agreement. Such provisions are particularly effective for limiting the division and development of lands mutually identified for farmland or open space preservation. Agreement Terms: Intergovernmental agreements specify the length of time that it is applicable to the agreement. Twenty years is a typical timeframe, as this corresponds with comprehensive plan time horizons. Occasionally, agreements have provisions for automatic extensions if neither party decides to withdraw. Most agreements also include provisions for periodic review and possible amendments if both parties agree. This keeps the agreement fresh in people’s minds and allows adaptability as conditions change.

Prepare Amendments to the Village’s Extraterritorial Zoning Ordinance

Pursuant to section 62.23(7)(a), Wisconsin Statutes, the Village of Williams Bay adopted an Extraterritorial Zoning Ordinance with the Town of Geneva. The Village intends to continue to exercise extraterritorial zoning authority within the Village extraterritorial zoning jurisdiction (ETZ), in cooperation with the Town. However, recent Wisconsin court cases have established that a zoning ordinance that does not permit any land uses by right (i.e., all uses require a conditional use permit or PUD zoning) can legally be found to be unconstitutional. As it is currently written, 13 of the 25 districts in the Village’s Extraterritorial Zoning Ordinance do not have any permitted-by-right uses. These include the following:

- A-4, ETZ Agricultural-Related Manufacturing, Warehousing, and Marketing District
- A-5, ETZ Agricultural-Rural Residential District
- C-1, ETZ Conservation District
- C-2, ETZ Upland Resource Conservation District
- P-1, ETZ Recreational Park District
- P-2, ETZ Institutional Park District
- R-4, ETZ Multiple Family Residence District
- B-1, ETZ Local Business District
- B-2, ETZ General Business District
- B-3, ETZ Waterfront Business District
- B-4, ETZ Highway Business District
- B-5, ETZ Planned Commercial Recreation Business District
- M-1, ETZ Industrial District



To address this issue, the Village intends to work with the Town to amend its Extraterritorial Zoning Ordinance to ensure a reasonable list of uses permitted by right are available in each of the ETZ zoning districts. This will protect both land owner interests and uphold the constitutionality of the Village’s Extraterritorial Zoning Ordinance.

Remain Involved in Regional Initiatives including a Regional Open Space Preservation Initiative

The Village of Williams Bay places great emphasis on the value of its natural resources and scenic beauty. With exceptional foresight, the Village has already preserved the 230-acre Kishwauketoe Nature Conservancy, located at the heart of the Village. Now, in cooperation with nearby municipalities, the County, and other regional partners, the Village has an opportunity to help advance a regional open space preservation initiative to ensure that the beauty of the area surrounding Geneva Lake is sustained in perpetuity. Such an effort should focus on preserving natural areas, productive farmlands, and open space corridors that link these areas.

11

IMPLEMENTATION



CHAPTER ELEVEN: IMPLEMENTATION

The Village will realize its Plan goals through a coordinated, continuous program of Plan implementation, evaluation, and updates. This final chapter and Appendix A are intended to provide a roadmap for these implementation actions by identifying priority programs and actions, as well as describing how this Plan is used, monitored, and updated to maintain its relevance to the Village. It includes a compilation of programs and specific actions to be completed in a stated sequence, as required under Wisconsin Statutes.

Implementation Programs and Initiatives

Specific steps are advised to transition this Plan from concept to reality. Figure 11.1 provides a summary list of action items, their timeline for completion, and potential partners that could assist the Village in implementing this Plan. Often, such actions will require substantial cooperation with the County, surrounding local governments, local and regional organizations, and local property owners. In addition, the various chapters of this Plan identify non-Village funding opportunities that may be pursued to accomplish many of these recommendations.

Implementation actions related to utilities and community facilities have been summarized and prioritized in Table 8.2 in the Utilities and Community Facilities chapter.

The table four columns of information, described as follows:

- **Topic:** The first column identifies the chapter of this Comprehensive Plan, where additional information regarding the recommendation may be found or more generally describes the overarching category in which the Action Item falls under.
- **Action Item:** The second column lists the actual steps, strategies, and actions recommended to implement key aspects of the Plan.
- **Potential Partners:** The third column lists Village boards and committees or other groups who would be a great partner in the pursuit of accomplishing that Action Item.
- **Implementation Timeframe:** The fifth column responds to the comprehensive planning statute, which requires implementation actions to be listed in a “stated sequence”. The suggested timeframe for the completion of each Action Item reflects the priority associated with it. Each timeframe is defined as follows:
 - Ongoing means that the Action Item has been addressed at some point, but it is still a priority. Ongoing status is very likely for Action Items that were previously identified in past Comprehensive Plans or have been long established objectives of the community. These Action Items should be continuously reevaluated to make sure that progress is being made.
 - Short means that the Action Item should be pursued over the next 5 years, following the adoption date of this Plan.
 - Medium means that the Action Item should be pursued over the next 10 years, following the adoption date of this Plan.
 - Long means that the Action Item should be pursued 10 years and beyond, following the adoption date of this Plan.



Figure 11.1: Implementation Strategies Timetable

Topic	Action Item	Potential Partners	Timeframe
Cultural Resources	Support community events and festivals to increase tourism and provide additional recreational offerings to residents.	Local organizations	Ongoing
Cultural Resources	Nominate structures for placement on State and National Registers of Historic Places.	Village Board	Ongoing
Utilities and Community Facilities	Utilize a Village Capital Improvements Program (CIP).	Village Board	Ongoing
Utilities and Community Facilities	Upgrade community facilities and utilities as listed in the respective chapter.	Village Board	Ongoing
Housing	Actively recruit new home builders and residential developers to the Village.	Village Board	Ongoing
Land Use	Exercise Extraterritorial Jurisdictional review with proposed development or CSMs within the Village's ETJ.	Plan Commission and Village Board	Ongoing
Land Use	Conduct annual training on planning and zoning issues with the Plan Commission, Village Board, and Board of Zoning Appeals members.	Village staff	Ongoing
Implementation	Create an annual review process for the Comprehensive Plan and Implementation Action Items.	Plan Commission and Village Board	Ongoing
Utilities and Community Facilities	Leverage potential state and federal COVID-19 response stimulus money to advance all implementation programs.	Village Board	Short
Land Use and Natural Resources	Amend the Village's zoning and subdivision code as necessary to implement the recommendations of this Comprehensive Plan.	Plan Commission and Village Board	Short
Utilities and Community Facilities	Update the Village Park and Open Space Plan.	Plan Commission and Village Board	Short
Transportation	Develop and implement a Bicycle and Pedestrian Plan.	Plan Commission and Village Board	Short
Economic Development	Develop a marketing and community image building strategy that builds on area assets to attract new residents and tourists.	Local organizations, Walworth County, other neighboring communities	Short
Natural Resources	Support the development of an awareness and education campaign to provide Village residents with increased knowledge and understanding of water saving technology, renewable energy opportunities, and stormwater management best practices.	Walworth county, neighboring communities, School District	Ongoing
Intergovernmental Cooperation	Participate in updates of the Walworth County Land and Water Resource Management Plan, Walworth County Farmland Preservation Plan, Walworth County Natural Hazard Mitigation Plan, Walworth County Park and Open Space Plan, and Walworth County Multi-Jurisdictional Comprehensive Plan	Village Staff	Short
Natural Resources	Implement stormwater best practices into development regulations, the Zoning Ordinance, and the Land Division Ordinance. Keep up with evolving stormwater and erosion control requirements.	Village Staff	Short

Topic	Action Item	Potential Partners	Timeframe
Economic Development	Develop a Downtown Master Plan to strengthen the area long-term through the integration of land use, transportation, aesthetics, parking, and infrastructure.	Village Staff, Residents, Local Businesses	Medium
Economic Development	Establish high quality site and building design standards for new development	Village Staff, Plan Commission, and Village Board	Medium
Economic Development	Design and install community-wide wayfinding signage.	Plan Commission and Village Board	Medium
Intergovernmental Cooperation	Attempt to establish Intergovernmental Boundary Agreements	Village Staff and Village Board	Medium
Enhance Recreational Assets	Complete a Village-wide Bicycle and Pedestrian Plan	Village Staff and Plan Commission	Medium
Transportation Improvements	Install and increase wayfinding and gateway signage at key entryways, near the lakefront, and downtown.	Village Staff and Local Businesses	Long
Plan Monitoring and Advancement	Update the Comprehensive Plan before 2032	Village Staff	Long



VILLAGE OF WILLIAMS BAY
2023 COMPREHENSIVE PLAN

APPENDICES

ADOPTED: APRIL 3, 2023



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CHAPTER ONE: INTRODUCTION

As Williams Bay plans for its future, the first step in the process is to understand past demographic and economic trends. This chapter begins by providing a data inventory and analysis that describes and measures the Village of Williams Bay's primary characteristics and trends from the past and present, as well as how the community may develop in the future. An analysis of existing demographic, housing, development, education, and economic attributes using the latest data available from the US Census, Wisconsin Department of Administration, and other sources provides the background context necessary to begin understanding the community and framing the planning process. Relevant data from neighboring communities, Walworth County, and the State of Wisconsin are also drawn upon to ground this plan within the Village's regional context. Data projections are used to forecast future conditions that further inform recommendations and community decision-making. This inventory and analysis of the Village's existing conditions is used in conjunction with public input throughout the planning process to identify the current and future issues and opportunities within the Williams Bay.

This appendix also inventories other relevant plans and contains supplemental statutorily-required information that informs and correlates directly with the goals, objectives, policy recommendations, and implementation strategies that are detailed in the main body of this plan. Ultimately, this demographic and economic profile provides an understanding of the trends currently influencing Williams Bay today as well as how they may affect the Village in the future, laying the foundation for the other components of the comprehensive plan.

It is important to note that while this plan was being written, the world was in the midst of the unprecedented global COVID-19 pandemic. The social and economic implications of this event are not yet known. Because of this, the data and trends provided in this Data Inventory and Analysis may be significantly altered in the coming years.



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CHAPTER TWO: DATA INVENTORY AND ANALYSIS

Population Trends

The Village of Williams Bay has experienced a consistent pattern of population growth since 1970. In the fifty years between 1970-2020, the community grew rapidly and steadily, only slowing significantly between 2000-2010. Even in that decade, the community retained positive population growth, though at a lower rate than in the decades before or after. Among neighboring communities, levels of population growth only matched or exceeded those of Williams Bay during a period between 1990 and 2000, when the area's incorporated municipalities experienced rapid population growth.

Like many other small-to-mid sized communities in the Midwest, the housing market collapse and the Great Recession of 2008 significantly slowed the growth of Williams Bay and many of the other municipalities in Walworth County. Development, especially of new housing units and subdivisions, was rapidly expanding in Walworth County through much of the 1990s before the onset of the recession. The recession and subsequent stagnant economic recovery felt throughout the Midwest has had a lasting effect on the Village of Williams Bay and the surrounding communities in many ways. In the following decade between 2010-2020, many neighboring municipalities experienced either minimal or negative population growth. Williams Bay however, experienced population growth at a pre-Recession rate otherwise not seen within the surrounding area. This dichotomy of growth has impacted nearly every other aspect of this Plan.

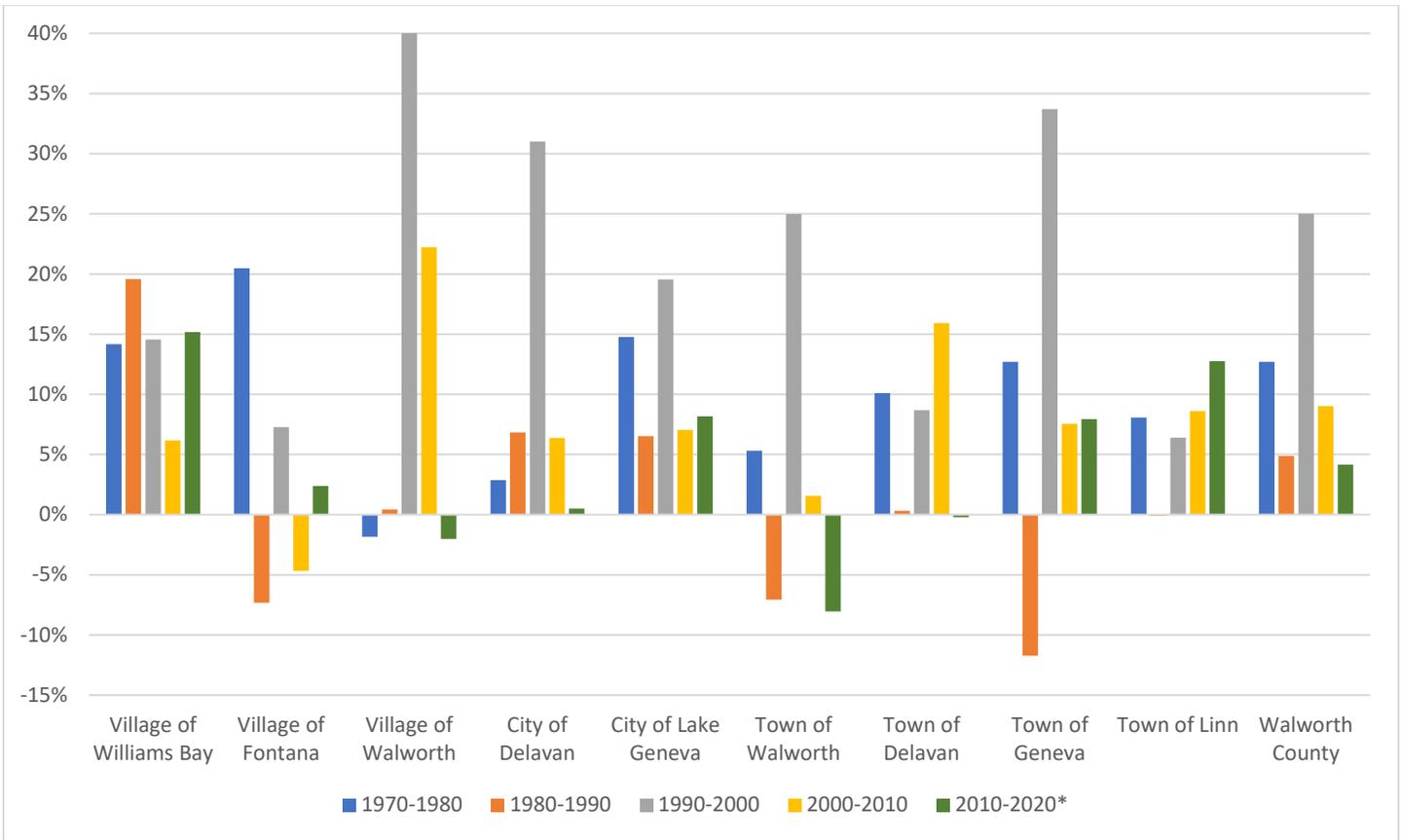
Over the years, Walworth County has also experienced variable migration patterns. During the early 2000s, over 500 people a year were moving into the county. However, starting in 2007, that trend reversed as people started moving away. In recent years, in-flow migration has started to increase again. The abundance of natural resources and proximity to the Chicago Metro Area has traditionally made Walworth County a tourism and vacation home destination. In part, this has contributed to the steady in-migration from different states to the county overtime.

Figure A.1: Population Comparison

	1970	1980	1990	2000	2010	2020
Village of Williams Bay	1,544	1,763	2,108	2,415	2,564	2,953
Village of Fontana	1,464	1,764	1,635	1,754	1,672	1,712
Village of Walworth	1,637	1,607	1,614	2,304	2,816	2,759
City of Delavan	5,526	5,684	6,073	7,956	8,463	8,505
City of Lake Geneva	4,890	5,612	5,979	7,148	7,651	8,277
Town of Walworth	1,370	1,443	1,341	1,676	1,702	1,565
Town of Delavan	3,798	4,182	4,195	4,559	5,285	5,273
Town of Geneva	3,490	3,933	3,472	4,642	4,993	5,390
Town of Linn	1,910	2,064	2,062	2,194	2,383	2,687
Walworth County	63,444	71,507	75,000	93,759	102,228	106,478
Wisconsin	4,417,821	4,705,767	4,891,769	5,363,675	5,686,986	5,893,718

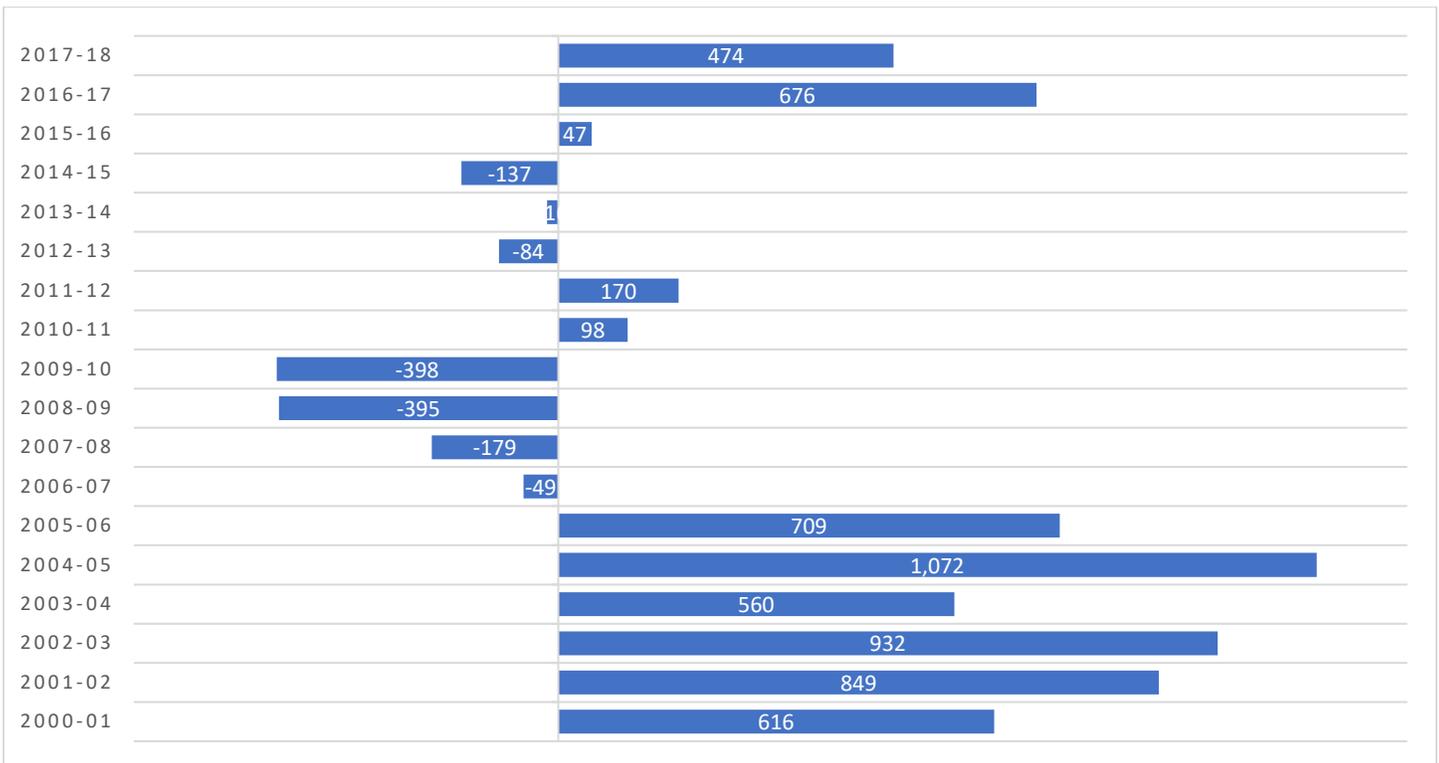
Source: U.S. Census Bureau, 1970-2020 Census.

Figure A.2: Population Growth Comparison



*Source: WisDOA, 2020 Population Estimates.
 Source: U.S. Census Bureau, 1970-2010 Census.

Figure A.3: Walworth County In-Flow Migration Patterns



Source: US Internal Revenue Service 2000-2018

Population Forecasts

As Williams Bay prepares for its future, population projections are an important component of the planning process, providing a guide for decision makers that will help the Village plan efficiently for future land use and community services. Since the market has fluctuated significantly over the past 30 years, it is more important to factor in multiple projection scenarios to account for the various outcomes that could occur in the future. Seven different population projection scenarios for the Village through the year 2040 were calculated and compared.

These projections were derived using a variety of methodologies:

- Linear Growth Rate 1990-2020, 2000-2020, 2010-2020. This set of projections were calculated using the average annual population change over the time period and projecting that rate forward to 2040. The average annual population change for the various time periods ranged from 28 to 39 new residents per year.
- Compounded Percentage Rate 1990-2020, 2000-2020, and 2010-2020. These estimations were determined utilizing the annual average percentage change over the time period and extrapolating that rate forward to 2040. The average annual percentage change for the three time periods ranged from 1.1% to 1.5% annual growth.
- Department of Administration (DOA) Projection. In 2013, the State Department of Administration forecasted population change for all communities in Wisconsin based on 2010 U.S. Census data. While the data used is dated, the projections are still relevant, illustrating that the Village’s population has consistently outpaced the Department of Administration’s projections.

Based upon these scenarios, the Village’s population is projected to be between 3,626 and 4,303 people in the year 2045. For the purposes of this Plan, the Village will utilize the Compounded Growth scenario from 2000-2020. This projection model factors in both the steady population growth experienced between the decades of 1990-2000 and 2010-2020 in addition to the modest population growth experienced during the Great Recession between 2000 and 2010, modeling consistent growth over the next twenty years with some variability.

This population projection model will also be used for housing and land use demand projections later in this Plan. While it is certainly possible that the Village will not grow to this population by 2040, a careful approach to land use planning suggests that this Plan shows how that amount of growth could be appropriately accommodated. Market conditions, regional growth, and Village’s policies will help determine the actual rate of population growth.

