

Goals and Objectives (2006, 2017)

Land Use Goal

To manage the future land uses to maintain Scott's rural character, while encouraging a logical and efficient growth pattern within the Town.

Objectives

- Work to improve communication with Town of Scott residents in regard to planning and development activities.
- Maintain a reasonable tax rate through the efficient provision of public services in a logical, contiguous manner.
- Develop a compact, efficient land use pattern by promoting the development of existing vacant and underutilized lots that are located within or adjacent to areas that are served by public sewer and water.
- Identify and dedicate appropriate areas for future industrial and commercial expansion and seek ways to integrate these uses with nearby residential, retail, and agricultural uses.
- Identify an area to create a "town center" in the Town to create a sense of identity for its residents and a focal point for the Town.
- Ensure the compatibility of adjoining land uses for both existing and future development.
- Discourage strip commercial development in favor of clustering commercial activities at designated nodes or selected locations that can service nearby neighborhoods.
- Promote alternative development techniques, such as conservation by design and traditional neighborhood developments, to create a range of development opportunities in Scott.
- Coordinate the layout of new developments with the need for traffic circulation and pedestrian facilities.
- Provide for a mix of residential uses and housing types within neighborhoods through the establishment of flexible zoning standards and the promotion of planned developments.
- Require the installation of neighborhood amenities, such as neighborhood parks, street trees, water, and sidewalks/trails, within new sewered subdivisions.
- Continue to coordinate development proposals and activities with the City of Green Bay in the Joint Planning Area.

Transportation Goal

To develop a safe and efficient multi-modal transportation system that serves all Scott residents.

Objectives

- Develop the Town in a manner that contains a mix of residential, commercial, and institutional uses to make walking and bicycling viable transportation options and to minimize traffic on the existing street system.
- Create neighborhoods that contain a mix of residential, neighborhood-scale commercial, recreational, and institutional uses that serve as formal and informal meeting places and allow all residents to easily reach them.
- Utilize well-connected street patterns to distribute traffic evenly and to maximize mobility and accessibility for all residents.
- Maximize safety and accessibility at the Town's intersections.
- Utilize traffic calming techniques in the Town to improve safety and to minimize the impacts of vehicles on schools and neighborhoods.
- Continue to develop a pedestrian system in the Town by installing sidewalks and trails in new subdivisions and developing off-street trails throughout the community.
- Work with WisDOT, Bay-Lake Regional Planning Commission, Brown County, and neighboring communities to ensure that STH 57 maintains its functionality as a regional carrier of traffic.
- Continue to work with WisDOT, Bay-Lake Regional Planning Commission, Brown County, and the surrounding communities to plan the STH 54 and STH 57 corridors.
- Enable and encourage developers to build narrow streets to slow traffic through neighborhoods, minimize construction and maintenance costs, and maximize safety for all residents.
- Examine the feasibility of extending transit service to the urban portion of the Town in the future.
- Provide safe and convenient pedestrian and bicycle connections to destinations, such as parks, schools, employment centers, shopping areas, and between/within subdivisions.
- Enhance the appearance of the Town's entrances and thoroughfares.
- Work with Brown County, WisDOT, Green Bay Metro, the Green Bay School District, and other agencies to develop the Town's multi-modal transportation system.

Economic Development Goal

Broaden the tax base and strengthen the Town's economy and employment base through agricultural, commercial, and industrial activity.

Objectives

- Encourage businesses and industries to promote environmentally friendly practices, such as recycling, erosion control, and pollution controls.
- Identify additional appropriate areas for industrial and commercial activities within the Town.
- Develop pedestrian-friendly commercial areas to help foster community identity and to serve as focal points for economic development.
- Continue mixing residential and commercial uses within the urban portion of the Town.
- Utilize government programs to aid in the retention of existing and attraction or promotion of new industrial and commercial activities.
- Ensure that the Town contains a mixture of commercial areas with an emphasis on the provision of local goods and services.
- Encourage the redevelopment of underutilized, vacant, and brownfield areas.
- Encourage commercial development nodes rather than strips along main thoroughfares.
- Recognize farming as an important component of the local economy and encourage those farmers who wish to remain active in the Town.
- Enhance the Town's economic development partnerships with various agencies, such as Advance, Brown County Planning, Bay-Lake Regional Planning Commission, and the Wisconsin Department of Commerce.
- Identify the future role of the quarries as a component of Scott's economic base.

