

Town of Watertown Comprehensive Planning Goals and Objectives

The following is a summary of the overall goals and objectives for the Town of Watertown. These goals and objectives are repeated within the context of each element and are further defined by corresponding policies and programs at the end of each section.

Goals

Community goals are broad statements expressing public preferences for the long term (20 years or more). They specifically address key issues, opportunities and problems that affect the community. Goals are value-based statements that are not necessarily measurable.

Objectives

Objectives are narrower than goals and are measurable statements usually attainable through direct action and strategic planning. The accomplishment of objectives contributes to fulfillment of the goal.

Issues and Opportunities Element (10)

"Background information on the local government unit and a statement of overall objectives, policies, goals and programs of the local government to guide the future development and redevelopment of the local government unit over a 20 year planning period."

Goal IO-1: *Strengthen local control of land use decisions through cooperation and communication with Jefferson County, the City of Watertown and village of Johnson Creek.*

Supporting Objectives:

- IO-1.1 Utilize the town's comprehensive plan as a tool to guide and support town actions and decisions.
- IO-1.2 Work with the county to establish a mutually beneficial decision-making procedure that integrates and is consistent with the town's comprehensive plan.
- IO-1.3 Provide incentive for adjoining municipalities to view the town as a natural park.

Goal IO-2: *Balance appropriate land use regulation and individual property rights with community interests and goals.*

Supporting Objectives:

- IO-2.1 Create opportunities for citizen participation throughout all stages of plan and ordinance development and implementation.
- IO-2.2 Establish a development review process whereby all interested parties are afforded an opportunity to influence the outcome.

Issues and Opportunities Policies

1. The comprehensive plan shall maintain consistency with state comprehensive planning requirements.
2. Public participation shall be required prior to the development of and/or amendment to any town plans, ordinances, or programs.

Issues and Opportunities Programs

All programs required to implement the functions of the Town of Watertown Year 2025 Comprehensive Plan are listed under the remaining elements.

Housing Element (HE)

"A compilation of objectives, policies, goals, maps and programs of the local governmental unit to provide an adequate housing supply that meets existing and forecasted housing demand in the local governmental unit."

Goal HE-1: Provide a variety of housing and development opportunities that are consistent with the rural character and service capabilities of the town.

Supporting Objectives:

- HE-1.1 Retain farm and single family residences as the preferred type of housing supply in the town.
- HE-1.2 Steer more intensive residential development such as two-family, multifamily and elderly housing to the City of Watertown and other urban service areas.
- HE- 1.3 Ensure that local land use controls and permitting procedures do not discourage or prevent the provision of affordable housing opportunities within the town.
- HE-1.4 Explore opportunities to provide incentives for developers and home builders to create quality housing that is affordable for low and moderate income households.
- HE-1.5 Support the location of manufactured homes within the town that feature designs similar to site-built homes and are built to state standards.

Goal HE-2: Provide areas for residential development, while preserving open space, natural resources, farmland and the rural character of the town.

Supporting Objectives:

- HE-2.1 Steer residential development to planned growth areas where adequate public services and facilities are available or planned.
- HE-2.2 Encourage well designed residential development to locate along existing public roads and near existing residential developments in order to promote orderly growth and expansion throughout the town.

- HE-2.3 Explore various programs and concepts that can encourage creative ways to preserve rural character and natural resources such as conservation subdivisions, planned unit developments, PDR programs and conservation easements.

Transportation Element (TE)

"A compilation of objectives, policies, goals, maps and programs to guide the future development of the various modes of transportation, including highways, transit, transportation systems for persons with disabilities, bicycles, walking, railroads, air transportation, trucking and water transportation."

Goal TE-1: *Provide and maintain a safe and reliable town transportation network.*

Supporting Objectives:

- TE-1.1 Adopt town road standards for the construction of public and private roads.
- TE-1.2 Implement and preserve access controls along all town roadways (i.e. driveway permits).
- TE-1.3 Develop and maintain a transportation plan to address long-term needs for road upgrades and new roads.
- TE-1.4 Ensure that new roads can connect to existing and planned roads on abutting properties whenever possible.
- TE-1.5 Consider the development of an official map to reserve adequate right-of-way for future road linkages.