According to the Compounded Growth population projection between 2000-2020, the Village will be expected to grow in population by approximately 732 additional residents by 2040, or a population increase of 25%. Significant anticipated future population growth will be important for the community to consider and will have ramifications on the Village’s future land use policies and decisions.

Figure A.4: Village of Williams Bay Population Projections

	2010	2020*	2025	2030	2035	2040	Percent Change 2020-2040	Total Increase 2020-2040
WisDOA Projections	2,564	2,953	2,850	2,960	2,975	2,960	0%	7
Linear Growth 1990-2020 (1)	2,564	2,953	3,094	3,235	3,376	3,516	19%	563
Linear Growth 2000-2020 (1)	2,564	2,953	3,088	3,222	3,357	3,491	18%	538
Linear Growth 2010-2020 (1)	2,564	2,953	3,148	3,342	3,537	3,731	26%	778
Compounded Growth 1990-2020 (2)	2,564	2,953	3,156	3,372	3,604	3,851	30%	898
Compounded Growth 2000-2020 (2)	2,564	2,953	3,121	3,299	3,487	3,685	25%	732
Compounded Growth 2010-2020 (2)	2,564	2,953	3,184	3,433	3,701	3,991	35%	1,038

*Source: WisDOA, 2020 Population Estimates.

Source: U.S. Census Bureau, 1990-2010 Census.

1. Extrapolated based on the average annual population change over the given years.

2. Extrapolated based on the average annual percent change over the given years.

Demographic Trends

Population age distribution is an important indicator of both future population dynamics and city-wide needs. Demographic data suggests that Williams Bay’s population is older than most of the surrounding communities, the County, and the State. The Village’s median age rose from 39 to 48 years old over the last two decades. This coincides with the Village’s decrease in the percentage of the population under 18 years old and increase in the percentage of the population greater than 65 years old during that same time. This trend matches national trends in the country’s population age distribution, as high concentrations of the Baby Boomer generation continue to move into older life stages. Over the next 20 years, an increasingly older population will present both potential opportunities and issues for the Village. Consequently, this topic is addressed throughout the plan.

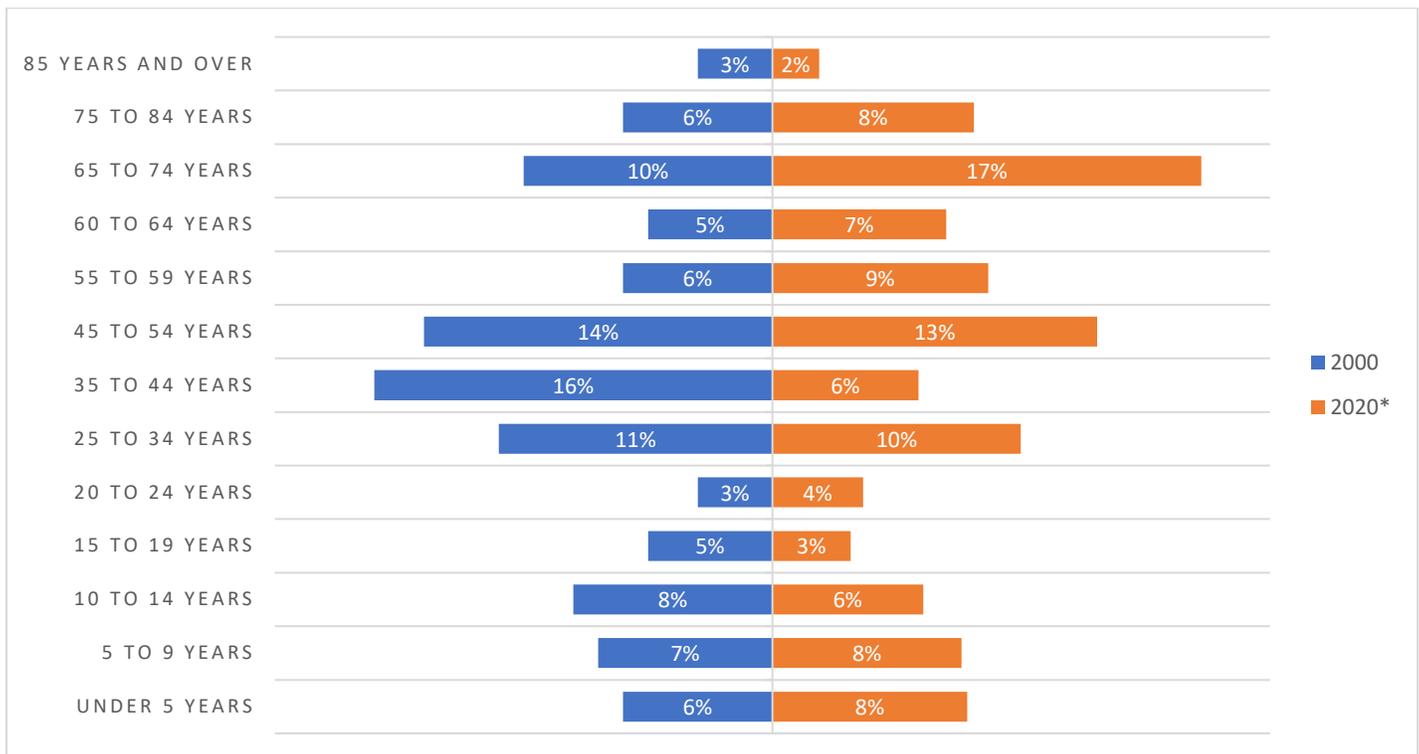
Figure A.5: Age Distribution

	Median Age			Percent Under 18			Percent Over 65		
	2000	2010	2020*	2000	2010	2020*	2000	2010	2020*
Village of Williams Bay	39.1	44.7	48.8	27%	26%	24%	18%	23%	27%
Village of Fontana	45.9	49.8	58.0	19%	17%	13%	20%	30%	35%
Village of Walworth	38.3	29.1	41.8	26%	35%	26%	18%	9%	19%
City of Delavan	33.3	31.8	37.7	29%	30%	23%	13%	12%	17%
City of Lake Geneva	39.1	39.0	44.3	21%	23%	20%	16%	16%	20%
Town of Walworth	40.9	43.2	47.5	25%	26%	23%	16%	12%	21%
Town of Delavan	39.7	40.6	50.7	25%	24%	18%	14%	16%	29%
Town of Geneva	41.9	44.1	44.4	24%	20%	21%	16%	15%	21%
Town of Linn	39.6	44.7	49.5	28%	24%	18%	17%	17%	29%
Walworth County	35.3	37.5	40.4	24%	24%	21%	13%	13%	18%
Wisconsin	36.0	38.5	39.6	26%	24%	22%	13%	14%	17%

*Source: U.S. Census Bureau, 2015-2020 American Community Survey 5-Year Estimates.

Source: U.S. Census Bureau, 2000-2020 Census.

Figure A.6: Williams Bay Population Pyramid



*Source: U.S. Census Bureau, 2000-2020 American Community Survey 5-Year Estimates.

Source: U.S. Census Bureau, 2000-2010 Census.

Many small- to medium-sized municipalities throughout Southern Wisconsin have steadily experienced demographic shifts over the past 30 years, a trend that includes Williams Bay. From 2000 to 2020, the percent of residents in Williams Bay identifying as white decreased by 2.7% while the percent of residents identifying as two or more races increased by 4.5%. A predominant trend in population dynamics at the state level is the increasing growth of Hispanic and Latino populations within Wisconsin. Between 2000 and 2020, Williams Bay's Hispanic or Latino population has fluctuated, coming in at 4.4% of the population in 2000, peaking at 6.5% of the population in 2010, and later comprising 5.5% of the total population in 2020. The Village has long been cognizant of this population sector, but must continue to recognize potential barriers, increase inclusiveness, and strive to provide equitable services and representation in local government to the Hispanic and Latino communities, which make up the Village's largest minority group.

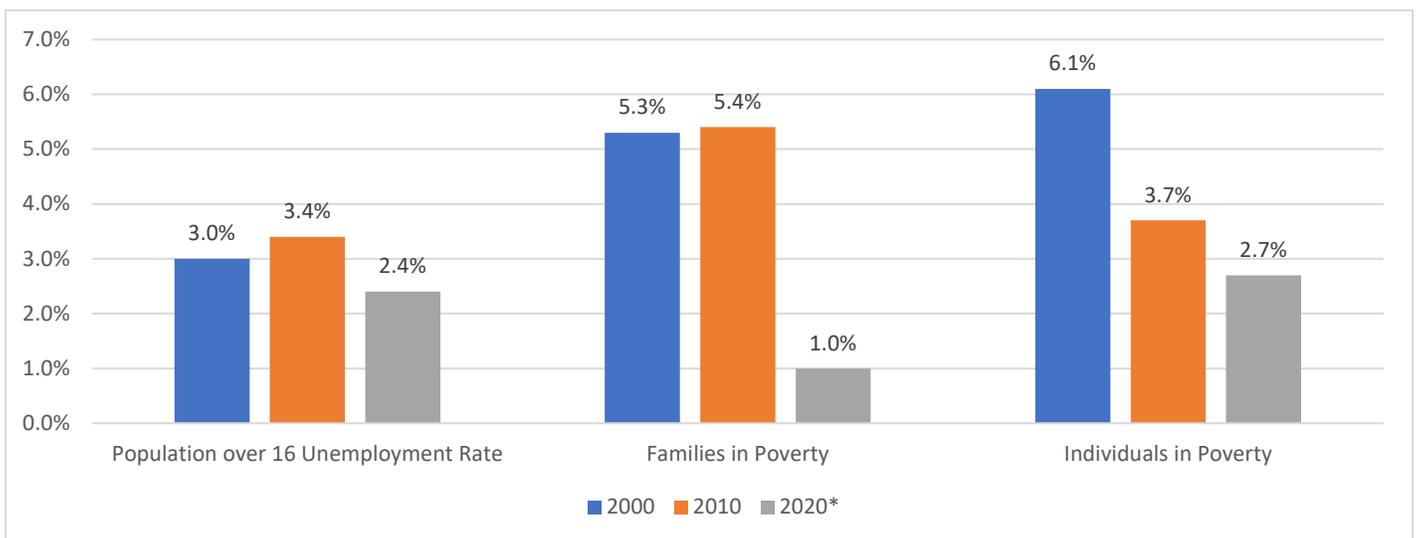
Figure A.7: Williams Bay Population Racial and Ethnic Composition

	2000	2010	2020
	Race		
White	94.8%	94.3%	91.6%
African American	0.0%	0.6%	0.5%
American Indian	0.0%	0.3%	0.6%
Asian	0.6%	0.8%	1.0%
Other	0.0%	3.0%	1.6%
Two or More	0.2%	0.9%	4.7%
	Ethnicity		
Hispanic or Latino	4.4%	6.5%	5.5%

Source: U.S. Census Bureau, 2000-2020 Census.

Another indicator of Williams Bay's health and quality of living is the number of individuals and families in poverty within the community. While the 2008 Recession dramatically effected the state and national economies, Williams Bay's economy appears to have been insulated from the harshest effects of the economic downturn, as the poverty rate of families remained nearly the same between 2000 and after the 2008 Recession in 2010. During this same time period, the individual poverty rate actually decreased. The slow regional economic recovery experienced by many communities after the Great Recession has not had the same effect on the economic wellbeing of Village residents, as the poverty rates for both families and individuals have decreased to their lowest point this century in 2020 from their peak rates in 2000. Nationally, very different poverty trends are taking place as the income inequality gap continues to get larger, wages remain stagnant in the face of rising inflation, and student debt rises. It should also be noted that the global COVID-19 pandemic has played a role in increasing this divide and perpetuating the income inequality gap. Though Williams Bay has weathered economic recent economic disruptions well, it will be important for the community to consider these overarching trends when adding or revising services in the future.

Figure A.8: Poverty Status



*Source: U.S. Census Bureau, 2014-2020 American Community Survey 5-Year Estimates.
 Source: U.S. Census Bureau, 2000-2010 Census.

Public Health

In planning and assessing Williams Bay's existing and future service needs, it is crucial to review and compare the public health of the area's communities compared to neighboring counties. Walworth County ranks 27 out of 72 counties in Wisconsin, much healthier than Rock, Racine, or Kenosha Counties, but not as healthy as Jefferson or Waukesha Counties. Key components of Walworth County's overall public health include citizen life expectancy and the prevalence of obesity and diabetes, among other factors. In these areas, Walworth County falls slightly behind neighboring counties, as it has a larger percentage of adults who are obese (34%) than many neighboring counties, and an average life expectancy that is lower than the state average (79.1 years old). The County does, however, rank amongst the lowest adult populations diagnosed with diabetes amongst those compared.

Figure A.9: Public Health Context

	Overall Health Outcome Ranking*	Percentage of Adult Obesity
Walworth County	27 out of 72	34%
Jefferson County	19 out of 72	33%
Waukesha County	3 out of 72	27%
Rock County	62 out of 72	37%
Racine County	61 out of 72	39%
Kenosha County	58 out of 72	31%
Wisconsin	N/A	31%

*Health outcomes rankings are a combination of factors including length of life, quality of life, health behaviors, clinical care, social and economic factors, and physical environment.

Source: 2020 County Health Rankings, University of Wisconsin Population Health Institute.

Figure A.10: Public Health Context Continued

	Adults Aged 20+ Diagnosed With Diabetes (2019)*	Leading Cause of Death**	Life Expectancy***
Walworth County	7%	Heart Disease (205 per 100,000)	79.1
Rock County	8%	Cancer (208 per 100,000)	78.2
Jefferson County	7%	Cancer (197 per 100,000)	80.5
Kenosha County	7%	Heart Disease (190 per 100,000)	77.7
Racine County	7%	Cancer (201 per 100,000)	78.7
Waukesha County	8%	Cancer (190 per 100,000)	81.5
Wisconsin	9%	Heart Disease (201 per 100,000)	79.6

*Source: CDC, 2019.

**Source: 2017 Wisconsin Public Health Profiles. Wisconsin Department of Health Services.

***Source: Life Expectancy in Wisconsin 2010-2014. Wisconsin Department of Health Services, 2016.

Housing Trends and Conditions

The quality, variety, and occupancy of a community's housing stock are key indicators of economic prosperity. Communities that offer various types of housing options to accommodate the varied socioeconomic statuses of residents, have a well-maintained housing stock, and exhibit high levels of homeownership at various price points will have a stronger economic foundation and overall quality of living.

Average household size is a metric that can be used to evaluate housing needs and preferences, in addition to land use demands in the future. Since the year 2000, Williams Bay's average household size has declined from 2.45 people to 2.23 in 2020. This is consistent with many surrounding communities, the county, and the state, amongst which average household sizes have been steadily decreasing over time. This national trend is in part due to the country's aging population, people waiting longer to start families, and generational lifestyle preferences. The average household size in Williams Bay has been declining at a similar rate to other communities in Walworth County.

Additionally, the total number of housing units has continued to increase since 2010, though by less than half of the number of units developed during the growth period between 2000-2010. This is comparable to many neighboring communities, which generally experienced a larger increase in housing unit development during the first decade of the century but that still experienced modest growth between 2010-2019.

Further, the Village of Williams Bay has a higher percentage of owner-occupied homes than Walworth County as-a-whole and many surrounding jurisdictions. This is partially because Williams Bay has had little increase in non-owner-occupied housing units over the past two decades and is an indicator of the financial health of the community's residents.

Figure A.11: Housing Units and Households Comparison

	Total Housing Units			Total Households		
	2000	2010	2020	2000	2010	2020
Village of Williams Bay	1,775	1,985	2,008	985	1,083	1,140
Village of Fontana	1,988	2,308	3,634	788	736	687
Village of Walworth	876	1,172	1,243	845	893	1,122
City of Delavan	3,130	3,500	3,634	2,918	3,122	3,444
City of Lake Geneva	3,703	4,225	4,626	3,122	3,327	3,645
Town of Walworth	577	734	695	514	614	637
Town of Delavan	3,141	3,838	3,908	1,809	2,077	2,247
Town of Geneva	2,849	3,458	3,240	1,637	2,025	2,010
Town of Linn	1,915	2,157	2,142	851	1,007	1,142
Walworth County	43,789	51,531	52,595	34,515	39,108	41,414
Wisconsin	2,321,144	2,624,358	2,727,726	2,084,544	2,279,532	2,377,935

*Source: U.S. Census Bureau, 2015-2020 American Community Survey 5-Year Estimates.
 Source: U.S. Census Bureau, 2000-2010 Census.

Figure A.11: Household Size and Housing Ownership Comparison

	Average Household Size			Percent Owner-Occupied Housing Units		
	2000	2010	2020	2000	2010	2020
Village of Williams Bay	2.45	2.29	2.23	74%	83%	76%
Village of Fontana	2.29	2.24	2.21	86%	88%	87%
Village of Walworth	2.53	3.1	2.50	64%	63%	62%
City of Delavan	2.69	2.67	2.38	55%	53%	56%
City of Lake Geneva	2.27	2.28	2.13	55%	48%	53%
Town of Walworth	2.9	2.9	2.4	80%	81%	76%
Town of Delavan	2.5	2.5	2.4	81%	78%	78%
Town of Geneva	2.4	2.4	2.4	80%	85%	80%
Town of Linn	2.6	2.4	2.3	76%	81%	78%
Walworth County	2.6	2.5	2.4	69%	68%	69%
Wisconsin	2.5	2.4	2.4	68%	69%	67%

*Source: U.S. Census Bureau, 2015-2020 American Community Survey 5-Year Estimates.
 Source: U.S. Census Bureau, 2000-2010 Census.

The cost of owning and occupying a home in the Village of Williams Bay has gotten more expensive in the past two decades. The median monthly owner-occupied costs of housing (which includes mortgage payments and other associated costs) have increased more in Williams Bay than in any other neighboring incorporated village or city besides the Village of Fontana. The increase in monthly housing cost in Williams Bay between 2000 and 2020 also surpassed the rising costs of housing in both Walworth County and the State of Wisconsin. Overall, the median home value in the Village is higher than most neighboring towns, villages, and cities. However, this is mainly because larger lots in towns facilitate the construction of larger homes and older, smaller, and lower valued homes are in shorter supply within the community. Additionally, Williams Bay and some neighboring communities feature a significant amount of residential properties with lake frontage and access, driving up property values and home size. The high cost of housing in Williams Bay is a considerable barrier that makes it difficult for new families to locate in the Village.

It is important to note that the Village of Williams Bay and all comparable communities experienced an increase in median home values between 2000-2020. Additionally, median gross rents in Williams Bay have increased significantly since 2000, at a higher rate than the percent increase in median monthly owner-occupied costs. This trend is partially a result of the combination of low vacancy rates and lack of new housing construction over the past decade. Together, these trends have adversely affected rental affordability in the Village. This makes it more difficult for Village to attract and retain a young workforce and young families that would be predisposed to renting within the community given the high costs of homeownership and expensive home values in the community.

Figure A.12: Housing Costs Comparison

	Median Gross Rent			Median Monthly Owner-Occupied Costs (with a mortgage)			Median Value of Owner-Occupied Units		
	2000	2010	2020	2000	2010	2020	2000	2010	2020
Village of Williams Bay	\$636	\$835	\$1,199	\$1,297	\$1,595	\$1,728	\$157,000	\$289,600	\$310,200
Village of Fontana	\$722	\$752	\$847	\$1,321	\$1,978	\$2,196	\$181,900	\$417,100	\$385,800
Village of Walworth	\$562	\$746	\$849	\$1,008	\$1,402	\$1,332	\$113,500	\$174,300	\$177,700
City of Delavan	\$585	\$717	\$851	\$1,082	\$1,414	\$1,226	\$103,500	\$159,400	\$144,300
City of Lake Geneva	\$605	\$869	\$1,002	\$1,129	\$1,613	\$1,511	\$121,200	\$209,700	\$220,700
Town of Walworth	\$550	\$975	\$906	\$1,202	\$1,821	\$1,737	\$155,100	\$283,900	\$298,400
Town of Delavan	\$680	\$873	\$899	\$1,016	\$1,510	\$1,354	\$120,700	\$174,600	\$185,200
Town of Geneva	\$638	\$849	\$827	\$1,118	\$1,482	\$1,614	\$135,000	\$204,200	\$252,500
Town of Linn	\$582	\$718	\$1,018	\$1,279	\$1,851	\$1,915	\$174,500	\$303,800	\$321,400
Walworth County	\$588	\$764	\$864	\$1,125	\$1,540	\$1,454	\$128,400	\$203,600	\$214,400
Wisconsin	\$540	\$715	\$867	\$1,024	\$1,404	\$1,412	\$112,200	\$175,600	\$205,200

*Source: U.S. Census Bureau, 2015-2020 American Community Survey 5-Year Estimates.

Source: U.S. Census Bureau, 2000-2020 Census.

Housing Projections

For planning purposes, the number of households within the Village is used to estimate future demand of additional housing or dwelling units. If household size decreases, the number of households (and hence housing units) can be expected to increase for a given population. Changes in household composition will also influence the level of demand for various types of housing units. Trends indicate that there will be a continued need for a range of household types for people of various ages, incomes, and lifestyles in Williams Bay.

The number of projected households for the Village through the year 2040 was calculated using the population projection numbers used above, in addition to the Wisconsin DOA average household size projections to the year 2040. As with the population projections, multiple future household projections were calculated using different methods and timespans to provide a range of potential future household total estimates.