Housing Goal

Provide a variety of quality housing opportunities for all segments of the Town's population.

Objectives

- Promote an adequate supply and mix of housing types for individuals of all life stages, physical abilities, and income levels.
- Identify residential development areas next to existing development to take advantage of existing utilities and public services.
- Develop and implement residential maintenance standards.
- Identify and utilize government programs, such as the Wisconsin Housing and Economic Development Authority (WHEDA), to improve aging residential stock.
- Ensure that the quality of multifamily developments in the Town is consistent with the quality of other developments in the community.

Community Facilities and Utilities Goal

Promote a quality living environment through the timely provision of adequate and efficient recreation, utility, emergency, and other public facilities and services affecting the health, safety, and well-being of Scott residents and businesses.

Objectives

- ~~• Work with the Green Bay School District to identify sites for future schools within and near the Town.~~
- ~~• Continue to cooperate with the school district to enable Town residents to use its facilities for social, recreational, and other activities.~~
- Develop and maintain a long-term supply and distribution system of high quality public water.
- Develop a strategy for providing emergency services as the Town continues to grow.
- Plan, locate, and develop new parks and other recreational facilities and expand the activities within existing parks to respond to the needs and desires of all segments of the population.
- Maintain and improve the Town's existing public facilities (utilities and infrastructure) and replace aging/obsolete infrastructure and equipment in a timely fashion.
- Promote the efficient use of existing community facilities, such as streets, sewers, and water, through infill development and planned outward expansion.
- Continue to follow the Town's comprehensive stormwater management plan.
- Address water quantity issues, such as flooding.
- Preserve wetlands and shoreland habitats to improve surface water quality.
- Seek state and federal grants for parkland acquisition and improvement. Ensure adequate levels of other services and facilities to meet the needs of a growing community.
- Develop a local park and recreation plan that coordinates its efforts with the County's plans.
- Develop a trail and greenspace network that links the critical natural features, parks, and greenspaces.

Natural, Cultural, and Agricultural Resources Goal

Protect and preserve the Town's natural features to enhance the rural character of Scott and the quality of life of its residents.

Objectives

- Utilize significant natural resources when identifying locations for future parks.
- Preserve wetlands, floodplains, and other environmental areas to link various parts of the Town and to serve as wildlife corridors, pedestrian trails, and stormwater management areas.
- Maintain and enhance the accessibility of land along the waters of Green Bay.
- Require the creation of neighborhood parks within residential developments.
- Coordinate future parks and greenspace with adjoining communities and the recommendations in the Brown County Open Space and Outdoor Recreation Plan.
- Promote a harmonious relationship between the natural landscape and future development through incentives for the use of conservation subdivisions (where appropriate) and other flexible techniques.
- Continue to maintain and enhance the appearance and community identity of the Town through the use of commercial and industrial building design standards, landscaping, attractive signage, and other beautification techniques.
- Identify and preserve historic and scenic sites (such as the Niagara Escarpment, Wequiock Creek, historic farmsteads, and the bayshore) in the Town.
- Promote the preservation and rehabilitation of older buildings within the Town, especially through the adaptive reuse of these buildings (when possible).
- Identify the productive agricultural land in the Town and identify methods to encourage farming on this land.
- Recognize the need for nonmetallic mineral resources while requiring quarries to be operated in an environmentally sensitive manner.
- Encourage Town farmers to work with governmental agencies in implementing agricultural practices that lessen stormwater runoff and erosion.

Intergovernmental Cooperation Goal

To work with the surrounding communities, Green Bay School Districts, Brown County, Bay-Lake Regional Planning Commission, and State of Wisconsin to cooperatively plan and develop the Town and region.

Objectives

- Continue to cooperate with the City of Green Bay in the Joint Planning Area.
- Work with the Green Bay School District to project future school-aged populations so that the district can accurately plan for future facilities.
- Coordinate with the surrounding communities regarding municipal services, land use decisions, and address other issues of mutual concern.
- Continue working with the surrounding communities, Brown County, Bay-Lake Regional Planning Commission, and WisDOT to plan the STH 54 and STH 57 corridors.
- Identify existing and potential conflicts with the surrounding communities and work with the communities and Brown County Planning Commission to resolve these conflicts.
- Continue to work with the surrounding communities and Brown County to develop an off-street trail system that serves the Town and region.
- Identify potential partnerships with local, county, state, and regional agencies, as well as with nonprofit and private enterprises.