Goal TE-2: *Increase the safety and use of non-motorized transportation modes.*

Supporting Objectives:

- TE-2.1 Consider bicycle and pedestrian safety needs when new roads are proposed or when major roadway improvements are made.
- TE-2.2 Consider/promote the development of multi-use trails and linkages as part of new development proposals.
- TE-2.3 Work with Jefferson County and adjacent municipalities in the development of bicycle and multi-use trails.

Utilities and Community Facilities Element (UCF)

"A compilation of objectives, policies, goals, maps and programs to guide the future development of utilities and community facilities in the local governmental unit such as sanitary sewer service, storm water management, water supply, solid waste disposal, on-site wastewater treatment technologies, recycling facilities, parks, telecommunication facilities,

power-generating plants and transmission lines, cemeteries, health care facilities, child care facilities and other public facilities such as police, fire, and rescue facilities, libraries, schools and other governmental facilities."

Wastewater Treatment

Goal UCF-1: Ensure proper disposal of wastewater to protect ground and surface water.

Supporting Objectives:

UCF-1.1 Coordinate wastewater facility planning and the location of future private onsite septic systems with the town's preferred land use plan, environmental considerations, economic development and growth management objectives.

Water Supply

Goal UCF-2: Protect and Improve the quality and quantity of the town's ground and surface water features.

Supporting Objectives:

UCF-2.1 Facilitate the reduction of point and non-point pollution sources through both regulatory and non-regulatory approaches.

UCF-2.2 Evaluate the potential impacts of development proposals on groundwater quality and quantity.

UCF-2.3 Pursue partnerships for technical assistance and funding among town, state, county and individual landowners to address known water quality problems.

UCF-2.4 Support data collection and monitoring efforts that further the understanding of factors influencing the quality, quantity and movement of ground and surface water features.

UCF-2.5 Promote clean-up and beautification of the Rock River.

Stormwater Management

Goal UCF-3: Ensure that all areas are reasonably protected from flooding.

Supporting Objectives:

UCF-3.1 Encourage and support the preservation of natural open spaces that minimize flooding such as wetlands and floodplains.

UCF-3.2 Work with the county to develop a stormwater management ordinance to ensure proper drainage and retention of stormwater.

UCF-3.3 Review the accuracy of Federal Emergency Management Agency (FEMA) floodplain maps.

Solid Waste Disposal and Recycling Facilities

Goal UCF-4: Promote effective solid waste disposal and recycling services that protect the public health, the natural environment, and land use quality.

Supporting Objectives:

UCF-4.1 Increase town involvement and promote education in decisions involving the type, location and extent of land disposal of solid waste produced by local residents.

Schools

Goal UCF-5: Promote quality schools and access to educational opportunities for everyone.

Supporting Objectives:

UCF-5.1 Coordinate local planning efforts with the School District in order to allow them to anticipate future growth and to provide appropriate facilities.

Parks and Recreation

Goal UCF-6: Promote a variety of recreational opportunities within the Town of Watertown.

Supporting Objectives:

UCF-6.1 Identify areas and provide for increased recreational and public access to the river within the town.

UCF-6.2 Enhance recreational facilities that provide multi-use recreational opportunities.

UCF-6.3 Recognize the need to accommodate all age groups and abilities in recreational pursuits.

UCF-6.4 Maintain existing and improve public access to waterways.

UCF-6.5 Explore parkland options.

Utilities

Goal UCF-7: Ensure the provision of reliable, efficient, and well-planned utilities to adequately serve existing and future development.

Supporting Objectives:

UCF-7.1 Cooperate in the planning and coordination of utilities with other agencies and jurisdictions in order to efficiently serve local and regional growth.