Based on calculated projections, Williams Bay could have a total of between 1,639–1,874 households in 2040, or 499–734 more households than in 2020. For the purposes of consistency, the chosen household projection method was the Compounded Growth projection between 2000-2020, the same method chosen for the Village’s population projection totals. This calculation method estimates that there will be approximately 1,730 total households in 2040, or nearly 590 more than in 2020. The average household size projections also tell an important story. According to the Wisconsin Department of Administration, Williams Bay’s average household size is projected to decrease from 2.23 in 2020 to 2.13 by 2040, which will result in an increased number of projected households. This is important to consider because the Village’s future housing stock will need to continuously evolve to accommodate a growing population of smaller households with various appropriate housing options in the future.

Figure A.13: Projected Number of Households

	Number of Households						Additional Households	
	2010*	2020	2025	2030	2035	2040	2020-2030	2020-2040
Linear Growth 1990-2020 ⁽¹⁾	985	1,140	1,394	1,477	1,570	1,651	337	511
Linear Growth 2000-2020 ⁽¹⁾	985	1,140	1,391	1,471	1,561	1,639	331	499
Linear Growth 2010-2020 ⁽¹⁾	985	1,140	1,418	1,526	1,645	1,752	386	612
Compounded Growth 1990-2020 ⁽²⁾	985	1,140	1,421	1,540	1,676	1,808	400	668
Compounded Growth 2000-2020 ⁽²⁾	985	1,140	1,406	1,506	1,622	1,730	366	590
Compounded Growth 2010-2020 ⁽²⁾	985	1,140	1,434	1,568	1,722	1,874	428	734
WisDOA Household Size	2.35	2.23	2.22	2.19	2.15	2.13	-	-

Source: Wisconsin Department of Administration, 2013 household projections by municipality.

*Source: U.S. Census Bureau, 2010 and 2020 Census.

1. Extrapolated based on the average annual population change over the given years.

2. Extrapolated based on the average annual percent change over the given years.

Housing Characteristics

As of 2020, Williams Bay's housing stock was predominantly made up of single-family units (71%), while the number of two-family units has significantly decreased as a percentage of the overall housing unit makeup over the past three decades. At the same time, the Village has begun to accommodate more multi-family housing types, which now account for 26% of the total housing stock.

Figure A.14: Percentage of Total Housing Units

	2000	2010	2020*
Single Family	74%	77%	71%
Two-Family	4%	0%	3%
Multi-Family	22%	23%	26%

Source: U.S. Census 2000 and 2010

*Source: U.S. Census Bureau, 2015-2020 American Community Survey 5-Year Estimates.

Housing affordability is now one of the most prominent issues of our time. The increasing lack of affordable housing across the country is a result of a combination of factors, including the decades-long impact of the Great Recession and subsequent slow economic recovery, market trends in real estate development, shifting population demographics, tightened lending practices, lack of incentive for developers to construct modest-price housing, inflation and rising costs of living in conjunction with decades-long wage stagnation, and the overall financial feasibility of building new housing in many areas of the country. As a result, the number of households that are cost burdened is on the rise. A cost burdened household is defined as a household that spends over 30% of its total income on housing costs. Households spending greater than 30% of their income on housing costs have a greater chance of facing financial insecurity, as the disproportionately high costs for housing create financial instability that makes it harder to pay for other essentials, transportation, and goods and services. While the number of moderately cost burdened households in Williams Bay (13% of the population) is lower than the average of Walworth County and the State, data shows that 15% of the Village's households are experiencing severe housing cost burden. This 15% is spending over 50% of their income on housing. Housing affordability will remain one of the most pressing issues throughout the country over the next decade and is an important component of planning for the future.

Figure A.15: Cost Burdened Households

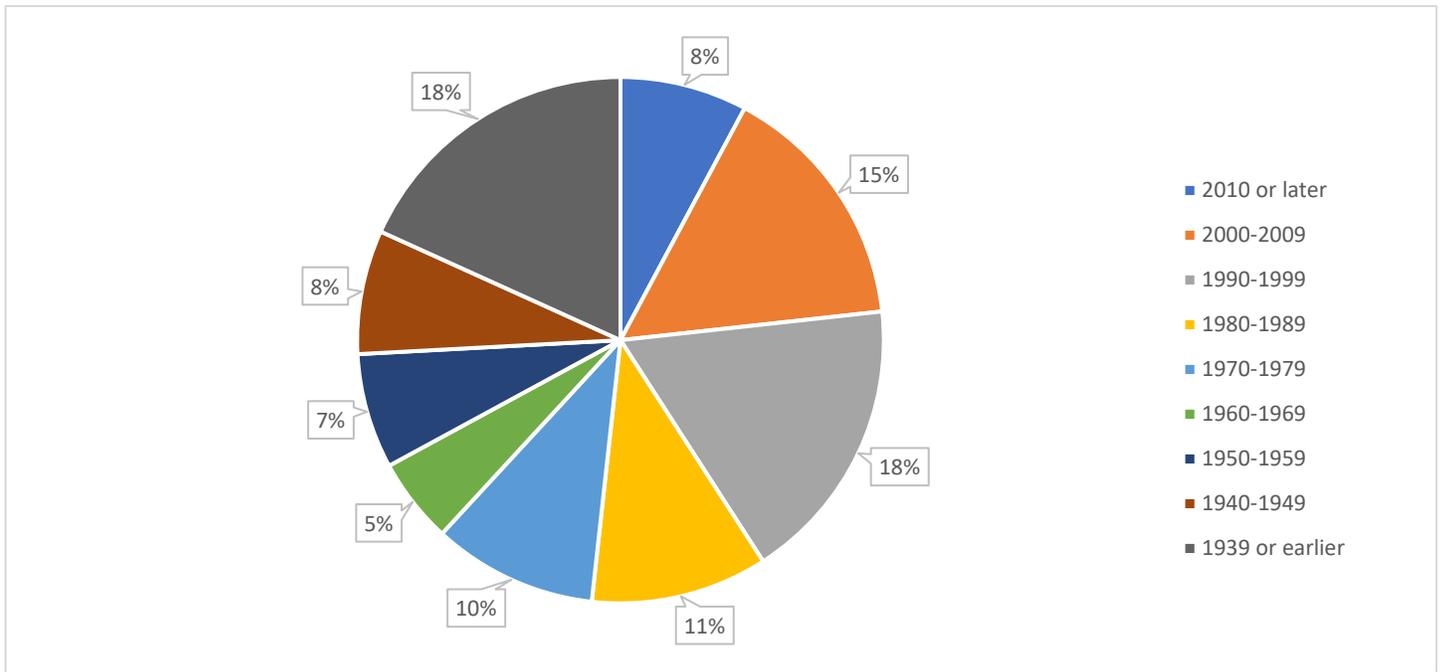
	Village	Walworth County	Wisconsin
Cost Burden Less than or Equal to 30% of Household Income	72%	71%	74%
Cost Burden Between 30% and 50% of Household Income	13%	15%	15%
Cost Burden Greater Than 50% of Household Income	15%	14%	11%

Source: U.S. HUD 2018 CHAS data calculated using ACS 2014-2018

The age of Williams Bay's housing stock is like many other communities throughout the Midwest in that pre-1939 houses comprise a significant percentage of the housing stock of that exists today. In 2020, nearly 20% of the available housing stock was built in 1939 or earlier. The existence of historic housing units that remain in the Village provides an opportunity to embrace Williams Bay's historic character through rehabilitation and creative adaptation and reuse, however it can also lead to issues of deterioration, neglect, absentee ownership, and owner-occupied conversions to renter-occupied units in the older neighborhoods where these types of units are most prevalent.

Additionally, it is also important to recognize the historic growth patterns of the community and how that effects the age of the existing housing stock. Approximately 40% of the Village's housing stock was constructed during the rapid growth periods of the 1970's and 1990's, while just over half of that amount was constructed over the most recent 20 years (23%). This is a result of the various factors documented throughout this Plan.

Figure A.16: Age of Housing as a Percentage of Total Housing Stock



Source: U.S. Census Bureau, 2015-2020 American Community Survey 5-Year Estimates.

CHAPTER THREE: AGRICULTURAL RESOURCES

Agricultural Resources

The Village of Williams Bay is surrounded by some of the State's best agricultural soil. As such, agriculture in the area is an important component of the local and regional economy. Agricultural production in Williams Bay and Walworth County is diverse, ranging from the cultivation of horticulture crops, making of specialty meats, and running of equine facilities and solar energy production facilities in addition to Wisconsin's staple dairy and grain production industries.

Assessment of Farmland Viability

The Natural Resources Conservation Service groups soils into classes based on their capability to produce common cultivated crops and pasture plants without deteriorating over a long period of time. These capability classifications are based on numerous criteria that include, but are not limited to, the soil's salinity; capacity to hold moisture; potential for erosion; depth, texture, and structure; as well as local climatic limitations (e.g., temperature and rainfall). Under this system of classification, soils are separated into eight classes. Generally, Class I and Class II soils are best suited for the cultivation of crops.

Class I soils have few limitations that restrict their use. These soils can sustain a wide variety of plants and are well suited for cultivated crops, pasture plants, range lands, and woodlands. Class II soils have moderate limitations that restrict the types of plants that can be grown or that require simple conservation practices or soil management techniques to prevent deterioration over time. In Class II soils, these practices are generally easy to apply, and, therefore, these soils are still able to sustain cultivated crops, pasture plants, range lands, and woodlands.

Soils in Class III have severe limitations that, under natural circumstances, restrict the types of plants that can be grown, and/or that alter the timing of planting, tillage, and harvesting. However, with the application and careful management of special conservation practices, these soils may still be used for cultivated crops, pasture plants, woodlands, and range lands.

Soils in capability classes IV through VIII present increasingly severe limitations to the cultivation of crops. Soils in Class VIII have limitations that entirely preclude their use for commercial plant production.

Map 2 depicts the locations of each class of soil in the Village's planning area.

Farmland Preservation Efforts

The Village's current subdivision and land division regulations within undeveloped portions of its 1.5-mile radius extraterritorial jurisdiction (ETJ) compliment the county and state efforts to preserve farmland by restricting new residential density to one dwelling per 35 acres for areas not served by sanitary sewer.

Walworth County, owing to its location between Milwaukee, Chicago, Racine-Kenosha, and Janesville, is recognized as part of the second most endangered area of highly productive farmland in the United States. The Village should support policies which protect farmland by focusing new development within established urban centers and mitigating development sprawl through infill.

Federal Farm Bill (2018)

In addition to the State programs listed below, local farmers can participate in numerous other Federal programs and initiatives that are intended to encourage long-term farming activities. The 2018 Farm Bill reauthorized and initiated several Federal programs, including the following:

- The Conservation Stewardship Program (CSP) is a voluntary conservation program designed to encourage producers to address resource concerns in a comprehensive manner by improving, maintaining, and managing existing conservation activities and by undertaking additional conservation activities.
- The Environmental Quality Incentives Program (EQIP) provides a voluntary conservation program for farmers and ranchers that promote agricultural production and environmental quality as compatible national goals. EQIP offers financial help to assist eligible participants install or implement structural and management practices on eligible agricultural land.
- Agricultural Management Assistance Program (AMA) helps agricultural producers manage financial risk through diversification, marketing, or natural resource conservation practices. NRCS administers the conservation provisions while Agricultural Marketing Service and Risk Management Agency implement the production diversification and marketing provisions.
- Agricultural Conservation Easement Program (ACEP) helps landowners, land trusts, and other entities protect, restore, and enhance wetlands, grasslands, and working farms and ranches through conservation easements.

- The Healthy Forests Reserve Program (HFRP) helps landowners restore, enhance, and protect forestland resources on private and tribal lands through easements and financial assistance. Through HFRP, landowners promote the recovery of endangered or threatened species, improve plant and animal biodiversity, and enhance carbon sequestration.
- The Regional Conservation Partnership Program (RCPP) promotes coordination between NRCS and its partners to deliver conservation assistance to producers and landowners. NRCS helps producers through partnership agreements and RCPP conservation program contracts.

Walworth County Farmland Preservation Plan (2012)

Walworth County has a long history of land preservation planning, especially for the County's rich and productive agricultural lands. The first Agricultural Preservation Plan was adopted in 1978 and was most recently updated in 2012. The plan reaffirms the County's longstanding goals for agricultural resource preservation, supports and incorporates state programs, mirrors the Multi-Jurisdictional Comprehensive Plan for Walworth County, and supports the County's Farmland Preservation Ordinance.

Wisconsin Farmland Preservation Program

In the summer of 2009, the Wisconsin legislature signed into law the Wisconsin Working Lands Initiative, also known as the Wisconsin Farmland Preservation Program. Three main components of this program include continuation of the Wisconsin Farmland Preservation Tax Credits program, the establishment of the Agricultural Enterprise Areas (AEA) program, and the Purchase of Agricultural Conservation Easements (PACE) program. The Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP) administers all three programs under the State's Working Lands Initiative. Each program is described in greater detail as follows:

- The Wisconsin Farmland Preservation Tax Credits program provides landowners with an opportunity to claim farmland preservation tax credits which are applied against tax liability. To be eligible, acres claimed for the tax credit must be in a farmland preservation area that is identified in a certified county farmland preservation plan.
- An Agricultural Enterprise Area (AEA) is defined as a contiguous land area devoted primarily to agricultural use and locally targeted for agricultural preservation and agricultural development. Land eligible for AEA designation must be a contiguous land area, primarily in agricultural use, and located in a farmland preservation area as identified in a certified county farmland preservation plan.
- The Purchase of Agricultural Conservation Easements (PACE) program provides state funding for the purchase of agricultural conservation easements to prohibit development that would make the farmland unsuitable or unavailable for agricultural use. The easements are completely voluntary and allow the landowner to be compensated for limiting the development potential of the farmland. Agricultural Conservation Easements are permanent and are carried over to subsequent landowners as property is sold.

Farmland Tax Relief Credit Program

Based on the Wisconsin Working Lands Initiative detailed above, the Wisconsin Department of Revenue offers another important farmland preservation program, the Farmland Tax Relief Credit Program.

The Farmland Tax Relief Credit Program provides direct benefits to all farmland owners with 35 or more acres who yield a certain profit from the land, use the land consistently for farming, and have an established farmland preservation agreement or are in an exclusive agricultural zone. The credit is computed as a percentage of up to \$10,000 of property taxes, with a maximum credit of \$1,500. The program is actively being used in the towns surrounding the Village.

CHAPTER FOUR: CULTURAL RESOURCES

Brief History of Williams Bay

Williams Bay was first settled in 1836 by Israel Williams and family, for whom the Village was named. Israel Williams constructed the first house in the community, known at one time as “Buckthorn Tavern.” This historic structure once housed three generations of Williamses. Incorporated in 1919, Williams Bay has a strong history of land use and development planning. Williams Bay’s first Development Plan was prepared by Jacob L. Crane in 1922. This plan, which served as the Village’s first comprehensive plan, envisioned the development of an aviation field to serve future residents of the Village. This airport was intended to complement passenger rail service, which, in that era, provided service to the Geneva Lake region from Chicago. The 1922 plan was eventually superseded in 1964 by a plan prepared by Maynard W. Meyer and Associates. The 1964 plan proposed an extension of the Highway 50 corridor to connect the Village to the region as an alternative to rail transportation. In 1992, an appointed Comprehensive Master Planning Committee prepared a draft Master Plan; however, this plan was not officially adopted by the Village. The most recent comprehensive plan, predecessor to this Comprehensive Plan, was adopted in 2010.

Today, the Village of Williams Bay encompasses approximately 2.8 square miles. The planning area for this Comprehensive Plan includes all lands currently within the Village’s corporate boundary as well as lands within the Village’s extraterritorial jurisdiction (ETJ). The ETJ generally extends 1.5 miles beyond the Village’s boundary, except in areas where it abuts an adjacent village ETJ. An intergovernmental agreement between Williams Bay and the Village of Fontana designates the western boundary of the ETJ.

Williams Bay and its surrounding area have a history rooted in agriculture, as well as a number of historic buildings, archeological, and cultural resources that create a sense of pride, contribute to the community’s quality of life, and provide an important feeling of social and cultural continuity between the past, present, and future. Many of Williams Bay’s historic structures still stand today, representing a variety of architectural styles, including Victorian, Queen Anne, Prairie, Beau Arts, California Mission, Spanish Colonial, Mediterranean, and Italianate. These structures echo the late 19th Century charter of the Village that residents continue to cherish and respect in the 21st Century.

Recreational Heritage of Williams Bay

As Williams Bay developed, recreational camps were established in various locations around Geneva Lake. Beyond simple recreation, visitors of these camps shared common spiritual beliefs that were enhanced by recreation and fellowship in a beautiful natural setting. Five of the earliest camps, described below, were established between 1874 and 1898. These camps were located in the wilderness on the western end of the Village.

- Conference Point, the earliest of these camps, began as an informal retreat for members of a Delavan Church. The camp quickly gained in popularity and was soon opened to the public.
- YMCA George Williams College Camp was the next camp to open in 1886 (now owned by Aurora University). The first permanent camp building to be constructed in the Village was the Lewis Auditorium in 1890.
- Holiday Home Camp was established in 1887 by a group of summer residents who formed the Lake Geneva Fresh Air Association. The objective of this group was to provide a recreational environment for the education and enjoyment of less fortunate children of urban communities.
- The Norman Barr Camp, established in 1890, was founded with a similar purpose as Holiday Home. These camps continue to operate today as originally conceived.
- Eleanor Camp, founded in 1898, was established to provide lodging and meals for female students and businesswomen. The camp was purchased in the late 1940s by the Rock River Conference of Methodist Church and later became known as Wesley Woods.

Private camping associations also gained popularity in the area surrounding Geneva Lake. The Congress Club, founded in 1876, was established as a social and musical club. The club was formed by residents who resided near Congress Street on Chicago’s west side.

Historic Sites and Resources

The Wisconsin Historical Society maintains an Architecture and History Inventory (AHI)—a collection of information on historic buildings, structures, sites, objects, and historic districts throughout the State of Wisconsin. There are over 500 AHI documented sites, buildings, and structures in Williams Bay, including the Free Evangelical Luthern Church, Trawley Estate Greenhouse, Alpine Villa, Schinee Estate, Sherwood Resort, and the Charles T. Yerkes Observatory – the “birthplace of modern astrophysics.” There are no properties in the Village that are listed on the National or State Register of Historic Places.

Cultural Resources Sites

The Beaux-Arts Yerkes Observatory was constructed in 1895 on a 53-acre site overlooking Geneva Lake. The site, selected for its remoteness and clear skies, was designed by Henry Law Olmstead in 1914. The facility has been devoted to astronomy and astrophysics for over 100 years and contains the world’s largest refracting telescope. The Observatory serves as a major visitor attraction, and as a historic institution of scientific research, it strongly influences the character and culture of the community.

The 133-acre campus of George Williams College of Aurora University is one of the area’s most well-known cultural resources. In addition to its location along the wooded shore of Geneva Lake, the campus also features the Winston Paul Educational Center, the Beasley Campus Center, and the Ferro Pavilion, an intimate lakeside performance facility. The Ferro Pavilion is also the location of Music by the Lake, the Geneva Lake area’s summer music festival.

Archeological Sites

The Wisconsin State Historical Society lists archeological sites throughout the State in its Archeological Sites Inventory (ASI). These sites include cemeteries/burial sites, effigy mounds, and campsites/villages. The inventory identifies multiple historically and archeologically significant sites within the Village of Williams Bay and its planning area. Under Wisconsin law, Native American burial mounds, unmarked burials, and all marked and unmarked cemeteries are protected from encroachment by any type of development. Many of these sites are located on private land and may not be viewed by the general public. The National Historic Preservation Act of 1966 requires federal agencies to ensure that their actions do not adversely affect archeological sites on or eligible for listing on the National Register of Historic Places. Archeological sites can be protected during the course of State agency activities if the sites have been recorded with the Office of the State Archeologist.

Cultural Organizations and Events

Williams Bay’s modern-day culture is distinguished by its unique events and community service organizations. A variety of special events, such as Boo in the Bay, Day in the Bay, Lakefront Fireworks, and Art in the Park, as well as several events sponsored by the Kishwaukee Nature Conservancy, take place in Williams Bay each year. George Williams College, the Williams Bay School District, Lions Club, Williams Bay Business Association, and various other organizations also contribute to the local entertainment and cultural scene.

CHAPTER FIVE: NATURAL RESOURCES

The Village's natural resource base, especially environmentally sensitive areas with respect to soils, environmental corridors, wetlands, and floodplains, are critical factors in local planning decision making. Maintenance of these, and other environmentally sensitive natural features, is important for both the visual attractiveness of the community, the integrity of the natural environment, and sustainability of the Village moving forward.

Scientific data demonstrates that on average, Wisconsin has become warmer and wetter over the past 60 years. This trend is expected to continue and increase in the decades ahead. This change in climate could have an impact on the State and Village's natural resources. Williams Bay will need to weigh these potential impacts when deciding how it will adapt to changes to the natural and built environment.

The purpose of this chapter is to identify strategies to preserve and protect the Village's natural resources. A survey of Williams Bay's natural resources provides an important framework for guiding several elements of the comprehensive planning process. This information can help the Village identify appropriate locations for development and can pinpoint areas that should be preserved and managed for recreational purposes, stormwater management, and groundwater protection. This chapter contains an inventory of the Village's land- and water-based natural resources and an inventory of wildlife habitat and natural areas. Additionally included are strategies to encourage climate change-resilient infrastructure. Map 3 depicts the Village's key environmentally sensitive areas.

Natural Resources Inventory

The following is a summary of natural resources within Williams Bay and its planning area. Many of these features are also illustrated on Map 3.

Ecological Landscapes

An ecological landscape is defined as a region of Wisconsin characterized by a unique combination of physical and biological attributes such as climate, geology, soils, water, or vegetation. Different ecological landscapes offer distinct management opportunities based upon their levels of biological productivity, habitat suitability for wildlife, and presence of rare species and natural communities. The Village of Williams Bay falls entirely within the Southeast Glacial Plains ecological landscape, which is largely composed of glacial materials deposited during the Wisconsin Ice Age. Today, vegetation in this ecological landscape consists primarily of cropland. Forests of maple-basswood, lowland hardwoods, and oak are also found within the Village.

Environmental Corridors and Isolated Natural Resource Areas

According to Southeastern Wisconsin Regional Planning Commission (SEWRPC), environmental corridors and isolated natural resource areas consist of the following elements:

- Lakes, rivers, and streams, and their associated shorelands and floodplains
- Wetlands
- Woodlands
- Remnant prairies
- Wildlife habitat areas
- Wet, poorly drained, or organic soils
- Rugged terrain and high-relief topography
- Existing park and open space sites
- Potential park and open space sites
- Sites of historic and archaeological value
- Significant scenic areas and vistas
- Natural and scientific areas

Primary environmental corridors include a wide variety of these resource elements and are at least 400 acres in size, two miles in length, and 200 feet in width. Secondary environmental corridors generally connect with primary environmental corridors and are at least 100 acres in size and one mile in length. Isolated natural resource areas contain some of these resources and resource-related elements but are separated physically from environmental corridors by intensive urban or agricultural land uses and are at least 200 feet in width.

Protection of environmental corridors and isolated natural resource areas from intrusion by incompatible land uses, and thereby from degradation and destruction, should be an essential planning objective for the preservation of open natural spaces. These corridors should be preserved and protected in essentially natural, open land uses. These corridors are shown on Map 3 and are located primarily in the Kishwaukee Nature Conservancy centrally located in the Village, on the

southwest coastline of Geneva Lake, and bordering the municipal boundary on the southeast side of the Village. Small pockets of environmental corridor also exist west of downtown.

It is Village and SEWRPC policy to discourage or limit development within areas that have been identified as an environmental corridor. Under the Shoreland Zoning Ordinance, Walworth County intends to protect and restore environmentally sensitive areas and biological diversity, minimize disturbance to existing vegetation, and maintain environmental corridors as identified by SEWRPC.

Metallic and Non-Metallic Resources

There are 22 non-metallic extraction sites operating in Walworth County, including two quarries within the Williams Bay Planning area which are located north of Lions Field off of Highway 67. There are no mining operations within the Village.

Under §295.20, Wis. Stats., landowners who want to register their property as a non-metallic mining deposit are required to notify each county, city, village and/or town that has zoning authority over their property. Registrations must be recorded at the County Register of Deeds in the county where the mineral deposit is located. State law limits the ability of a municipality or a county to rezone or otherwise interfere with the future extraction of a mineral resource from a registered non-metallic mineral deposit. It is important to note that zoning changes prohibiting mining on land registered as a marketable non-metallic mining deposit cannot take effect during the registration period. Registration is effective for ten years and renewable for an additional ten years. In addition, registration on property with active mining operations can be renewed for as long as mining is ongoing. Zoning changes may take effect after the registration has expired.

Soils

As noted in the Agricultural Resources Chapter, soil suitability helps to determine the best locations for agriculture. Soil suitability is also a key factor in determining the best and most cost-effective locations for new development. According to the Walworth County Soil Survey and soils inventories prepared by Southeast Wisconsin Regional Plan Commission (SEWRPC) for the greater Williams Bay area, most of the soils that have a fluctuating or high-water table, or are subject to ponding, overwash, or runoff hazard, are located in the southern and eastern portions of the planning area. Soils that are subject to flooding or overflow are most prevalent in the southern portion of the planning area, particularly along streams. Map 2 illustrates the soil composition in and around Williams Bay.

Steep Slopes and Topography

The topography of southeastern Wisconsin was shaped during the most recent period of glacial activity. This glacial activity created the lake basin and shaped the landscape. The geological formation of Geneva Lake began with the melting of the Troy Valley glacial lobe. The Troy Valley was a depression that ran from Troy to Lyons, then to Lake Geneva and Beloit. This activity led to the formation of Lake Como, Delavan Lake, and Geneva Lake. As a result of this glacial activity, the landscape is now characterized by glacial till plains and moraine ridges. Steep slopes are defined as having a 12% grade or greater. The land in and surrounding Williams Bay consists mainly of flat to gently rolling terrain. Rolling landforms in the planning area in and around the Village are glacial drift features.

Wildlife and Rare Species

Species of wildlife common to the southeastern Wisconsin region are rabbits, squirrels, woodchucks, raccoons, muskrats, and beavers. Larger mammals such as white-tailed deer, coyotes, and foxes also inhabit the region. Common bird species include cardinals, robins, wood thrushes, great blue herons, wrens, blue jays, cranes, hawks, and killdeer. According to the Wisconsin Department of Natural Resources (WisDNR), there are occurrences of rare or endangered species and aquatic rare and/or endangered species in locations within Williams Bay's municipal boundaries and within its extraterritorial jurisdiction. Detailed information regarding the types and more precise locations of endangered animals, plants, and natural communities is maintained by the WisDNR.

Woodlands

Woodland areas predominantly surround Geneva Lake on the eastern and western edges of Williams Bay. Existing woodlands that have not been broken up by residential development are invaluable to the Village's character and natural beauty. As such, remaining woodland areas should be preserved, and any development in and around them should take special care not to destroy these resources.

Drainage Basins, Watersheds, and Surface Waters

Williams Bay is located within the Mississippi River Basin and is entirely within the Geneva Lake – White River Watershed, with a small portion of the northwest corner of the Village in the Delavan Lake Watershed. The greatest threats to these watersheds include urban and agricultural runoff, habitat modification, and ditching/channelization.

Williams Bay surrounds the "bay" of Geneva Lake and lies southwest of Lake Como. Geneva Lake is a 5,262-acre lake with a maximum depth of 135 feet. The lake is 2.1 miles wide, 7.6 miles long, and 21 miles around. Geneva Lake is a deep spring lake and contains a diverse fish population including smallmouth bass, largemouth bass, walleye, brown trout, and two species of special concern: the least darter and the lake herring (also known as cisco). Lake Como is 946 acres with a maximum depth of 11 feet. Common species include northern pike, largemouth bass, bluegill, crappie, muskie, and

walleye. Threats to lake quality include exotic species, excess nutrients, heavy boating pressure, storm water runoff, urban development along the shoreline, and issues related to on-site wastewater (septic) systems.

Southwick Creek, a local trout stream located within the Kishwaukee Nature Conservancy, has been ranked as an Aquatic Area of County-wide or Regional Significance (AQ-2). In 2006, volunteers began restoration work of Southwick Creek to restore it to a condition where it can again support a reproducing population of trout. Restoration work has included removal of invasive species of plants and trees as well as extension of a trail along the creek. Future restoration projects will include planting of native ground cover such as wildflowers, grasses, legumes, and sedges, and the anticipated future rerouting of the creek.

Floodplains

The Federal Emergency Management Agency (FEMA) designates floodplains, which are areas predicted to be inundated with flood waters in a 100-year storm event (e.g., a major storm capable of causing severe flooding that has a one percent chance of happening in any given year). There is one substantial floodplain within the Village's municipal boundary, located within the Kishwaukee Nature Conservancy.

Flood Storage

Flood storage areas are portions of the floodplain that have the capacity to hold significant amounts of excess floodwater, providing natural flood storage capacity within a watershed. The volume of runoff water expected within a watershed is the basis for how much regional flood discharge the flood storage area is capable of holding. This is included in the FEMA floodplain flood fringe area extent.

The importance of these areas cannot be underestimated because they reduce the amount and duration of flooding that occurs within the floodplain immediately downstream. The most common example of flood storage areas are wetlands, also described below. Protecting these areas and keeping them intact is important for protecting all areas downstream, especially as impervious surface amounts increase and larger stormwater events occur more frequently. Within Williams Bay, land located within the floodplain is primarily concentrated within the boundaries of the Kishwaukee Conservancy.

Groundwater

One hundred percent of the Village of Williams Bay's municipal water originates from groundwater. Groundwater is comprised of the portion of rainfall that does not run off to streams or rivers and that does not evaporate or transpire from plants. This water percolates down through the soil until it reaches the saturated zone of an aquifer. Drinking water in the basin comes from three main groundwater aquifers: the sand and gravel, dolomite, and sandstone aquifers. Consumer confidence reports issued by WisDNR demonstrate that Williams Bay's drinking water quality is good, with no violations of disinfectant byproduct or inorganic compound contaminants. In the rural areas located throughout Walworth County, however, a potential groundwater contaminant is nitrate-nitrogen, which can come from improperly functioning on-site wastewater systems, animal feedlots, livestock waste facilities, sludge and septage application, lawn and agricultural fertilizers, and decaying plant debris.

Wetlands

Wetlands are important ecological features that help protect and enhance a region's water quality by preventing pollutants from reaching lakes, rivers, streams, and groundwater. Wetlands protect shorelines from erosion and reduce potential flood damage by storing and infiltrating runoff from rainstorms and snow melt. Additionally, wetlands provide critical habitat for many native plant and animal species.

A significant wetland complex is located north of the Bay, in the Kishwaukee Conservancy, as well as along the western edge of Lake Como. According to the WisDNR's Wetland Inventory Maps, wetland habitats comprise approximately 5 percent of the Village's total land area.

Rain/Flooding Events

Over the past 40 years, the number of storm events and precipitation totals have increased. These events have caused millions of dollars of damage each year all over the world. Southern Wisconsin is not immune to these trends. In fact, between 1980-1989 the average precipitation totals per year were a little over 31 inches, however between 2010-2018, the average increased to nearly 39 inches per year (based on Madison Airport Weather Station Precipitation Totals from NOAA 1980-2018). Additionally, storm events have occurred nearly four times more often over that same time period (based on Dane County Total Storm Events from NOAA 1980-2018). Together, increased precipitation totals and storm events are important components of the natural resource environment of Williams Bay and the surrounding area. They should be considered in all aspects of this Plan.

Nature-Based Recreational Resources

Southeastern Wisconsin and Walworth County are home to a wealth of outdoor recreational opportunities. The following is a list of state parks, wildlife areas, natural areas, and county parks that are located near and are easily accessible from the Village of Williams Bay.

- The **Kishwauketoe Conservancy Natural Area** was established in 1990. “Kishwauketoe,” meaning “sparkling water,” is a 231-acre wetland area with more than four miles of trails. Kishwauketoe is located in Williams Bay along Highway 67 just north of Geneva Street. Kishwauketoe is the most intact, undisturbed wetland area of Geneva Lake.
- The **Kettle Moraine State Forest—Southern Unit** is a 30-mile stretch of unaltered forestland extending from the Village of Dousman nearly to the City of Whitewater. The forest consists of more than 22,000 acres of glacial hills, kettles, lakes, prairie restoration sites, pine woods, and hardwood forests. It offers hiking, walking, and bicycling trails, camping, hunting, horseback riding, fishing, swimming, boating, and winter activities.
- The **Turtle Creek Wildlife Area** is a 1,035-acre property located in western Walworth and eastern Rock Counties. This property straddles four areas of Turtle Creek within a ten-mile segment of the waterway, beginning just west of CTH P outside of the City of Delavan. The habitat consists of sedge meadow, shrub carr, hardwood forest, and small prairie remnants. Large fall and winter concentrations of Canada Geese can be seen at Turtle Creek. It is also home to several rare fish and reptile species. Permitted activities include wildlife viewing, hiking, fishing, paddling, hunting, trapping, and berry picking. Hunting/viewing opportunities include deer, waterfowl, small game, and partridge.
- **Fontana Fen and Prairie** is one of Wisconsin’s rare wetland communities consisting of calcareous fen. The 10-acre Fen and Prairie is located between the Villages of Fontana and Walworth along Highway 67.
- **Lyons Wildlife Area**, located north of the City of Lake Geneva, is a 135-acre property that consists of grasslands, lowland brush, and wetlands. Recreational opportunities include hunting, trapping, fishing, hiking, canoeing, and berry-picking.
- Walworth County is home to **Big Foot Beach State Park**, a 271-acre park on the southeastern shore of Geneva Lake which offers 100 campsites, a sand beach, picnic areas, and six miles of hiking trails through forest and open meadow.
- **The Bloomfield Wildlife Area** is located off Highway 12 between the Cities of Lake Geneva and Genoa City. This 1,203-acre property consists of wetlands, grasslands, and scattered woodlots. The numerous wetlands and grassy areas present a favorable opportunity for pheasant and deer hunting. Other activities include hiking, wildlife watching, and berry-picking.
- **Natureland Park**, located in the Town of Richmond, is a 122-acre Walworth County Park featuring hiking trails and observation areas to view the Kettle Moraine terrain. Facilities include a large cedar log cabin, restrooms, picnic areas, and pavilion. The Kettle Moraine Land Trust plays a key role in volunteering to perform maintenance and host activities at this site.
- **Price Park Conservancy**, located at the intersection of Interstate 43 and Hodunk Road, this Walworth County Park consists of wetland plant communities, open field grasslands, wildflowers, walking trails, a dog park, and other nature-based educational resources. The park was established when approximately 66 acres were donated by Merle and Thomas Price; and a second acquisition of 49 acres includes the Mathilde Schreiner Woods. The Kettle Moraine Land Trust plays a key role in volunteering to perform maintenance, host activities, and other opportunities at this site.
- Other natural areas in Walworth County that are easily accessible from Williams Bay include Beulah Bog, Lulu Lake, Young Prairie, Pickerel Lake Fen, Clover Valley Fen, and Bluff Creek. Additional information on these natural areas can be obtained from the WisDNR website.

Natural Areas of Local Significance

The Walworth County Park and Open Space Plan defines natural areas as tracts of land or water so little modified by human activity, or sufficiently recovered from the effects of such activity, that they contain intact native plant and animal communities believed to be representative of the landscape before European settlement. Three natural areas within Williams Bay, or in the surrounding area, have been classified by Walworth County as areas of local significance (NA-3). These include:

- Peninsula Woods, a 39-acre privately owned tract located on the north side of Geneva Lake containing dry-mesic hardwood. Specific species include the American gromwell, a State designated special concern species.
- Williams Bay Lowlands, an 8-acre parcel owned by the Village of Williams Bay, consists of a moderate-quality complex of sedge meadow, shrub-carr, shallow marsh, wet prairie, and lowland hardwoods. The Williams Bay Lowlands also contains the white lady’s slipper orchid, a State-designated threatened species.
- Lake Como Wetlands is a 50-acre tract owned by the Geneva National Real Estate Group. This wetland area consists of deep and shallow marsh at the west end of Lake Como. This wetland complex has suffered disturbance from the construction of an adjacent resort.

Natural Resources Plans

Walworth County Land and Water Resource Management Plan (2021-2030)

This plan is an update to the 2010 Walworth County Land and Water Resource Management Plan. Specifically, it outlines the County's goals, mission, implementation strategy, and programs/partners for managing the region's natural areas. Several of the goals directly relate to preservation, protection, and mitigating negative impacts on natural resources. Each goal has individual related objectives, action items, responsible parties, targets, costs, and funding. The plan's eight goals are:

1. Protect Walworth County lakes, streams and wetlands from agricultural runoff.
2. Protect Walworth County streams, lakes, wetlands and groundwater from the adverse impacts of urban development.
3. Balance natural resource protection with the need for aggregate resources and the high abundance of these resources throughout Walworth County.
4. Prevent the introduction and dispersal of invasive species in Walworth County lakes, streams, wetlands and upland landscapes.
5. Protect Walworth County's productive agricultural land.
6. Preserve and restore Walworth County's environmental corridors, natural areas, critical species habitat sites, wetlands, floodplains, and groundwater.
7. Protect Walworth County's watersheds by seeking collaboration and supporting partnerships.
8. Initiate solutions-based information and education outreach programs for land users, youth, residents, businesses, visitors and elected officials to encourage the support and use of sustainable conservation practices.

Multi-Jurisdictional Comprehensive Plan Update for Walworth County (2019)

In 2019, SEWRPC and Walworth County completed an update of the Walworth County Comprehensive Plan. It is a combination of a county-wide plan and specific land use plans for each Township and municipality. The plan provides county data and projections, an existing conditions report, an inventory of regional plans, county-wide land use plan, and future implementation plan.

It also shows key sites for acquisition within the Village of Williams Bay's Extraterritorial Jurisdiction that have natural areas of local significance or have critical species habitat:

- Town of Linn:
 - Peninsula Woods
- Town of Geneva
 - Lake Como Wetlands

Walworth County Park and Open Space Plan (2014)

This plan was also written by SEWRPC and adopted by the County Board of Supervisors in 2014. It documents a full inventory of the parks system, objectives, principals, and establishes future standards and park-specific plans. It mirrors the recommendations of the Walworth County Comprehensive Plan and identifies the same key sites for acquisition.

Walworth County Water Conservation Plan (2016)

This plan outlines the principles of water conservation, the County's role in conservation efforts, specific conservation measures, stormwater management, protection areas, and an implementation plan. There are four overarching principles of the plan:

- The County's rivers, springs, lakes, wetlands, and groundwater are interconnected and support the local economy
- Water conservation is needed to provide future residents and businesses sustainable supply
- Agricultural lands are valuable assets to the County's scenic beauty, cultural heritage, and groundwater recharge
- All environmental corridors, natural areas, wetlands, floodplains, and groundwater recharge areas should be protected

Many of the Conservation Plan's goals, recommendations, and implementation action items are reflected in this Plan.

Walworth County Natural Hazard Mitigation Plan (2014-2018)

To qualify for federal funding for hazard mitigation projection, a community must have an approved hazard mitigation plan. The goal of the plan is to not only be eligible for federal funds, but also minimize damage from natural disasters, save money on post-disaster recovery, and help communities respond and recover more quickly after disasters strike. The first plan for Walworth County was completed in 2009 and an update was completed in 2014. Both were Federal Emergency Management Agency (FEMA) approved. Some of the key implementation strategies directly related to Williams Bay include:

- Implement hazard mitigation education programs.
- Create educational displays to use at public events.

- Identify and analyze feasible mitigation options for those properties which may be designated as a repetitive flood property.
- Apply for funding to help flood proof repetitive loss sites or remove them through acquisition followed by demolition or relocation.
- Identify those culverts and bridges that are undersized or are otherwise unable to handle expected flood flows.
- Prepare a strategy to prioritize road improvements for public roadways that are susceptible to flooding.
- Identify undeveloped areas of the county, if any, that have flood mitigation value and develop appropriate strategies to protect them.
- Distribute National Flood Insurance Program information.
- Evaluate the support for and the feasibility of becoming part of the Community Rating System (CRS) to lower flood insurance premiums for property owners.
- To continue compliance with state and federal requirements, revise existing floodplain regulations to ensure they comply with the most recent model floodplain regulations developed by the Wisconsin Department of Natural Resources.
- Amend land development regulations to require a storm shelter in mobile home parks when the number of mobile homes exceeds a threshold as established by the jurisdiction.
- Publicize available programs that help low-income residents pay for their utility expenses.
- Develop a set of procedures for water distribution during drought to those in need.
- Provide education to county and municipality personnel about federal cost-share and grant programs, fire protection agreements, and other related federal programs so the full array of assistance available to local agencies is understood.

The County intends to update the Plan when grant monies can be secured. This plan is expected to be updated in the coming years.

Wisconsin's Changing Climate Assessment Report (2022)

The Wisconsin Initiative on Climate Change Impacts (WICCI) partnered with the University of Wisconsin-Madison and Wisconsin Department of Natural Resources to produce the Changing Climate Assessment Report for 2021. By Executive Order of the Governor, the WICCI was tasked with updating its previous report completed in 2011. New data showed that statewide temperatures are rising, rain and snow amounts are increasing, and extreme storms are becoming more frequent. Below are several of the report's key findings:

- Wisconsin's average daily temperature has become three degrees Fahrenheit warmer since the 1950's.
- The previous two decades were the warmest on record and the past decade was the wettest. Average precipitation has increased 17% (about 5 inches) since 1950.
- Very extreme precipitation events will increase in frequency in the future causing immense impacts around the state.

This report documents datasets gathered from around the state by over fifty different scientists and covers impacts to air, land, water, people, and the built environment. Each section outlines solutions for mitigating further impacts and adapting to these changes. Many of the recommended strategies and solutions of the Changing Climate Assessment Report align with those of this Plan as Williams Bay and the greater Walworth County region advance their collective effort toward climate adaptation and resiliency.

Wisconsin Clean Energy Plan (2022)

Authored by the Wisconsin Office of Sustainability & Clean Energy (OSCE) in collaboration with state agencies, local governments, native nations, frontline communities, NGO's, utility companies, and industry representatives, The Wisconsin Clean Energy Plan was developed to move the state towards the achievement of a clean energy economy and sustainable state for future generations.

As the State's first such initiative, the Clean Energy Plan represents a major step in advancing sustainability and climate action goals at the state, regional, and local levels to mitigate the effects of climate change. The plan advocates for transportation (EVs), workforce development, policy, and sustainable climate action strategies that reduce carbon emissions in the short and long-term by supporting and bolstering clean energy opportunities. Informed by the core values of environmental justice, social and economic equity, and collective action, the Clean Energy Plan achieves the objectives of:

- Putting Wisconsin on a path for all electricity consumed within the state to be 100 percent carbon-free by 2050
- Ensuring that the State of Wisconsin is fulfilling the carbon reduction goals of the 2015 Paris Agreement
- Reducing the disproportionate impact of energy generation and use on low-income communities and communities of color

- Maximizing the creation of clean energy jobs, economic development and stimulus, and retention of energy investment dollars in Wisconsin, and providing equitable opportunities to obtain them
- Improving the reliability and affordability of the energy system
- Strengthening the clean energy workforce through training and education while retraining workers affected by the transition from fossil fuels to clean energy sources to adapt to new technologies
- Protecting human and environmental health by reducing ecosystem pollution from fossil fuels

The Wisconsin Clean Energy Plan sorts sustainability strategies into four major pathways to create momentum towards a more sustainable society. The plan calls for increasing clean energy technology use by expanding funding options for projects, investing in sustainable infrastructure, creating new emissions goals, expanding state energy resources for generation, technology innovation, and the equitable expansion of clean energy. This can be accomplished through the implementation of new policies while leveraging and adapting existing policies and programs. The plan also endeavors to maximize energy efficiency by strengthening energy efficiency standards and goals to reduce energy waste and save consumers money on energy costs. This, along with other sustainability initiatives, can also be accomplished by modernizing buildings and industry within the state through the expansion of funding and support to help developers and businesses complete sustainable development. Supporting the innovation of transportation methods to create low to no-emission vehicles, support multimodal transportation, and promote sustainable development patterns will also help the state achieve its sustainability goals.