- UCF-7.2 Determine the use, location, and capacity of existing and future public utilities in order to efficiently serve existing and planned service areas.
- UCF-7.3 Actively pursue the highest levels of service from natural gas, electrical, telephone, cable, telecommunications and other technology providers offering services to the town.
- UCF-7.4 Promote "green energy" and other alternative technologies.

Other Governmental Services

Goal UCF-8: Maintain high quality town services and facilities.

Supporting Objectives:

- UCF-8.1 Continually monitor the demographics of the town's population to determine the need for new or expanded services.

Agricultural, Natural and Cultural Resources Element (ANC)

"A compilation of objectives, policies, goals, maps and programs for the conservation, and promotion of the effective management, of natural resources such as groundwater, forests, productive agricultural areas, environmentally sensitive areas, threatened and endangered species, stream corridors, surface water, floodplains, wetlands, wildlife habitat, metallic and nonmetallic mineral resources, parks, open spaces, historical and cultural resources, community design, recreational resources and other natural resources."

Goal ANC-1: Provide incentives and options to farmers and rural landowners to retain the town's contiguous areas of agricultural lands, natural areas and open spaces.

Supporting Objectives:

- ANC-1.1 Explore and develop local farmland preservation and incentive programs which would provide farmers the ability to realize some of the value of their property while continuing to farm.
- ANC-1.2 Develop conservation design guidelines (clustering of home sites) and identify appropriate areas within the town.
- ANC-1.3 Support programs which lower the tax burden for lands under agricultural production or conserved as natural areas.

Goal ANC-2: Maintain the operational efficiency and productivity of Watertown's agricultural areas for current and future generations.

Supporting Objectives:

- ANC-2.1 Identify town lands where the primary intent is to preserve productive farmland,

to allow for farming expansion, to maintain the efficiency and productivity of town farm operations, and to protect agricultural investment in land and improvements.

- ANC-2.2 Protect the continuity of farmland areas.
- ANC-2.3 Protect prime farmland soils for agricultural or open space uses.
- ANC-2.4 Appropriately site whatever development occurs in agricultural areas in order to ensure that growth in rural areas is compatible with the continued use of the adjacent land for agricultural production.
- ANC-2.5 Inform current and prospective landowners about the types and timing of agricultural activities; importance of agriculture to the town economy; potential nuisances of living within an agricultural area; and actions that can be taken to minimize conflicts.

Goal ANC-3: Maintain, preserve and enhance the town's natural resources.

Supporting Objectives

- ANC – 3.1 Manage growth to protect town open spaces, which, through their preservation, would: conserve and enhance natural or scenic resources; protect streams, water supply/quality, fish and wildlife habitat; promote conservation of soils, wetlands, beaches, and woodlands; enhance the value of adjoining public lands; maintain and improve public and private recreation opportunities; and/or preserve historic and cultural resources.
- ANC – 3.2 Direct growth away from environmentally sensitive areas such as wetlands, floodplains, and steep slopes in order to protect the benefits and functions they provide and to save future public and private dollars spent on flood control, stormwater management, habitat restoration, erosion control, water
- ANC-3.3 Maintain a network of natural area and open space corridors and connections.
- ANC-3.4 Maintain and enhance plant and habitat diversity in Watertown.

Goal ANC-4: Preserve the significant historical and cultural lands, sites and structures that contribute to community identity and character.

Supporting Objectives:

- ANC-4.1 Work cooperatively with Jefferson County, local historical societies and other appropriate organizations to identify, record, and protect lands, sites, rustic roads and structures that have historical or archaeological significance within the Town of Watertown.
- ANC-4.2 Promote the history of Watertown and the aspects that have helped to define it's culture and heritage.

Economic Development Element (ED)

"A compilation of objectives, policies, goals, maps and programs to promote the stabilization, retention, or expansion of the economic base and quality employment opportunities in the local governmental unit."