Many of the recommended strategies and solutions of the Clean Energy Plan align with those of this Plan as Williams Bay and the Lake Geneva Region advance their collective effort toward climate adaptation, sustainability, and resiliency.

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CHAPTER SIX: TRANSPORTATION

Existing Transportation Network

Transportation access is a key component of community health and growth because it facilitates the flow of goods and people. Williams Bay is well connected to the region through the existing roadway network, in addition to other transportation systems, such as freight rail and airport service that are easily accessible to the Village.

Roadways

Williams Bay is approximately 6 miles due south of Interstate 43 which serves as a regional, controlled-access facility within Wisconsin, connecting Green Bay, Milwaukee, and Beloit.

The Village lies between USH 12, which is located approximately 10 miles to the east, and USH 14, which is approximately 8 miles to the west. State Highway 67 serves as the Village's principal arterial roadway, connecting Williams Bay to Fontana to the southwest and Elkhorn to the northeast. State Highway 67 intersects with State Highway 50 just north of Williams Bay, which provides access to Delavan and Lake Geneva. East Geneva Street serves as the Village's primary arterial street. Cedar Point Drive, Walworth Street, and Smythe Drive are examples of Williams Bay's local streets. Theater Road along the northwest end of the Village is becoming increasingly important as a collector street due to recently approved and constructed residential subdivisions.

Scenic roads are abundant in the Geneva Lake area, many of which have been formally designated as "Rustic Roads" by the Wisconsin Department of Transportation (WisDOT). Presently there are no formally designated "Rustic Roads" in Williams Bay, but the Village does have many scenic roads that are worthy of such designation, including Ravina Road, Constance Boulevard, Dartmouth Road, Harris Road, and Cedar Point Drive.

Rail

The nearest commuter rail is operated by the Chicago Transit Authority which extends as far west as Harvard, Illinois—only a 20-minute drive from Williams Bay. Commercial passenger rail service is also provided by the Amtrak Hiawatha service line between Milwaukee and Chicago. The train stations nearest Williams Bay are located near the City of Racine, Mitchell

International Airport, and in downtown Milwaukee. Additionally, the East Troy Railroad operates a passenger service that runs 7-miles between East Troy and Mukwonago each year between Memorial Day weekend through September. This service is a restoration of a historic electric rail commuter service and is largely operated as a tourist attraction.

Airports

Airports certified for carrier operations nearest to the Village include the Rock County Airport 35 miles to the west, the Greater Rockford Airport 60 miles to the southwest in Illinois, and the Kenosha Regional Airport about 35 miles to the east. There are several airports with hard-surface runways in Walworth County, including the privately-owned Grand Geneva Resort Airport, Lake Lawn Airport, the East Troy Municipal Airport in the Village of East Troy, and the Big Foot Airfield in the Village of Walworth.

The Dane County Regional Airport is located 70 miles northwest of Williams Bay and provides regular passenger service to various regional and national locations. The General Mitchell International Airport in Milwaukee is located about 50 miles from the Village. Mitchell's 10 airlines serve approximately 6.6 million passengers per year. It is the largest airport in Wisconsin. The airport terminal is open 24 hours a day. The airport has five hard-surfaced runways and encompasses over 2,100 acres. Additionally, Chicago O'Hare Airport, approximately 75 miles away, offers 51 passenger carriers that serve approximately 83 million passengers per year.

ROADWAY FUNCTION CLASSIFICATION SYSTEM

Wisconsin's functional classification system groups roads and highways according to the character of service they offer, ranging from rapid through access to local land access. The purpose of functional classification is to enhance overall travel efficiency and accommodate traffic patterns and land uses by designing streets to the standards suggested by their functional class. The four main functional classes include:

- **Principal Arterials.** Serve longer inter-urban type trips and traffic traveling through urban areas, including interstate highways and other freeways.
- **Minor Arterials.** Provide intra-community continuity and service trips of moderate length, with more emphasis on land access than principal arterials.
- **Collectors.** Provide both land access and traffic circulation within residential neighborhoods, commercial areas, and industrial areas. These roadways collect traffic from local streets in residential neighborhoods and channel it onto the arterial system.
- **Local Streets.** Provide direct access to abutting land and access to collectors. Local roads offer the lowest level of mobility. Through traffic movement on this system is usually discouraged.

Source: WisDOT, Facilities Development Manual, Procedure 4-1-15

Public Transportation and Para-Transit

Public bus service is not currently provided in the Village of Williams Bay; however, Walworth County operates Wal-to-Wal DIAL-a-RIDE, which is a public transportation service available to any resident of the County for any trip within its boundaries. Rates and fares are dependent on the type of rider and length of trip. Prices are reduced for people over 60, children under 18, and people with a disability. VIP Services, Inc. (a non-profit company located in Elkhorn) operates the program, and it is funded by Walworth County.

Three park and ride facilities are available in Walworth County. The closest is the Elkhorn Park and Ride Lot 64-20, located near the USH 12 and STH 67 interchange. Another option for Williams Bay residents is Wisconsin Department of Transportation's (WisDOT) free rideshare program. The program matches individuals residing in Southeastern Wisconsin based on origins, destinations, and work hours, and is available for those commuting to northern Illinois. Vanpool options are also available to residents who commute to Madison.

Other transportation options include rideshare service provided by Uber and Lyft.

Truck and Water Transportation

Interstate 43 and USH 12 have been designated by WisDOT as Oversize/Overweight (OSOW) heavy truck routes and carry steady truck traffic to and through the community. State Highway 50 and State Highway 67 serve as restricted truck routes, allowing trailers up to 75 feet. There is no waterborne freight or passenger transit in the Village.

Bicycle and Pedestrian Transportation

Presently, the Williams Bay transportation network does not include bicycle facilities aside from roadways. Walking paths include the four miles of passive recreational trails within the Kishwaukee Conservancy and the 22-mile walking path along the shores of Geneva Lake. The Williams Bay portion of the Lakeshore Path encompasses about four miles, running along the lakefront and traversing the Village's camp district.

The Walworth County Park and Open Space Plan proposes a recreational trail to the north and east of Williams Bay. Once constructed, this trail would ultimately connect the Turtle Creek County Park to the White River County Park.

Review of Village, State, and Regional Transportation Plans

The following is a review of local, State, and regional transportation plans and studies related to Williams Bay. The transportation recommendations of this Plan are consistent with each of the other local, State, and regional plans.

Multi-Jurisdictional Comprehensive Plan Update for Walworth County (2019)

In 2019, SEWRPC and Walworth County completed an update of the Walworth County Comprehensive Plan. It is a combination of an overarching county-wide plan and specific land use plans for each Township and municipality within its boundaries. The plan provides county data and projections, an existing conditions report, inventory of regional plans, a county-wide land use plan, and future implementation plan.

Many of the goals, objectives, and policies of the Walworth County Comprehensive Plan are reflected in this Plan for roadways, public transit, bicycle facilities, and pedestrian facilities. The County's Plan identifies potential future need for roadway expansions including expansion of CTH F and a potential Hwy 67 bypass. These improvements are not specifically recommended at this time but could be in the future if traffic volumes dramatically increase.

Six-Year Highway Improvement Program for Southeast Wisconsin: 2021-2026

WisDOT maintains a six-year improvement program for State and Federal highways within the Southeastern Region. The State of Wisconsin has over 115,000-miles of public roads, from Interstate freeways to city and village streets. The highway improvement program covers only the 11,745-mile State highway system that is administered and maintained by WisDOT. The other nearly 104,000 miles are improved and maintained by the cities, towns, counties, and villages in which the roadways are located. The State highway system consists of over 800 miles of interstate freeways and nearly 11,000 miles of State and U.S. marked highways. At this time, there is one project planned through Williams Bay: the construction and pavement replacement of USH 14 (2024).



Regional Transportation Improvement Plan for Southeastern Wisconsin, 2019-2022

SEWRPC maintains a Regional Transportation Improvement Program (TIP) which provides a comprehensive listing of all arterial highway and public transit improvement projects proposed to be carried out by State and local governments over a four-year period (2019-2022). The TIP covers projects in the seven-county Southeastern Wisconsin Region, which includes Walworth County. Among the projects planned within Walworth County, below is a list of projects from the TIP that directly impact the Village of Williams Bay:

- Resurfacing of I-43 from the Rock County line to USH 12 (2020-2021)
- Purchase of replacement vans for the Walworth County Dial-a-Ride taxi (2019-2022)
- Provision of demand-responsive transportation services meeting the needs of seniors, individuals with disabilities as well as all other citizens of Walworth County (2019-2022)
- Operating assistance for the Walworth County Dial-a-Ride taxi (2019-2022)

Vision 2050: A Regional Land Use and Transportation Plan

Adopted by the Southeastern Wisconsin Regional Plan Commission (SEWRPC) in 2016, this plan recommends a long-range vision for land use and transportation in the seven-county Southeastern Wisconsin Region. It makes recommendations to local and State government to shape and guide land use development and transportation improvement, including public transit, arterial streets and highways, freight, and bicycle and pedestrian facilities, to the year 2050. Recommendations specific to Walworth County mirror those listed above in the Multi-Jurisdictional Comprehensive Plan and for Walworth County and TIP.

Connections 2030: Wisconsin's Long-Range Transportation Plan

Connections 2030 is the state's long-range transportation plan adopted in 2009. This plan focuses on strategies to maintain and enhance the State's transportation system to support future mobility and economic growth. The policies in this plan will aid transportation decision-makers when evaluating transportation programs and projects. Through implementation of this plan, WisDOT aims to:

- Ensure transportation system safety and security
- Preserve the existing and future transportation system
- Optimize investment in the system for continued safety, enhance mobility and efficiency
- Respond to local, regional, national, and international economic trends to maintain State economic competitiveness
- Consider environmental issues to maintain Wisconsin's quality of life
- Provide users with transportation choices

Wisconsin Bicycle Transportation Plan: 2020 (1998)

This plan presents a blueprint for improving conditions for bicycling, clarifies the WisDOT's role in bicycle transportation, and establishes policies for further integrating bicycling into the current transportation system. While there are no Williams Bay-specific recommendations, the plan map shows existing State trails and future "priority corridors and key linkages" for bicycling along the State Trunk Highway system in Wisconsin.

Wisconsin Pedestrian Plan Policy (2001)

Adopted in 2001, this plan highlights the importance of maintaining and expanding walking and pedestrian facilities throughout the State. Additionally, the plan outlines measures to increase walking and promote pedestrian comfort and safety. It also provides a policy framework addressing pedestrian issues and clarifies WisDOT's role in meeting pedestrian needs.

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CHAPTER SEVEN: UTILITIES AND COMMUNITY FACILITIES

Existing Utility and Community Facilities

Village Administrative and Public Works Facilities

The Williams Bay Municipal Building, located at 250 Williams Street, houses the offices of the Clerk, Treasurer, Administrator, Building Inspector, Municipal Court, Village Board room, Municipal Court Clerk, and the Police Department. Constructed in 1996, this facility remains in good working condition however there is a need from all departments for more storage space. Consideration may be given in the future to allow the Police Department to occupy this entire facility. This scenario would require the construction of a new municipal facility to house the other municipal departments, including the Recreation Department.

The Williams Bay Public Works/Streets Department employs five full-time, year-round staff members and four part-time seasonal workers. The Public Works facility is located at 230 Williams Street. The original building was constructed in 1960, with a second building constructed in 2007.

Police Department

The Williams Bay Police Department is located in the Village's municipal building at 250 Williams Street. The Police Department employs eight full-time sworn police officers, including the Police Chief, Lieutenant, and six patrol positions. Additional staff includes one part-time civilian office worker as well as five part-time sworn officers. It is anticipated that within five years, the police department will need additional facility space for offices, record keeping, data storage, and a larger garage to accommodate parking and squad vehicles.

Fire Department and Emergency Medical Services (EMS)

The Williams Bay Fire/Rescue Department is divided into two divisions: fire and rescue squad (EMS), each of which reports to the Fire Chief. The Williams Bay fire station, built in 1936, is located at 5 E Geneva St. in the central business district of Williams Bay. Since that time, two additions have been added to the station. The current fire station facility is not compliant with the Americans with Disabilities Act (ADA) of 1990. It would be very difficult and extremely costly to bring the facility to compliance, which is required under the ADA. An October 2009 study conducted by McGrath Consulting Group identified a need for a new fire station, noting that the current Williams Bay fire/EMS facility is inadequate for modern day protection services. The study recommended the new station be relocated and moved away from the major central business district intersection.

In June 2022, the Village of Williams Bay entered into an agreement with the Village of Fontana to provide 24-hour, 7-days a week emergency medical services to Williams Bay. Williams Bay no longer had the volunteers to properly staff EMS and respond to calls.

Solid Waste Disposal and Recycling

The Village of Williams Bay provides weekly curbside refuse removal through a contract with Nieuwenhuis Bros. Inc. and recycling services for local residents are provided through a contract with John's Disposal and Nieuwenhuis Bros. Inc.

Telecommunications and Power Distribution

Spectrum provides telecommunication and internet service to the Village of Williams Bay. Electric power is provided by Alliant Energy, and natural gas is provided by WE Energies. Infrastructure capacity will continue to be monitored by private service providers. As needed, the Village will collaborate with telecommunications, electric, and natural gas service providers to identify the appropriate locations for new infrastructure. The Village is working with all cell providers in the Village to remove their infrastructure from Village water towers to instead erect stand-alone communication tower facilities.

Water Supply

The Williams Bay Water Utility provides municipal water service to residents. The Village water system is comprised of three deep wells; a central water treatment plant; four elevated storage tanks (one 500,000 gallon, two 100,000 gallon, and one 50,000); and a distribution system consisting of over 22 miles of water mains ranging in size from 4 to 12 inches in diameter. The Village’s newest water tower (500,000 storage capacity) was constructed about sixteen years ago. The three deep wells draw from the glacially deposited sand and gravel aquifer. Well No. 1, located at 155 Elkhorn Road, is 261 feet deep and yields 1,152,000 gallons per day. Well No. 2, located at 69 Olive Street, is 293 feet deep and yields 1,152,000 gallons per day. Well No. 3, located at 240 Harris Road, is 1,560 feet deep and yields 1,656,000 gallons per day.

Water is treated at the central treatment plant, consisting of filtration, gaseous chlorination, iron filtration, and slat tray aeration.

The Village’s water distribution system consists of 8- to 12-inch PVC water mains; 6- to 8-inch cast iron water mains; 134 fire hydrants; a 100,000-gallon elevated storage tower located at 339 East Oak Street, and a 400,000-gallon storage tower located at 699 Gerry Way. The Village’s water system pumping capacity is 1.18 million gallons per day. The average daily consumption is well under the system’s capacity. The Village of Williams Bay imposes impact fees on new land development to cover the cost of water system extensions to serve new residents.

According to SEWRPC’s Regional Water Supply Study, the most recent system upgrades to the Williams Bay Water Works and Sewer System were completed in 2006. At that point, the Village placed into operation a new well, a new water tower, and upgrades to the treatment facility.

Wastewater Treatment

Williams Bay is located within the Walworth County Metropolitan Area (WalCoMet) Sewerage District, which serves the Village and surrounding towns. The WalCoMet Wastewater Treatment Plant is located at 975 W. Walworth Avenue in Delavan, WI. Williams Bay also maintains its own local sanitary sewer system (consisting of sewer mains and nine lift stations), which pumps effluent to trunk sewers and ultimately to the WalCoMet Treatment Plant.

Residential development outside of the Village’s municipal boundaries is served by individual, on-site wastewater treatment (septic) systems. Property owners will monitor and maintain privately owned septic systems.

Village Capital Improvements Plan (2020-2025)

The Village utilizes an annual Capital Improvements Plan (CIP) to identify and prioritize future infrastructure projects. The 2020 CIP identifies the following infrastructure projects.

Figure A.17: 2020-2025 Village of Williams Bay CIP

Type	Project	Year
	STH 67 – Stark Street to Geneva Street WDOT	2023
	Geneva Street Reconstruction – Elkhorn Road to Walworth Ave.	2023
	Spring Street Water Main Installation	2024
	Observatory Place	2024
	Lakewood Trails Subdivision Resurfacing	2024
	Walworth Avenue Reconstruction	2025
Public Facilities	State Road 67 Water Main	2023
	Reactor Cleaning and Painting	2023
	Well 2 Pump	2023
	Chlorination Improvements	2023
	Well 3 Pump	2024
	Spring Street Water Main	2024
	Loch Vista Water Main	2025
Parks	Theatre Road Baseball Fence	2023
	Theatre Road Field Improvements	2023
	Tennis and Basketball Court Improvements	2023
	Lions Fieldhouse Improvements	2023

Source: Village of Williams Bay, 2022

Stormwater Management

The Village's subdivision ordinance establishes regulations for stormwater management. The ordinance requires the installation of storm sewers and other stormwater management facilities for all new developments. The Village will continue to enforce the requirements of the subdivision ordinance to guarantee provision of stormwater management facilities. Of special concern is the impact of stormwater runoff on the Kishwaukee Conservancy, particularly Southwick Creek and Geneva Lake.

Health Care Services and Child Care Facilities

Williams Bay residents may receive medical care at the Health Care Center within Mercy Walworth Hospital and Medical Center. This facility has a Lake Geneva address but is very close to Williams Bay and is served by Williams Bay utilities. This facility offers inpatient, outpatient, and emergency care to residents of the southern lake area of Walworth County.

Local childcare services are available through private in-home childcare providers. It is anticipated that these private facilities will continue to provide adequate healthcare and childcare needs over the 20-year planning period.

Library

The Barrett Memorial Library, located at 65 West Geneva Street, provides people of all ages ongoing opportunities to enjoy programs and materials that meet their recreational and intellectual interests, to better understand the history of the Williams Bay area, and to come together as a community. The library has a physical collection of thousands of books, hundreds of audiobooks, music CDs, and DVDs, its Library of Things (which includes items such as snowshoes and cake pans), as well as access to tens of thousands of digital items. The library is a member of the newly formed Prairie Lakes Library System (PLLS), consisting of 23 libraries in Racine, Rock, and Walworth counties, as well as the larger consortium SHARE, which includes the Kenosha County Library System. PLLS and SHARE make it possible for Barrett Memorial Library cardholders to access the items available at all these libraries throughout southeast Wisconsin.

Cemeteries

There are no cemeteries located within Williams Bay, however, there are active cemeteries located within neighboring townships, including Roselawn Memorial Gardens and East Delavan Union in the Town of Delavan.

Other Community Services and Organizations

The Village is fortunate to have numerous organizations that serve area residents including the following: The American Legion Ingalls-Koeppen Post 102, the Rotary Club of Walworth-Fontana, Williams Bay Lions Club, Community Gardens run by the Village's Recreation Department, and the Williams Bay Women's Civic League, among others.

Parks and Open Space

The Village of Williams Bay's park and open space system provides area residents with playground equipment at neighborhood parks and numerous opportunities to participate in recreational activities such as passive nature viewing. Figure A.18 lists and describes Williams Bay's existing park and recreational facilities. Over the past two years, the Village's park and recreational facilities have seen an increase in users due to the global COVID-19 pandemic, which severely limited indoor gathering options for recreation and entertainment. Given the way that the global pandemic has altered societal behaviors and the projected population growth in Williams Bay, in the coming decades, it will be important for the Village to continue to monitor this trend over the coming years to see if additional park and recreational facilities are needed as the community continues to grow.

Lake Based Recreation

Lake related activities are probably some of the most important recreational uses in the Village. Simply viewing Geneva Lake's waters is an important passive recreational activity. Many people swim at the numerous private subdivision beaches. Some use the lake for fishing and ice boating. A substantial Village population use the lake for boating purposes, in addition to those who launch at the municipal launch site.

A continuous lake shore walking path is maintained by lakefront owners, both private and municipal. Williams Bay's portion encompasses four miles that parallels Geneva Lake's shoreline. This shore walking path highlights some of Geneva Lake's finest homes and goes through several of the camp districts.

Figure A.18 Public Park and Recreational Sites in the Village of Williams Bay

Park	Description	Acres	Ownership
Kishwaukee Nature Conservancy	Recreational area and nature conservancy including 5 miles of trails, boardwalks, observation tower, and pavilion. The preserve contains wetlands, prairie, oak woods, kettle, meadows, deciduous forest, an arboretum, and two creeks.	231	Village
Helen Rohner Children’s Fishing Park	This wetland area is bordered by Southwick Creek, a trout stream that flows into Geneva Lake. This property connects to the Kishwaukee Nature Conservancy on two sides. It includes fishing spots, a nature center, a Thinking Spot, a natural trail, natural play area, and worm digging bin. Nature programs are offered. An ADA accessible fishing spot was also developed.	5.3	Geneva Lake Conservancy
Lakefront Park	Features park benches, kayak and paddle-board rentals, playground equipment, shelter, walking path, swimming beach, boat launch area, and bathhouse. The Lakefront Park area also consists of the 1-acre Edgewater Park, the 4 ½ acre East Park, and three municipal piers offering 90 boat slips and extensive fishing opportunities.	10.0	Village
Frost Park	Passive recreational facility containing a recently installed flower box and landscaping.	0.75	Village
Lions Field	Home to the Village’s Recreation Department, featuring a fieldhouse, planned programming, two tennis courts, a basketball court, two baseball fields, a batting cage, soccer field, two beach volleyball courts, a tot lot playground, dog park, and 48 community garden plots.	10.0	Village
Grandview Hill	Recreation area west of Lions Field, contains a rare fen, woods, and a scenic overview of Geneva Lake. A snowmobile and snowshoeing trail traverses the hill with the remaining area used for occasional sledding and tobogganing.	15	Village
Baywood Heights Park	Neighborhood park offering two tennis courts, basketball court, and new playground planned for constructed in 2023.	2	Village
Bailey Estates	A parcel has been dedicated for a park in Bailey Estates but plans have yet to be developed for it.	1	Village
Prairie View Park	Neighborhood park offering a tot lot and street parking.	1	Village
Theatre Road (Public School) Athletic Fields	This facility is owned by the Village but under a long-term lease by the School District which also maintains the facilities. Over 13 acres of recreation areas include soccer and football fields, a practice field and softball field, 4 basketball half-courts and walking trails.	13.75	Village
Total		289.8	

Source: Village of Williams Bay, 2022

School System

The Village of Williams Bay is served by the Williams Bay School District, which is comprised of an elementary school and a joint junior/high school. The community is also served by Faith Christian School, a non-denominational facility offering educational services for grades K through 12.

Other higher education opportunities in the area consist of the University of Wisconsin–Whitewater; Gateway Technical College in Elkhorn, Blackhawk Technical College in Janesville, Madison Area Technical College in Fort Atkinson, Beloit College in Beloit, George Williams College of Aurora University in Williams Bay, Rock Valley College in Rockford, IL; McHenry County College in Crystal Lake, IL; Carroll College in Waukesha; College of Lake County in Grayslake, IL; and Elgin Community College in Elgin, IL. Additionally, the University of Wisconsin-Madison, University of Wisconsin-Milwaukee, and Marquette University are all within 60 miles of Williams Bay.

CHAPTER EIGHT: HOUSING

Existing Housing Inventory

Below is a summary of the Village's housing trends over the past 20 years:

- Williams Bay experienced more significant growth in total housing units between 2000-2010 than between 2010-2020.
- Average household size in the Village has declined over the past 20 years (2.45 in 2000, 2.23 in 2020), while many of the neighboring communities experienced a decrease over that same time period. It is projected that the average household size will incrementally decrease for Williams Bay and surrounding communities over the next 20 years, mirroring national trends.
- Owner-occupied housing units make up approximately 76% of all housing units in Williams Bay, which is a larger proportion compared to most incorporated neighboring communities. The average amongst neighboring communities is 71%. Williams Bay is also higher than the Walworth County (69%) and state proportions (67%) as a whole.
- Median owner-occupied home values in Williams Bay increased significantly between 2000-2010 and have since continued to increase, though at slower rate over the past decade.
- Median gross monthly rents have increased at a greater rate (\$636 in 2000 to \$1,199 in 2020) than median monthly owner-occupied costs for homeowners with a mortgage (\$1,297 in 2000 to \$1,728 in 2020).
- It is projected that Village could experience an increase in the total number of households (776-959 new households) over the next 20 years, creating additional housing demand.
- The percentage of existing housing stock made up of single-family units has decreased over the past 20 years to 71% in 2020, while the percentage of multi-family units has increased to 26%. Additionally, approximately 40% of the total housing stock was built between 1970-1999, when the Village experienced its greatest population increase, but only 23% has been constructed since 2000.
- In comparison to the state and county, Williams Bay's percentage of cost burdened households is lower. However, there were 18% of households in 2017 that were considered housing cost burdened (spending greater than 30% of income on housing).

Housing Programs

The following programs and organizations provide assistance to rent, purchase, or renovate housing. These programs are generally available to low- and moderate-income individuals and those with disabilities. In addition to the programs listed below, information regarding numerous other housing programs is available through the U.S. Department of Housing and Urban Development (HUD).

Community Development Block Grant (CDBG) Small Cities Housing Program

Local governments and counties can apply for CDBG funds for a variety of projects to principally benefit low- and moderate-income households. Eligible projects include home rehabilitation assistance, programs to provide homeownership opportunities to renters, payment of relocation costs, small public facilities projects, demolition or removal of buildings, conversion of buildings to low- or moderate-income dwelling units, acquisition of property for the construction of low- to moderate-income dwelling units, and site improvements for the construction of low- to moderate-income dwelling units. This program is administered by the Wisconsin Department of Administration, Division of Energy, Housing, and Community Resources (DEHCR).

Southern Housing Region Program

Through the CDBG funds for housing rehabilitation, households in Columbia, Dodge, Jefferson, Kenosha, Ozaukee, Racine, Rock, Sauk, Walworth, and Washington Counties are eligible for 0% interest deferred payment loans for home repairs or down payment or closing costs. Landlords are also eligible for 0% interest installment loans if they rent to low- to moderate-income tenants. As of 2020, there were three tiers of income status that qualify: low (80% of County median family income), very low (50% of County median family income), and extremely low (30% of County median family income).

HOME Investment Partnership Program

This program utilizes federal grants to provide money to states and localities that can be used to fund a range of activities that build, buy, and/or rehabilitate affordable housing for rent or homeownership or provide direct rental assistance to low-income people. Wisconsin has prioritized homeownership and the conservation of quality owner-occupied housing for these federal funds. Homebuyer assistance and owner-occupied rehabilitation are some of the eligible activities Wisconsin DEHCR offers.

Housing Cost Reduction Initiative (HCRI)

This is another Wisconsin DEHCR program using state funds to award grant money to homebuyers for the purchase of affordable homes or to prevent foreclosure. Eligible grant applicants include counties, cities, village, or towns, as well as non-profit and other organizations.

Walworth County Housing Authority

The Walworth County Housing Authority, established in 1979, is a Public Housing Agency located in Elkhorn. It participates in the Federal Section 8 Housing Choice Voucher program that provides renter assistance for qualified low-income residents (making less than 50% of the County median income) throughout Walworth County. As of 2019, over 330 households are assisted under this program.

Down Payment Plus (DPP) and Down Payment Plus Advantage

Down Payment Plus and Down Payment Plus Advantage are down payment and closing cost assistance programs available to low- and moderate-income homebuyers. Both programs are funded by the Federal Home Loan Bank of Chicago's (FHLBC) Affordable Housing Program (AHP). Funding through these programs is available to FHLBC member financial institutions. A grant is paid on behalf of the borrower at the time of closing. To qualify for DPP, borrowers must earn at or below 80 percent of the area median income, sign a five-year retention agreement, participate in homebuyer counseling, and use the home as their primary residence.

Community Action, Inc. (Walworth and Rock Counties)

Community Action, Inc. is a non-for-profit organization offering programs to fight poverty in Rock and Walworth Counties. They offer housing programs including: permanent supportive housing for those facing chronic homelessness and people with physical or mental disabilities, Twin Oaks Shelter for the homeless (located in Walworth County), rapid rehousing assistance and services to stabilize people who become homeless, and the Weatherization Program that helps install energy-saving improvements to help reduce energy bills (only open to homeowners, renters, and landlords who rent to income-eligible tenants).

Wisconsin Housing and Economic Development Authority (WHEDA)

The state offers home buyer education, home loan lenders, and a variety of programs for purchasing or refinancing. They also work with municipalities and developers to promote new affordable housing units throughout the state using low-income housing tax credits (LIHTC). There are two types of LIHTC's that WHEDA administers, the 9% Federal Housing Tax Credit and the 4% State Housing Tax Credit.

Tax Incremental Districts (TIDs)

In 2009, the state amended the TID law to allow municipalities to keep a district open for an additional year and allocate that increment to affordable housing. In the future, the Village could utilize this strategy in successful and expiring TID's to provide additional funds for affordable housing units in the Village. Over the planning period, it is recommended that the Village extend successful TIDs for one additional year to generate additional funding to assist in addressing the need for affordable housing within the community.

Housing Plans

2035 Regional Housing Plan (SEWRPC, 2013)

In 2013, the Southeast Wisconsin Regional Planning Commission completed the 5-County Regional Housing Plan. The plan is organized into 6 overarching topics:

- Affordable housing for households of all income levels
- Fair housing to help overcome housing discrimination and the concentration of minority and low-income populations in portions of the Region
- The balance between job wages and housing costs in communities with sanitary sewer service, which accommodate most of the jobs in the Region
- Housing that is accessible to persons with disabilities
- The need for additional subsidized and tax credit housing; and housing development practices

While this plan is large-scale and covers many large cities, there are some recommendations that relate to those within this Plan:

- Allow small lot single-family housing options
- Include housing diversity in local Comprehensive Plans and Zoning Ordinances
- Advocate for fair housing practices
- Increase housing accessibility
- Local governments should consider preparing detailed neighborhood plans for each existing and proposed new residential neighborhood

CHAPTER NINE: LAND USE

Existing Land Use Pattern

Developing an accurate depiction of the Village's existing land use pattern is the first step in creating the community's desired future land use plan. The Village of Williams Bay encompasses approximately 2.8 square miles and features a variety of different land uses. The existing development pattern is characteristic of a small traditional village. The Village's central neighborhoods reflect pre-World War II development patterns characterized by smaller lots and houses. Newer subdivisions located around the edges of the Village are characterized by larger lots and housing development. Figure A.19 summarizes the existing acreage allocated to each of the various land use categories within the municipality's boundaries. The Existing Land Use pattern is depicted on Map 4.

Agriculture

An important land use within the Village of Williams Bay and its planning area is agriculture. A total of 127.5 acres of agricultural land uses are located within the Village. Extensive agricultural land also exists outside of the Village to the north and west. Most of the existing agriculture areas in the Village identified on the Existing Land Use Map are properties currently platted and ready for future development (vacant).

Residential Development

Approximately 36% of the developed land within the Village of Williams Bay is designated as Single-Family Residential (Sewered). A small area of multi-family residential condos is located on the southwest side of the Village on South Walworth Avenue and a series of multi-family townhome units is concentrated along Wildwood Court on the east side of the Village. Pockets of Multi-Family Residential are scattered throughout the Village. In total, Two-Family and Multi-Family Residential and uses account for only 2.3% of the Village's total land area.

Industrial Development

A pocket of light industrial development exists on the west side of the Village at the intersection of Woodlawn Drive and Theatre Road. Industrial uses make up about 0.6% of the Village's total land area.

Commercial Development

The Village's modest central business district is located at the intersection of Geneva Street (State HWY 67) and Walworth Avenue, accommodating a portion of Williams Bay's commercial development and office space. Commercial development in this area is at a higher density here than anywhere else in the community. In total, commercial development makes up about 2.3% of the Village's total land area.

Other Land Uses

About 45 acres of land within Williams Bay are categorized as parks or open space, surface water, wetlands, or woodlands. Unique to Williams Bay, the 230-acre Kishwaukee Nature Conservancy is located in a predominant part of the Village. Community facilities such as government buildings, schools, and other institutional buildings account for an additional 55 acres of land. Roadways and utility easements account for another 203 acres.

Key community facilities include the Williams Bay School Campus on Theatre Road which includes elementary, middle, and high school facilities, Aurora University's George Williams College, Yerkes Observatory, the Village of Williams Bay Public Library, and Village Hall.

Figure A.19: Existing Land Use Totals

Existing Land Use	Acres	Percent
Agricultural and Other Open Lands	127.5	7.2%
Commercial	41.3	2.3%
Governmental and Institutional	284.9	16.1%
Industrial	11.3	0.6%
Multi - Family Residential	39.2	2.2%
Recreational	276.7	15.6%
Road ROW	203.4	11.5%
Rural Residential	2.9	0.2%
Single - Family Residential	635.4	35.9%
Surface Water	1.5	0.1%
Transportation, Communication, and Utilities	8.5	0.5%
Two-Family Residential	1.0	0.1%
Vacant Subdivided	90.7	5.1%
Wetlands	1.7	0.1%
Woodlands	42.1	2.4%
Total	1,767.9	100%

Source: Village of Williams Bay, V&A, 2022

Land Development Trends

A review of historical land development trends provides a foundation for projecting future land demand for new housing, commercial, and industrial development. Residential land development slowed in the Village following the Great Recession in 2007. However, recently, some new single-family homes have been constructed. Additionally, there are several existing platted and/or improved residential subdivisions ready for new development. These neighborhood developments have adequate capacity to accommodate near-term housing demand in the Village, but it is anticipated that new subdivisions may be needed in the long-term to accommodate anticipated long-term growth in the Village.

Another important data point to consider in planning for future growth and development is the Village's municipal tax rate in comparison to other surrounding communities. Between 2015-2020, most surrounding communities increased their tax rates. Among compared communities, Williams Bay had the 5th lowest tax rate at \$3.60. Each of the incorporated communities maintained significantly higher tax rates than neighboring towns. This is very common throughout Wisconsin because of the number of services provided within an incorporated municipality versus an unincorporated municipality. It will be important for the Village to be conscious of this rate when competing with other surrounding communities for economic development opportunities in the future. While maintaining a low tax rate is generally desired, it is also important to recognize the impact of state levy limits. Under state law, the prior year's levy may be increased by a percentage equal to net new construction in the preceding year. If no net new construction occurred, then the tax levy may not be increased. Without new construction value, Village services may remain stagnant due to an inability to increase taxes.

Figure A.21: Municipal Tax Rate Per \$1,000 in Value

Total Municipal Tax Rate Per \$1,000 in Value							
	2015	2016	2017	2018	2019	2020	2021
Village of Williams Bay	\$3.24	\$3.29	\$3.46	\$3.60	\$3.60	\$3.57	\$3.60
Village of Fontana	\$3.19	\$3.27	\$3.47	\$3.46	\$3.35	\$3.45	\$3.08
Village of Walworth	\$6.67	\$6.86	\$6.81	\$6.97	\$7.06	\$7.88	\$8.02
City of Delavan	\$10.55	\$10.55	\$10.69	\$9.40	\$9.95	\$9.89	\$10.10
City of Lake Geneva	\$6.04	\$5.96	\$5.84	\$5.56	\$5.42	\$5.12	\$5.19
Town of Walworth	\$3.23	\$3.34	\$3.56	\$3.57	\$3.81	\$4.15	\$4.46
Town of Delavan	\$2.90	\$3.05	\$3.21	\$3.16	\$3.65	\$3.72	\$3.58
Town of Geneva	\$2.38	\$2.20	\$2.18	\$2.09	\$2.39	\$2.37	\$2.66
Town of Linn	\$1.42	\$1.42	\$1.41	\$1.42	\$1.89	\$1.89	\$1.90

Source: Walworth County, 2021

Trends in the Village's land market show a very similar situation as the housing development trends above, with much more significant growth pre-2010 than post-2010. Overall, land values in Williams Bay have more than doubled since 2000. This is similar to many of the neighboring communities and Walworth County, outside of the Village of Walworth, Town of Walworth, City of Delavan, and the Town of Delavan. As the economy begins to pick up in the area again, land values will most likely begin to increase at a steady rate. It has been a slow recovery for many communities since the Great Recession, but there are some positive trends emerging in recent years that suggest more economic growth possibilities over the next decade within the area.

Figure A.22: Total Equalized Value Comparison

	2000	2005	2010	2015	2020	2000-2010 Change	2010-2020 Change
Village of Williams Bay	\$333,682,300	\$558,789,900	\$761,502,600	\$701,191,900	\$877,475,100	56%	13%
Village of Fontana	\$547,775,600	\$855,038,200	\$1,251,245,100	\$1,134,293,800	\$1,351,169,900	56%	7%
Village of Walworth	\$129,264,200	\$188,279,200	\$211,970,700	\$197,741,300	\$249,646,200	39%	15%
City of Delavan	\$393,362,400	\$554,043,800	\$717,626,200	\$548,772,100	\$720,720,900	45%	0%
City of Lake Geneva	\$626,868,800	\$974,801,100	\$1,287,968,100	\$1,177,142,500	\$1,511,702,700	51%	14.8%
Town of Walworth	\$142,715,000	\$179,319,500	\$239,219,400	\$220,794,000	\$267,465,800	40%	11%
Town of Delavan	\$510,860,300	\$883,400,800	\$1,088,724,000	\$884,660,400	\$1,093,408,300	53%	0.4%
Town of Geneva	\$417,953,800	\$674,551,100	\$987,944,400	\$828,633,500	\$1,005,873,100	58%	2%
Town of Linn	\$717,885,800	\$1,240,283,000	\$1,923,603,800	\$1,539,339,400	\$2,109,195,900	63%	8.8%
Walworth County	\$7,293,679,000	\$11,565,232,700	\$15,004,870,300	\$13,374,832,500	\$16,734,914,200	51%	10%

Source: Wisconsin Department of Revenue

Land Supply

The supply of land available for development includes areas of the Village that have been planned or approved for development but that have not yet been built out; vacant areas within the Village that have not been approved or platted for development; developed land within the Village that is appropriate for redevelopment; and land that is not within the corporate limits of the Village, but is potentially available for future Village expansion. As a stand-alone Village surrounded by relatively low levels of rural development, the theoretical land supply for new development in and around Williams Bay is relatively high.

The land available for development is determined by several factors:

- Wetlands, floodplains, public ownership, farmland preservation, conservation easements, or other characteristics that make land undevelopable
- Other potential building limitations (e.g., infiltration area, steep slopes, shallow depth to bedrock or depth to water table, and hydric soils) will also influence which vacant areas are actually appropriate for development
- Drainage basins (and the relative ability to efficiently provide lands with urban services like sanitary sewer) also form opportunities and limitations for development

Taking these factors into account, the optimal areas for future growth include development in platted subdivisions, the former elementary school property, the former golf course property, redevelopment downtown and areas generally identified in the Smart Growth Areas section in this Plan's Land Use chapter.

Projected Land Use Demand

The ever-changing national, regional, and local market trends, policies, and future priorities will continue to drive population change, household size, the balance of residential and non-residential uses, and the density of development in the Williams Bay area. Together, these factors determine the demand for land development.

Wisconsin statutes require comprehensive plans to include projections, in five-year increments, for future residential and non-residential land uses in a community over the timeframe specified in the planning document. As described in the Issues and Opportunities Chapter, for the purposes of this Plan, population change over the next twenty years will be based on the Compounded Growth Projection based on 2000-2020 population change.

Figure A.23 presents the projected land use demand for the Village through the year 2040. The following analysis for land use demand considers several factors:

- **2020 to 2040 Population Change:** For the purposes of this Plan, population change over the next twenty years will be based on the Compound Growth Projection based on 2000-2020 population change (3,685 total population or 732 new residents). Since the market demand has fluctuated significantly over the past 30 years, seven total population growth projection were calculated for comparison purposes. The highest projection model was the Compounded Growth Projection based on 1990-2020 population change, which yielded a population projection of 3,851 or 898 new residents.
- **Projected Number of New Households in 2040:** The projected number of new households is based on the projected population growth divided by the projected average household size for the given 5-year increment. The WisDOA projects that household size will decrease in the Village by 2040. U.S. Census American Community Survey data has also shown a continued decrease in average household size over the past 20 years. Due to the large margin of error associated with the U.S. Census American Community Survey data and national, regional, and county trends, this Plan assumes that the household size in Williams Bay will decrease over the planning period from 2.23 in 2020 to 2.13 in 2040 (Source: WisDOA).
- **Projected Residential Acreage Demand:** Newer development within the Village, such as Prairie View, Lake Wood Trial, and Bailey Estates consist of residential densities of 2-3 dwelling units per acre. Including the other residential areas within Williams Bay, the Village's current average residential density is approximately 3-4 dwelling units per net acre. For the purpose of this plan, 4 dwelling units per acre was used to calculate the projected number of residential acres needed to maintain that density over the next 20 years. It is likely that density will increase modestly in order to accommodate future growth and infill development, so projections utilizing 4 dwelling units per acre will provide the best value for future land use demand projections.
- **Non-Residential Acreage Demand:** The Village's existing ratio of residential to non-residential land was 48:52, excluding the 230-acre Kishwaukee Nature Conservancy, agricultural land, surface waters, rural residential development, and wetlands. Based on the assumption that this ratio represents a healthy mixture of future residential to non-residential development, this ratio was used to project land demand to the year 2040.
- **Preliminary Acreage Demand:** The land use projections assume that within any new development an additional 33% will be needed for roads and utilities, sidewalks, parks, etc.
- **Flexibility Factor:** Because Williams Bay cannot guarantee the timing and location of new development, it is prudent to incorporate a flexibility factor into projections of land use demand to ensure that the actual supply of land appropriate for development will be available to meet expected demand. Providing a flexibility factor can also serve to keep land prices in check. In addition, providing alternative areas for growth is critical to preventing drastically uneven patterns and rates of growth that can make providing utilities and services inefficient or costly. Finally, the rationale for some flexibility in the land supply could provide a reasonable basis for negotiating adjustments to the approved Urban Service Area (the SEWRPC- and State-approved boundary for public water and sanitary sewer service provision, beyond which the Village and sewer district is not allowed to extend municipal sanitary sewer service). The assumed flexibility factor was two times the preliminary acreage demand.