Goal ED-1: *Maintain, enhance and diversify the local economy consistent with other goals and objectives.*

Supporting Objectives:

- ED-1.1 Retain and provide new opportunities for local employment of town citizens.
- ED-1.2 Support agriculture as a strong component of the local economy which provides the town and county with revenue at a minimal cost of service and supports related agricultural processing and service industries.
- ED-1.3 Explore possibilities to increase and support business development adjacent to the City of Watertown and existing commercial sites.
- ED-1.4 Accommodate and regulate home-based businesses that do not significantly increase noise, traffic, odors, lighting, or would otherwise negatively impact the surrounding area.
- ED-1.5 Adopt architectural and site design guidelines.

Intergovernmental Cooperation Element (IC)

"A compilation of objectives, policies, goals, maps, and programs for joint planning and decision making with other jurisdictions, including school districts and adjacent local governmental units, for siting and building public facilities, and sharing services."

Goal IC-1: *Establish mutually beneficial intergovernmental relations with other units of government.*

Supporting Objectives:

Pursue cooperative agreements regarding annexation, expansion of public sewer and water services, and growth management with the city of Watertown and village of Johnson Creek.

- IC-1.2 Identify alternative solutions to existing or potential land use, administration or policy conflicts that may hinder intergovernmental cooperation.

Land Use Element (LU)

"A compilation of objectives, policies, goals, maps and programs to guide the future development and redevelopment of public and private property."

Goal LU-1: *Provide for a well-balanced mix of land uses within the Town of Watertown.*

Supporting Objectives:

- LU-1.1 Identify preferred land use areas which contain areas of similar feature and function and can coexist with one another (i.e. agricultural, residential, commercial etc.).
- LU-1.2 Identify the Town of Watertown's natural resources, environmentally sensitive features, open spaces, cultural and historic resources so that these areas can be preserved and in some cases integrated as a valuable feature of new development.
- LU-1.3 Conserve the majority of the town's rural lands by focusing new areas of growth within or near existing areas of development where adequate public facilities and services exist or are planned.
- LU-1.4 Identify preferred areas for rural residential growth outside of existing developed areas such that impacts on productive farmland, natural areas and open space are minimized.
- LU-1.5 Realize the cost effectiveness of utilizing the existing road network to accommodate most future development.

Goal LU-2: *Avoid incompatible land uses within the Town of Watertown.*

Supporting Objectives:

- LU-2.1 Complete a mapping inventory of land use, zoning, resource protection (ownership), and water features to evaluate the conditions, features, density, location and uses that occupy the land.
- LU-2.2 Analyze land use trends and potential land use conflicts that may impact development or redevelopment.
- LU-2.3 Develop a preferred land use map for the preferred use, location, and density of land uses for the next 20 years and beyond.
- LU-2.4 Establish basic design standards to protect and promote the character of the town, while also buffering incompatible land uses.

Implementation Element (IE)

"A compilation of programs and specific actions to be completed in a stated sequence, including proposed changes to any applicable zoning ordinances, official maps, sign regulations, erosion and storm water control ordinances, historic preservation ordinances, site plan regulations, design review ordinances, building codes, mechanical codes, housing codes, sanitary codes, or subdivision ordinances, to implement the objectives, policies, plans and programs contained in all other elements."

Goal IE-1: *Promote consistency between and integration of the plan recommendations and local ordinances.*

Supporting Objectives

1E- 1.1 Develop an “Action Plan” as part of the Implementation Element to assist the Plan Commission, Town Board and other with the administration of the Comprehensive Plan

1E-1.2 Work with Jefferson County to ensure that administration and enforcement of land use regulations are consistent with the Jefferson County Land Use Plan and the Town's Comprehensive Plan.

Goal 1E-2: Update the Comprehensive Plan on a regular schedule to ensure that the plan remains a useful tool for growth and development decisions.

Supporting Objectives:

1E-2.1 Provide for annual review of the Comprehensive Plan for consistency with the goals, objectives, maps, policies and programs contained within.

1E-2.2 Update the Comprehensive Plan every 10 years to coincide with the release of census data.