Figure A.23: Projected Land Use Demand

Projection Used		2020-2025	2025-2030	2030-2035	2035-2040	Total
Projected Population Increase Compounded 2000-2020 ⁽¹⁾	Compounded Growth 2000-2020	168	178	188	199	732
New Household Projection ⁽²⁾	Compounded Growth 2000-2020	75	80	86	92	334
Residential Acreage Demand ⁽³⁾	Compounded Growth 2000-2020	19	20	21	23	83
Non-Residential Demand ⁽⁴⁾	Compounded Growth 2000-2020	10	10	11	12	43
Preliminary Acreage Demand ⁽⁵⁾	Compounded Growth 2000-2020	38	40	43	47	169
Flexibility Factor ⁽⁶⁾	Compounded Growth 2000-2020	76	81	87	93	337

1. Projection based on a Compound growth equation using population changes between 2000-2020.

2. Source: WisDOA, 2013 average household size projections by municipality 2020-2040.

3. Assumed 4 dwelling units per acre.

4. Assumed every new development would include a minimum of 52% additional acreage for non-residential development. Based on the existing ratio of residential to non-residential development on Map 4.

5. Assumed an additional 33% land area needed in every new development for roads, sidewalks, parks, etc.

6. Assumed 2x the preliminary acreage demand total as a margin of error.

CHAPTER TEN: ECONOMIC DEVELOPMENT

Workforce Trends

The Village's labor force has shifted overtime with management, business, science, and arts seeing the most significant increase since 2000 and production, transportation, and material moving seeing the largest decrease. Additionally, all other occupation types have increased over that same time period outside of service occupations. As the global and national economy continues to evolve and shift, it's important to help prepare the community's workforce for these new types of jobs, retain skilled workers in those fields, and leverage available jobs in attracting new residents.

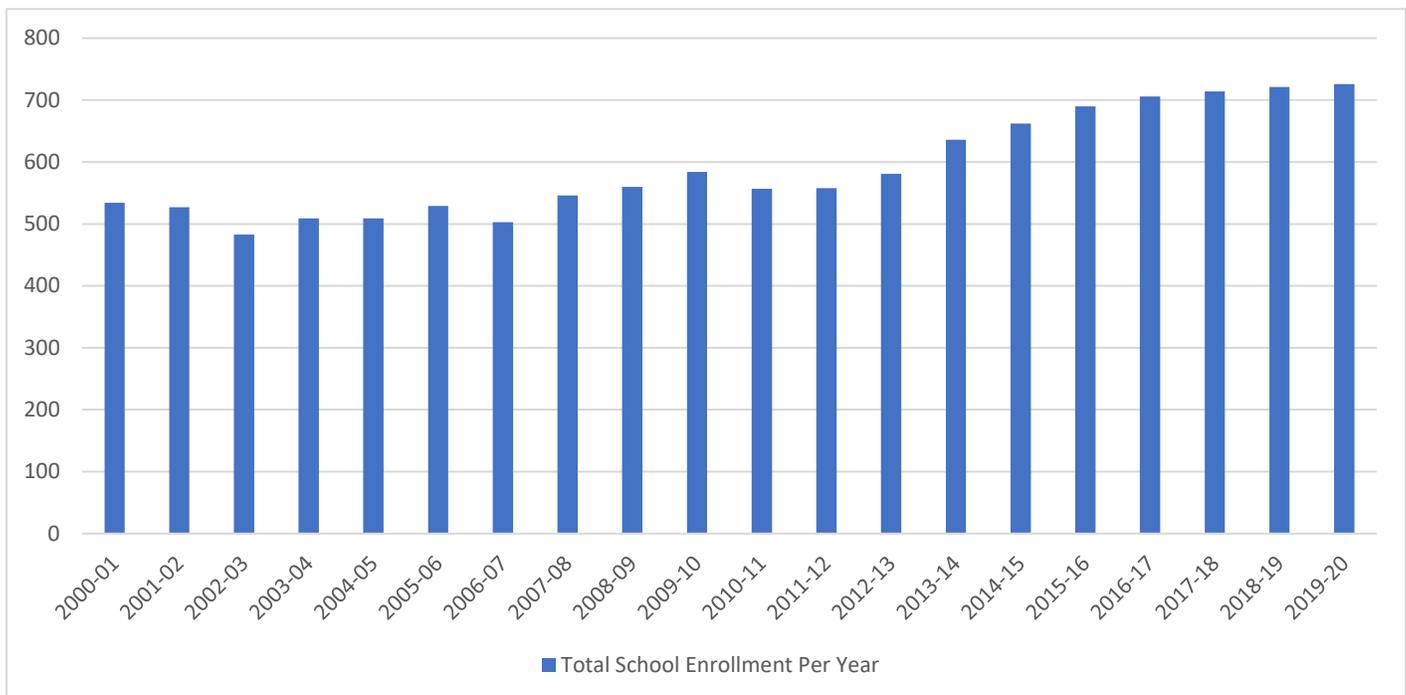
The Wisconsin Department of Workforce Development calculated employment projections between 2018- 2028 by industry group for Walworth, Kenosha, and Racine Counties combined. These projections provide a look into where the region is headed in the future. To note, some of the projected fastest growing occupations include manufacturing, construction, natural resources and mining, trade, transportation, and utilities, all areas that fit within the traditional occupations of Village residents. However, it is worth noting that these projections include areas in Kenosha and Racine Counties expected to increase in manufacturing jobs as a result of the proposed Foxconn development. Over the next 20 years, continuing to grow these occupations within the Village and Walworth County will help the local economy adapt to changing demands and drive economic growth in the future.

Educational attainment is one variable that is used to assess a community's workforce. Compared to all surrounding communities, the state, and Walworth County, Williams Bay has the highest percentage of its population that are high school graduates (99%) in 2020. The Village's percentage of the population with a bachelor's degree or higher is also well above that of the state, the county, and nearly all neighboring communities (47%) besides the Village of Fontana. As the economy continues to evolve over the next 20 years, it is critically important that the village continue to have a prepared and educated workforce ready to adapt to new technologies and innovations.

Enrollment in the Williams Bay District has continued to steadily increase since the early 2000s. The 2019-2020 school year saw the district's enrollment at its historic peak with a student body population over 725 students. Between the years 2000 and 2020, the school district has increased in enrollment by just over 25%.

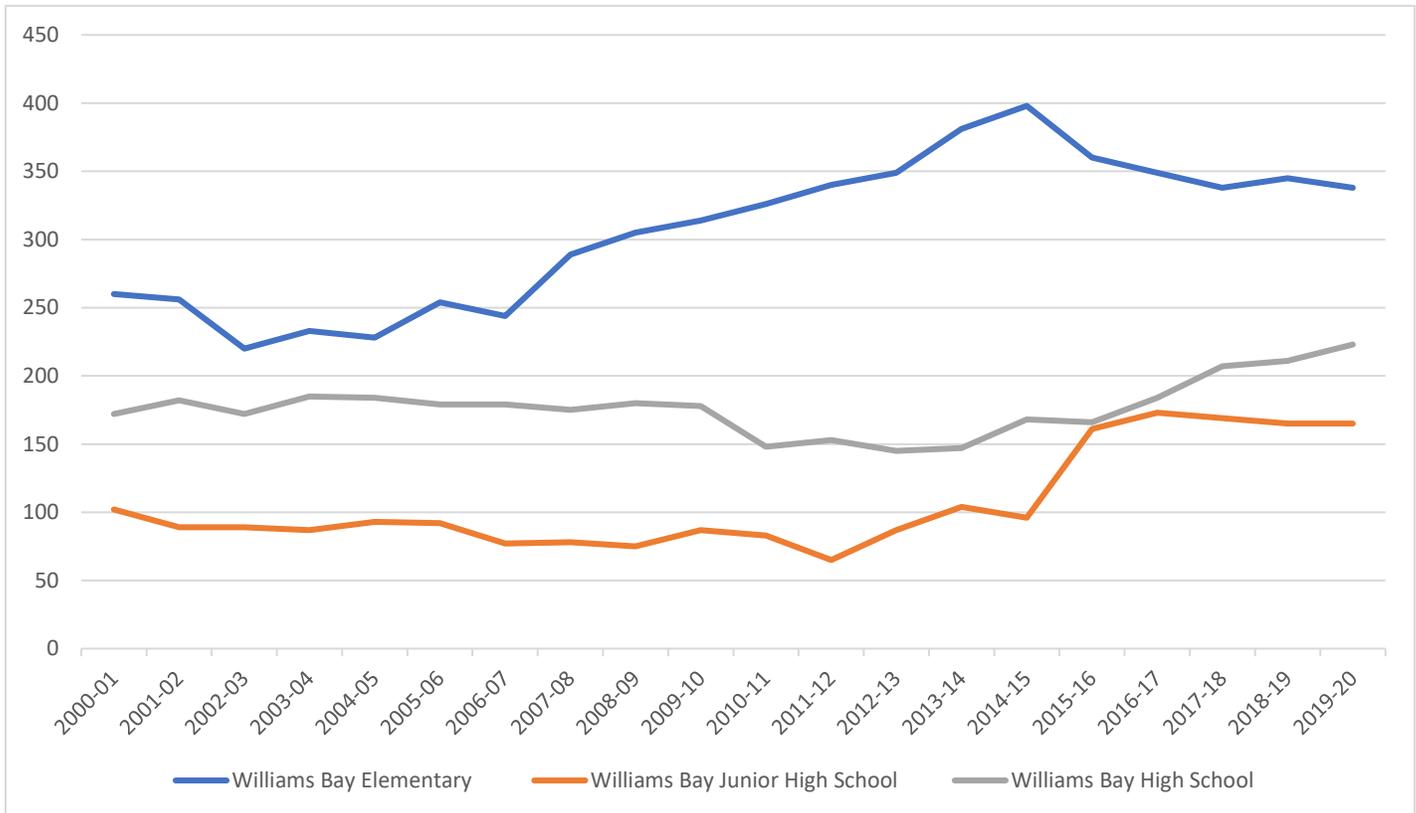
The Wisconsin Department of Instruction ranks schools every year on if they are meeting expectations or not. Any Accountability Rating above an 83 significantly exceeds expectations, between 82-73 exceeds expectations, 72-63 meeting expectations, and 62-53 meets few expectations. Williams Bay Elementary School and Williams Bay Junior High School, both exceed expectations, while Williams Bay High School significantly exceeds expectations. Continuing to maintain and improve these scores will make for a stronger overall school district which can be leveraged in the attraction and retention of young families in the community.

Figure A.24: Williams Bay School District Total Enrollment



Source: Wisconsin Department of Public Instruction, 2021

Figure A.25: Williams Bay School District Enrollment By School



Source: Wisconsin Department of Public Instruction, 2021

Figure A.26: School Accountability Ratings

School/District	2011-12	2012-13	2013-14	2014-15*	2015-16	2016-17	2017-18	2018-19	2019-20*	2020-2021
Williams Bay Elementary	74.8	69.1	74.4	-	66.8	70.9	78	84.2	-	74.5
Williams Bay Junior High School	76.2	78.6	76.8	-	78.1	74.3	70.3	70.1	-	73.4
Williams Bay High School	78.4	82.6	84.1	-	83.1	85.2	80.5	85.4	-	83.6

Source: Wisconsin Department of Public Instruction, 2021

*No reports were produced during these years

Figure A.27: Occupational Groups

	2000	2010	2020	Percent Change from 2000 - 2020
Management, business, science, and arts	45.1%	57%	47%	2.0%
Service	14.1%	14%	13%	-1.6%
Sales and Office	23.5%	17%	25%	1.2%
Natural resources, construction, and maintenance	6.8%	4.5%	7%	0.4%
Production, transportation, and material moving	10.5%	7.2%	8%	-2.1%

*Source: U.S. Census Bureau, 2015-2020 American Community Survey 5-Year Estimates.

*Source: U.S. Census Bureau, 2000-2020 Census.

Figure A.28: Walworth, Kenosha, and Racine County Employment Projections

	Total Employment 2018	Total Projected Employment 2028	Total Change	Percent Change
All Industries	204,657	217,780	13,123	6.4%
Natural Resources and Mining	1,147	1,305	158	13.8%
Construction	6,245	7,282	1,037	16.6%
Manufacturing	34,925	36,507	1,582	4.5%
Trade, Transportation, and Utilities	42,270	44,859	2,589	6.1%
Information	963	957	(6)	-0.6%
Financial Activities	4,816	4,987	171	3.6%
Professional and Business Services	17,581	18,387	806	4.6%
Education and Health Services	43,631	47,019	3,388	7.8%
Leisure and Hospitality	22,808	24,278	1,470	6.5%
Other Services (except Government)	7,233	7,492	259	3.6%
Public Administration	10,049	10,022	(27)	-0.3%
Self-Employed and Unpaid Family Workers	12,989	14,685	1,696	13.1%

Source: Department of Workforce Development State of Wisconsin Southeast Workforce Development Area Industry Projections, 2021

Figure A.29: Educational Attainment – Population 25 and Older

	High School Graduate (or higher)			Bachelor's Degree (or higher)		
	2000	2010	2020	2000	2010	2020
Village of Williams Bay	94%	87%	99%	40%	31%	47%
Village of Fontana	92%	91%	97%	39%	48%	59%
Village of Walworth	84%	87%	88%	16%	12%	25%
City of Delavan	76%	86%	85%	19%	14%	20%
City of Lake Geneva	83%	84%	93%	25%	31%	39%
Town of Walworth	86%	86%	84%	19%	20%	21%
Town of Delavan	82%	90%	90%	17%	19%	23%
Town of Geneva	86%	80%	94%	25%	24%	38%
Town of Linn	92%	91%	92%	35%	38%	36%
Walworth County	84%	87%	92%	22%	23%	30%
State of Wisconsin	85%	82%	93%	22%	19%	31%

*Source: U.S. Census Bureau, 2015-2020 American Community Survey 5-Year Estimates.

Source: U.S. Census Bureau, 2000-2020 Census.

Economic Trends

Between 2000-2020, the Village’s median household income has continued to increase steadily and is slightly lower than the median incomes of many neighboring incorporated communities and Walworth County as-a-whole. Similarly, the Village’s per capita incomes have increased steadily over the past twenty years, but remain lower than Walworth County. The per capita income is defined as the total personal income, divided by the total population. This is used as a measure of the wealth of the population and provides insight on how much disposable income Village residents have.

Another component of income and community wealth is the cost of living. One of the most effective ways of analyzing the cost of living is through the comparison of different area’s living wage. A living wage is defined as the hourly rate that an individual must earn to support their family if they worked full time. In general, Williams Bay and the surrounding Counties are relatively affordable compared to Waukesha and Dane Counties. Additionally, both the living wage for one working adult with one child and two working adults with two children in Walworth County is on par with those of the state as-a-whole. However, since 2018, living wage has increased dramatically in Walworth County, neighboring counties, and the state. This could be a result of impacts associated with the COVID-19 global pandemic and drastic economic fluctuations that occurred in 2020.

Over the past 19 years, the number of minutes spent commuting to work for Village residents has increased from 20 minutes in 2000 to 24 minutes in 2019. This is not uncommon, nearly all communities across the U.S. have experienced similar increases as people continue to live farther from their place of work. The number of people who work in Williams Bay and live in Williams Bay is very low. Only around 4% of the people employed in Village actually live in it, while over 800 Village residents work outside of the Village. These trends reflect the location of Williams Bay in relation to several of the lake and recreation-oriented communities, large metropolitan areas that are within commuting distance, and access to the interstate. Nearly all Village residents are currently commuting to work in those areas outside of Williams Bay. For comparison, in Walworth County, 52% of people who work in the County also live in it.

Williams Bay's private sector economic base consists primarily of accommodations and food service and retail trade sector employers. However, based on commuting data, almost all residents of Williams Bay travel outside of the Village to work in other neighboring communities.

Figure A.30: Income Comparison

	Median Household Income			Per Capita Income		
	2000	2010	2020	2000	2010	2020
Village of Williams Bay	\$50,450	\$57,539	\$59,306	\$26,231	\$31,910	\$41,217
Village of Fontana	\$54,211	\$74,750	\$88,036	\$32,266	\$56,356	\$58,486
Village of Walworth	\$43,672	\$50,505	\$54,625	\$19,311	\$19,119	\$30,401
City of Delavan	\$42,551	\$45,218	\$58,424	\$17,624	\$20,024	\$26,748
City of Lake Geneva	\$40,924	\$47,873	\$61,028	\$21,536	\$25,652	\$37,560
Town of Walworth	\$56,250	\$60,500	\$70,250	\$24,817	\$33,725	\$33,041
Town of Delavan	\$45,264	\$53,378	\$61,715	\$22,796	\$24,609	\$34,219
Town of Geneva	\$49,504	\$64,688	\$81,339	\$25,021	\$33,063	\$39,332
Town of Linn	\$54,213	\$61,438	\$78,971	\$29,751	\$42,009	\$57,181
Walworth County	\$46,274	\$54,487	\$66,034	\$21,229	\$26,769	\$34,027

*Source: U.S. Census Bureau, 2015-2020 American Community Survey 5-Year Estimates.

Source: U.S. Census Bureau, 2000-2010 Census.

Figure A.31: Living Wage

	1 Working Adult With 1 Child	2 Working Adults With 2 Children
Walworth County	\$30.35	\$21.27
Jefferson County	\$30.14	\$21.06
Rock County	\$29.66	\$20.82
Racine County	\$30.52	\$21.56
Dane County	\$34.40	\$24.28
Waukesha County	\$31.68	\$22.52
Wisconsin	\$30.17	\$21.24

Source: MIT Living Wage Calculator, 2020

Figure A.32: Commuting Patterns

	2019 Total	2019 Percentage
Employed in Williams Bay and Live in Williams Bay	100	8%
Employed in Williams Bay, but live elsewhere	700	88%
Live in Williams Bay and work elsewhere	1,175	92%
Employed in Walworth Co. and Live in Walworth Co.	21,294	52%
Employed in Walworth Co., but live elsewhere	19,954	48%
Live in Walworth Co. and work elsewhere	29,727	58%

**Source: U.S. Census Bureau OnTheMap, 2019

Figure A.33: Commuting Patterns 2

	2000	2010	2019*
Mean Travel Time to Work	20	26.1	24.8

*Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates.

Source: U.S. Census Bureau, 2000-2010 Census.

Figure A.34: Largest Private Sector Employers

Employer	Industry	Number of Employees
Williams Bay Care Ctr LLC	Health Care & Social Assistance	100-249
George Williams College-Aurora University	Educational Services	50-99
Harpoon Willies	Accommodation and Food Service	20-49
Wesley Woods Retreat	Accommodation and Food Service	20-49
C & C Technologies Corp	Information	20-49
Yerkes Observatory	Professional, Scientific, and Technical Services	20-49
Ackman Glass & Mirror Co Inc	Retail Trade	20-49
Gage Marine Corps	Retail Trade	20-49

Source: Wisconsin Department of Workforce Development, 2020

Environmentally Contaminated Sites

The WisDNR’s Environmental Remediation and Redevelopment Program maintains a list of contaminated sites, or brownfields, in the state. WisDNR defines brownfields as “abandoned or under-utilized commercial or industrial properties where expansion or redevelopment is hindered by real or perceived contamination.” Examples of brownfields might include a large abandoned industrial site or a small corner gas station. Properties listed in the WisDNR database are self-reported, and do not necessarily represent a comprehensive listing of possible brownfields in a community.

As of 20221, there were 32 sites identified in the Village by the Bureau for Remediation and Redevelopment Tracking System (BRRTS). However, there is only one open case (156 Elkhorn Road). This open case is classified as an NAR, or No Action Required case, and it was deemed that after assessment, the underground storage tanks do not require remediation action. No open sites in the Village are classified as environmental repair, or open ERP’s. These sites are oftentimes older, and have been releasing contaminants to the soil, groundwater, or air over a long period of time. Specific locations, property ownership information, and status of remediation efforts for all BRRTS sites are available from the DNR. These properties may need special attention for successful redevelopment to occur.

The locations of these environmentally contaminated sites were considered when making the land use recommendations in this Plan. The Village encourages remediation and redevelopment of contaminated sites for future economic development, where appropriate.

Economic Development Programs and Agencies

Capital Improvement Plan/Budget

A capital improvement plan is a community’s near-term financial plan of future capital improvements to be carried out during a specific timeframe—capital improvement costs are intended to be matched with anticipated revenues. The Village’s Capital Improvement (CIP) Budget allocates funding for general administrative expenses, machinery and equipment expenditures, police operating costs, solid waste collection costs, streets maintenance expenditures, and parks and recreation expenditures. Commercial and residential property tax revenue, utility revenue, and impact fees fund the Village’s Capital Improvement Budget, which is updated annually. The 2020-2025 Village CIP can be found in Chapter 7.

Tax Incremental Financing (TIF)

The Village of Williams Bay does not currently have any Tax Increment Districts (TIDs) or utilize TIF for redevelopment projects. The Village should consider utilizing tax incremental financing to fund public improvements and/or economic development projects that would not be feasible without the use of this powerful financing tool. Costs associated with TIF projects are funded from the issuance of debt, with the principal and interest paid back with tax increments from properties within the TIF over multiple decades.

Walworth County Economic Development Alliance (WCEDA)

In 2004, Walworth County formed the Economic Development Advisory Committee with representatives from all cities, villages, and towns in the County, as well as higher education, public utility, and business representatives. Following the completion of the WCEDA Strategic Plan in 2005, the Walworth County Economic Development Alliance (WCEDA) opened. The organization provides the County with four overarching services: businesses retention, businesses expansion, businesses attraction, and business startup.

Wisconsin Economic Development Corporation (WEDC)

Through WEDC, the state operates several economic development related grant programs. WEDC initiatives such as the Blueprint for Prosperity Initiative include Wisconsin Technical College Wait List Reduction grants, High School Pupil Worker Training Grants, and Workforce Training Grants for Persons with Disabilities. The organization's Wisconsin Fast Forward program includes worker training grants by sector among other grant funding opportunities. Additionally, the Community Development Investment Grant Program focuses on downtown community development and supports urban, small city, and rural communities in their redevelopment efforts. There are also brownfield grants available through the WEDC that include both a general program and site assessment program. The Wisconsin Economic Development Corporation also hosts a wide variety of other grant programs that could be applied for by the Village, non-profits, or local businesses. For more information related to these various programs, eligibility, and requirements, see the WEDC website.

U.S. Small Business Administration

The U.S. Small Business Administration's Certified Development Company (504) Loan Program provides growing businesses with long-term, fixed-rate financing for major fixed assets, such as land and buildings. 504 Loans can be used to fund land purchases and improvements; grading; street improvements; utilities; parking lots; landscaping; construction of new facilities; or modernizing, renovating, or converting existing facilities. A Certified Development Company (CDC) is a nonprofit corporation set up to contribute to the economic development of its community. There are many additional Federal-level programs administered through the EDA and USDA.

The American Rescue Plan Act of 2021

The federal government passed the American Rescue Plan Act in the spring of 2021, which allocates money to individual local governments (Coronavirus State and Local Fiscal Recovery Fund). Funds can be utilized for response to negative economic impacts of COVID-19, to support government services to the extent that the pandemic caused a reduction in revenue, and investments in infrastructure. The Act also provided stimulus money to County, Regional, and State organizations that will be allocated through grants. Utilizing these resources in the coming years will be key to advancing various initiatives throughout this Plan. This funding will also serve as an important resource in helping the community's local businesses bounce back from the economic impacts of the pandemic.

Assessment of Williams Bay’s Economic Strengths and Weaknesses

Figure A.35: Strengths and Weaknesses for Economic Development

Strengths	Weaknesses
Location and Access	
Local transportation accessibility via STH 50 and 67, 10 minutes to I-43	Competition from other nearby communities for commercial uses, tourists, and workforce
Proximity to the metro areas of Milwaukee, Madison, Racine, and Chicago, in addition to employment and shopping concentrations in Lake Geneva, Delavan, Beloit, and Janesville.	Lack of business growth within the Village, particularly small businesses, retail stores, and daily needs stores/services (i.e., grocery, hardware store, etc.)
Adjacent to abundant natural resources in Delavan Lake, Geneva Lake, Lake Como, the Kettle Moraine, and Ice Age Trail that attracts tourists from multiple states to the area	Downtown does not benefit from streetscape design elements that make it accessible and inviting for pedestrian activity
Infrastructure	
Excellent community services and facilities— parks, schools, library, Village Hall	Lack of additional utility capacity to serve new residents, businesses, and industries
Available developable land adjacent to Village boundaries	Lack of interconnected bicycle and pedestrian network, dedicated sidewalks through the community
Education/Workforce	
High-quality school system, steady school enrollment	Difficulty attracting/retaining young families
Local college and institutional uses in the Village, proximity to several universities and technical colleges	Lack of industry and major employment opportunities in local economy
Local Opportunities	
Strong sense of community and volunteer base	Large number of seasonal/part-time residents
Small-town character	Lack of diversity in local employers
Kishwaukee Nature Conservancy location and assets	Need for revitalization of downtown
Low municipal tax rates	Limited local implementation resources
Strong recreational programming through Williams Bay Recreation Department	Lack of sustained new housing development in the past decade, diversity in housing with regard to type and affordability
Multiple redevelopment opportunities	Need for increased marketing of community facilities, events, and destinations

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CHAPTER ELEVEN: INTERGOVERNMENTAL COOPERATION

Existing Regional Framework

The Village of Williams Bay lies within Walworth County. Neighboring municipalities near Williams Bay include the Village of Fontana and the City of Lake Geneva, and the Village is in close proximity to multiple towns, including the towns of Delavan, Linn, Geneva, and Walworth. Map 1 depicts the boundaries of Williams Bay's neighboring and/or overlapping jurisdictions. Relationships with these local, regional, and State jurisdictions were analyzed during the Village's planning process to identify mutual planning opportunities, possibilities for partnerships, and potential areas of conflicting interest.

Important State Agency Jurisdictions

The Wisconsin Department of Transportation (WisDOT) is responsible for transportation planning throughout the State and is the primary agency responsible for planning and managing federal and state highways, including I-43, State Hwy 67 and State Hwy 50. WisDOT also provides ongoing review and input in County and Village transportation plans and projects to ensure compatibility with their goals and objectives.

The Wisconsin Department of Natural Resources (WisDNR) provides service to Walworth County residents out of four southeast Wisconsin offices in Milwaukee, Plymouth, Waukesha, and Sturtevant. There are no known conflicts between the Village's plans and the plans and long-term goals of these State agencies.

Southeastern Wisconsin Regional Planning Commission (SEWRPC)

SEWRPC was established in 1960 to serve as the regional planning agency for the highly urbanized area of Southeastern Wisconsin. The commission consists of 21 members (three from each county) who provide information and planning services to the counties of Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha. SEWRPC addresses planning issues that transcend political and natural boundaries such as transportation, water supply, parks and open space, air and water quality, flooding, natural resource base deterioration, and changing land uses.

SEWRPC recently updated the Regional Land Use Plan and Transportation Plan (Vision 2050). The new plan serves as a guide to land use development and redevelopment and transportation system planning at the regional level through the year 2050. The Transportation System Plan is a multi-modal plan of recommended transportation actions designed to address existing and anticipated future transportation problems and needs. Many of the key land use and transportation recommendations in Vision 2050 are reflected in this Plan.

SEWRPC also exercises considerable influence over local community planning through the establishment and adjustments of sanitary sewer service boundaries. SEWRPC has been granted this authority by the State of Wisconsin Department of Administration. Each Metropolitan Sewer District boundary is determined in part by the projected needs for the area served based on SEWRPC population and land use assumptions. City, Village, and unincorporated Sanitary Sewer Districts must demonstrate that land use decisions and sanitary sewer projects are consistent with these assumptions and planning goals in order to obtain approvals for adjustments to their sanitary sewer service boundaries, and they may not extend services outside of these boundaries without specific authorization from the State of Wisconsin via SEWRPC.

Walworth County

Walworth County initiated a multi-jurisdictional comprehensive planning effort to comply with the state comprehensive planning requirements by January 1, 2010. SEWRPC provided planning assistance in this initiative. Participating communities include the municipalities of Williams Bay, Delavan, East Troy, Geneva, Lafayette, LaGrange, Richmond, Spring Prairie, Sugar Creek, Troy, Walworth, and Whitewater. The outcome of the planning effort was to provide a long-range comprehensive plan for the year 2035. In 2019, SEWRPC worked with the 13 communities from the previous planning process to update the Multi-Jurisdictional Comprehensive Plan. Many of the previous plan's land use policies regarding cities and village reflect those from the previous plan:

- Cities and villages are encouraged to develop and implement their comprehensive plans in a manner that promotes the development of compact urban areas that allows for the efficient provision of public utilities and services.
- Cities and villages are encouraged to promote infill development, along with the revitalization and renewal of their older urban areas, as part of their overall approach to meeting future development needs.
- Cities and villages are encouraged to include towns in planning future development in areas that border on, or potentially extend into, town areas. Coordination of planning can best be achieved through boundary agreement efforts. Cities and villages are also encouraged to consult with towns when making decisions on annexations and the exercise of extraterritorial powers.

The County's Comprehensive Plan also recognizes conservation developments as an alternative to conventional development as a means to limit development in natural resource areas. The County recommends a flexible approach to the choice of design options within conservation developments, with decisions on the use of such designs made on a case-by-case basis, taking into account the topography, existing natural resource features, and other characteristics of potential sites.

Walworth County also has a county-wide Natural Hazard Mitigation Plan, Land and Water Resource Management Plan, Farmland Preservation Plan, and Park and Open Space Plan. Each will be updated over the next twenty years and it is recommended that Williams Bay continues to participate in those planning processes.

Walworth County Metropolitan Sewage District (WalCoMet)

The WalCoMet District provides services to numerous areas including the Cities of Delavan and Elkhorn, the Villages of Williams Bay and Fontana, the Delavan Lake Sanitary District, the Geneva National Sanitary District, the Lake Como Sanitary District, and the Mallard Ridge Landfill. WalCoMet's sewage treatment plant, located in Delavan, treats sewage from the Village of Williams Bay and several neighboring jurisdictions as part of the larger sewer district network.

Town of Delavan

The Town of Delavan surrounds the northwestern boundary of Williams Bay and participated in the County's Multi-Jurisdictional Comprehensive Plan update. The Town's Future Land Use Map designates lands adjacent to Williams Bay as "Development Holding Areas," which are largely undeveloped lands suitable for future development. At the time the Plan was written, Development Holding Areas were included in a sewer serve area boundary, but were not in the Delavan Lake Sanitary District and generally were not zoned for development. The intent of Development Holding Areas was to identify long term development lands within the Town which can eventually be approved for building as part of a future development phase.

The Town's plan designates the majority of undeveloped land in the Village's extraterritorial jurisdiction as "Agricultural." Development is not anticipated to occur in these areas over the course of the planning period. Other recommendations in the Town of Delavan's plan that relate to Williams Bay include:

- Maintain "greenbelts" consisting of productive farmlands and environmental corridors as separations between developments clustered in the Delavan Lake and the Inlet areas and the nearby incorporated communities of City of Delavan, Village of Williams Bay, and City of Elkhorn.
- Encourage joint planning arrangements with the cities of Elkhorn and Delavan, Village of Williams Bay; the towns of Walworth, Geneva, Sugar Creek, and Darien; and Walworth County.

Town of Geneva

The Town of Geneva's future land use map within the Walworth County Multi-Jurisdictional Comprehensive Plan designates the majority of land in the Village's ETJ as prime agricultural land. Other lands within the Village's ETJ are designated as environmental corridor and other agricultural, residential, or open space land use areas at densities between 20 and 34 acres per dwelling unit. There are no conflicts between this Village Comprehensive Plan and the Town's Future Land Use Map.

About a quarter section of the Village of Williams Bay occupies land that was once in the Town of Geneva because the Village's extraterritorial jurisdiction extends 1.5 miles beyond its municipal boundary into the Town. The Town of Geneva's land use plan designates this area for "Commercial/Recreational" land uses along the northeastern side of State Highway 50, as well as a "Primary Environmental Corridor" for much of the land between Lake Como and Williams Bay. Land along the western Town boundary, about a half mile north of Williams Bay, is designated as a "Development Reserve." This designation indicates areas where specific uses have not yet been identified; however, the types of uses that may be considered appropriate in the future are resorts, golf courses, residential development in a recreational setting, hotels, spas, water parks, and professional offices.

In addition, the Town of Geneva's plan suggests that the community would like to enter into a boundary agreement with Williams Bay that is mutually beneficial to both the Town and the Village.

Town of Linn

The Town of Linn is located due east and southeast across Geneva Lake from Williams Bay, and adopted its plan in October of 2019. The Town of Linn's comprehensive plan and land use map describes a Joint Planning Area District that is intended to provide guidance on how to address future development adjacent to neighboring jurisdictions and promote intergovernmental cooperation with neighboring incorporated municipalities. Generally, the Joint Planning Area District corresponds to future urban service areas as identified in the comprehensive plans of neighboring municipalities.

The Town of Linn's comprehensive plan also establishes a framework for boundary agreement negotiations. The plan outlines the following goals and objectives related to land use and intergovernmental cooperation:

- Promote land use consistency and cooperation with neighboring communities, particularly regarding growth and development that may have an impact on the water quality of the lake and the quality of life in the area.
- Protect the water quality of Geneva Lake by (1) requiring conservation subdivisions, (2) utilizing low impact development (LID) strategies, (3) preserving environmental corridors, (4) encouraging shoreline restoration, and (5) more actively enforcing erosion control ordinances.
- Promote consistency of land use along municipal borders by cooperating with the villages of Fontana and Williams Bay and the City of Lake Geneva to jointly plan for the transition of land within the Joint Planning Area to urban uses in a manner where services can be provided without annexation.

Town of Walworth

The Town of Walworth is adjacent to the southwestern side of Williams Bay and participated in the County's Multi-Jurisdictional Comprehensive Plan update. The Town land use plan identifies "urban reserve areas" around Williams Bay. While specific future uses have not been identified, it is envisioned that the areas would primarily accommodate residential uses, possibly with supporting neighborhood commercial development. In addition, the Town is interested in the potential for sewer and water supply service to these areas - if and when they develop- via an extension of village utility systems. This would potentially include arrangements by which the areas so served would remain in the Town. Specifics in this regard would be set forth in the village-town boundary/utility service agreements.

School Districts

The Williams Bay School District serves the entire Village of Williams Bay, portions of the Towns of Delavan, Geneva, Linn, and Walworth. The District's most recent Strategic Plan was adopted in 2018 to guide the district through the year 2023. District trends are outlined in the Utilities and Community Facilities chapter.

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CHAPTER TWELVE: IMPLEMENTATION

Plan Adoption

A first step in implementing the Village of Williams Bay Comprehensive Plan is making sure that it is adopted in a manner which supports its future use for more detailed decision making. The Village has included all necessary elements for this plan to be adopted under the State's comprehensive planning legislation. The Village has also followed procedures for adopting this Plan under Section 1001(4) of the Wisconsin State Statutes.

Plan Monitoring

This Plan is intended to be used by government officials, developers, residents, and others interested in the future of the Village to guide its growth, development, redevelopment, and preservation. Williams Bay intends to constantly evaluate its decisions on private development proposals, public investments, regulations, incentives, and other actions against the recommendations of this Plan. As of the adoption of this Plan, all zoning, subdivision, and Official Map ordinances and decisions must be consistent with the Comprehensive Plan.

This Plan will only have value if it is used, understood, and supported by the community. It is critical that the Village make concerted efforts to increase community awareness and education of this Plan. To this end, efforts may include:

- Prominently displaying plan maps and other materials in Village offices, public gathering places, and online.
- Ensuring that user-friendly, attractive, and up to date materials are continuously updated and are easily accessible on the Village's website.
- Speaking to current and future elected officials, community organizations, and school groups about the Plan.
- Regularly presenting implementation progress reports to the Village Board, Plan Commission, and other municipal bodies.
- Incorporating Plan implementation steps in the annual budget process and other planning initiatives the Village is involved in.
- Encouraging all Village Staff, commissions, committees, groups, task forces, and other related bodies to become familiar with and use the Plan in their decision making.
- Annually reviewing and assessing the Plan by evaluating performance against the implementation steps and timeframe described in the Implementation Chapter. This review will appear on the agenda of a regular Village Board meeting in late summer or early fall, in advance of the budget process. The Village Board will hold a public hearing at the meeting in which the review is held. This meeting should also include the Planning Commission, department heads, and interested members of the public. Resident participation in this review should be actively solicited by public notice, and public input allowed at the meeting at which the review is held. Any need for specific changes to the Plan in response to changes in the factors on which it was based could be addressed at this review. Amendments to the Plan will be made in accordance with the procedures described in the Plan Amendments section below.

Plan Administration

This Plan will largely be implemented through an ongoing series of individual decisions about annexation, zoning, land division and development, official mapping, public investments, and intergovernmental relations. The Village of Williams Bay intends to use this Plan to inform such decisions under the following guidelines:

Annexations

Proposed annexations will be guided by the recommendations of this Plan. Specifically, the Future Land Use Map and the Transportation and Community Facilities Map of this Plan will be among the factors considered when evaluating a request for annexation. Annexation proposals on lands that are designated for urban development, as locations for future transportation facilities, and/or as locations for future community facilities will be more strongly considered for annexation approval. However, in their consideration of annexation proposals, the Plan Commission and Village Board will also evaluate the specific timing of the annexation request, its relationship to the overall regularity of the corporate boundary, the ability to provide utilities and public services to the site, and the costs associated with the proposed annexation.

Zoning

Proposed zoning map amendments (rezonings) should be consistent with the recommendations of this Plan. Specifically, the Future Land Use Map will be used to guide the application of the general pattern of permanent zoning. However, the precise location of zoning district boundaries may vary, as judged appropriate by the Plan Commission and Village Board. Departures from the exact land use boundaries depicted on the Future Land Use Map may be particularly appropriate for projects involving a mix of land uses and/or residential development types, properties split by zoning districts, and/or properties located at the edges of future land use areas. However, in their consideration of zoning map issues, the Plan Commission and Village Board will also evaluate the specific timing of the zoning map amendment request, its relationship to the nature of both existing and planned land uses, and the details of the proposed development. Therefore, this Plan allows for the timing of zoning actions and the refinement of the precise recommended land use boundaries through the zoning, conditional use, and land division processes.

Land Division

Proposed land divisions should be generally consistent with the recommendations of this Plan. Specifically, the Future Land Use Map and the Transportation and Community Facilities Map (in addition to the policies behind these maps) will be used to guide the general pattern of development and the general location and design of public streets, parks, and utilities. However, in their consideration of land divisions, the Plan Commission and Village Board will also evaluate the specific timing of the land division request, its relationship to the nature of both existing and future land uses, and the details of the proposed development. Departures from the exact locations depicted on these maps will be resolved through the land division process for certified survey maps, preliminary plats, and final plats both within the Village limits and the extraterritorial jurisdiction. This Plan allows for the timing and the refinement of the precise recommended development pattern and public facilities through the land division process as deemed appropriate by the Plan Commission and Village Board.

Official Mapping

The Transportation and Community Facilities Map will be used to guide the general location and design of both existing and new public streets, public parks, and utilities. The Village may adopt an Official Map to capture some of these recommendations. In their consideration of official mapping issues, the Plan Commission and Village Board will also evaluate the specific timing of the development request, its relationship to the nature of both existing and future land uses, and the details of the proposed development. Departures from the exact locations depicted on Plan maps will be resolved through the official mapping and platting processes both within the Village limits and the extraterritorial jurisdiction.

Public Investments

Proposed public investment decisions will be guided by the recommendations of this Plan. However, the timing and precise location of public investments may vary, as judged appropriate by the Plan Commission and Village Board. This Plan allows for the timing and the refinement of the precise recommended public facilities and other public investments as deemed appropriate by the Plan Commission and Village Board.

Intergovernmental Relations

Proposed intergovernmental relations decisions, including intergovernmental agreements, will be guided by the recommendations of this Plan as deemed appropriate by the Plan Commission and Village Board. However, in their consideration of intergovernmental decisions and agreements, the Plan Commission and Village Board will also evaluate a wide variety of other factors. Departures from the recommendations of this Plan will be resolved by the Village Board through the intergovernmental process.

Interpretation

The interpretation of this Plan shall be the responsibility of the Village Board, as guided by recommendations of the Plan Commission.

Plan Amendments

This Plan can be amended and changed. Amendments may be appropriate in the years following initial plan adoption, particularly in instances where the Plan is becoming irrelevant or contradictory to emerging policy or trends, or does not provide specific advice or guidance on an emerging issue. “Amendments” are generally defined as minor changes to the Plan maps or text. The Plan should be specifically evaluated for potential amendments every three years. Frequent amendments to accommodate specific development proposals should be avoided, or else the plan will become meaningless.

The State comprehensive planning law requires that the Village use the same basic process to amend a comprehensive plan as is used to initially adopt the plan. This means that the procedures defined under Section 66.1001(4), Wisconsin Statutes, need to be followed:

1. Either the Village Board or Plan Commission initiates the proposed Comprehensive Plan amendment. This may occur as a result of a regular Plan Commission review of the Plan, or may be initiated at the request of a property owner or developer.
2. The Village Board adopts a resolution outlining the procedures that will be undertaken to ensure public participation during the Plan amendment process (see Section 66.1001(4)a of Statutes and model resolution included in this Comprehensive Plan).
3. The Village Plan Commission prepares or directs the preparation of the specific text or map amendment to the Comprehensive Plan.
4. The Village Plan Commission holds one or more public meetings on the proposed Comprehensive Plan amendment. Following the public meeting(s), the Plan Commission makes a recommendation by resolution to the Village Board by majority vote of the entire Commission (see Section 66.1001(4)b of Statutes).
5. The Village Clerk sends a copy of the recommended Plan amendment (not the entire comprehensive plan) to all adjacent and surrounding government jurisdictions and the County as required under Section 66.1001(4)b, Wisconsin Statutes. These governments should have at least 30 days to review and comment on the recommended Plan amendment. Nonmetallic mine operators, any person who has registered a marketable nonmetallic mineral deposit with the local government, and any other property owner or leaseholder who has requested notification in writing must be informed through this notice procedure. These governments and individuals should have at least 30 days to review and comment on the recommended Plan amendment.
6. The Village Clerk directs the publishing of a Class 1 notice, published at least 30 days before a Village Board public hearing and containing information required under Section 66.1001(4)d, Wisconsin Statutes.
7. The Village Board holds the formal public hearing on an ordinance that would incorporate the proposed Plan amendment into the Comprehensive Plan.
8. Following the public hearing, the Village Board approves (or denies) the ordinance adopting the proposed Plan amendment. Adoption must be by a majority vote of all members. The Village Board may require changes from the Plan Commission recommended version of the proposed Plan amendment.
9. The Village Clerk sends a copy of the adopted ordinance and Plan amendment (not the entire Comprehensive Plan) to all adjacent and surrounding government jurisdictions, nonmetallic mine operators, any person who has registered a marketable nonmetallic mineral deposit with the local government, and any other property owner or leaseholder who has requested notification in writing as required under Sections 66.1001(4)b and c, Wisconsin Statutes.

Plan Update

The State comprehensive planning law requires that a community’s comprehensive plan be updated at least once every ten years. As opposed to an amendment, an update is often a substantial rewrite of the Plan document and maps. Based on this deadline, the Village should update this Comprehensive Plan by the year 2032 at the latest. The Village should continue to monitor any changes to the language or interpretations of the State law over the next several years.

Consistency Among Plan Elements

The State comprehensive planning statute requires that the implementation element “describe how each of the elements of the comprehensive plan shall be integrated and made consistent with the other elements of the comprehensive plan.” Because the various elements of this Plan were prepared simultaneously, there are no known internal inconsistencies between the different elements or chapters of this Plan.