

# WELCOME!!!

## The Village of Wales's 2030 Comprehensive Planning Open House

Please sign in!!

This Open House is designed for the open and free exchange of information.

Your input is very important to the process.

Please review the presented information  
then share your opinions and suggestions.

Record your comments on the color coded notecards  
then drop in the appropriate box.

Feel free to ask questions of the Yaggy Colby staff.

### **The Principles, Goals, and Objectives are in Preliminary Draft Form**

This open house is only the beginning stage of a lengthy process.

You are asked to consider the following:

#### **Principles**

*“Guiding sense of the requirements and obligations of right conduct”*

#### **Goals**

*“The result or achievement toward which effort is directed; aim; end”*

#### **Objectives**

*“Something that one's efforts or actions are intended to attain or  
accomplish; purpose; goal; target”*

Specific action items are not addressed at this time. If you have a specific suggestion, fill out a comment card and deposit it in the appropriate drop box.

For example:

- If you would like to see a three-way stop at Elias Street and Main Street add a comment to the Transportation element comment box.
- If you would like to have a Village of Wales-wide wireless internet service add that comment to the Utilities and Community Facilities comment box.



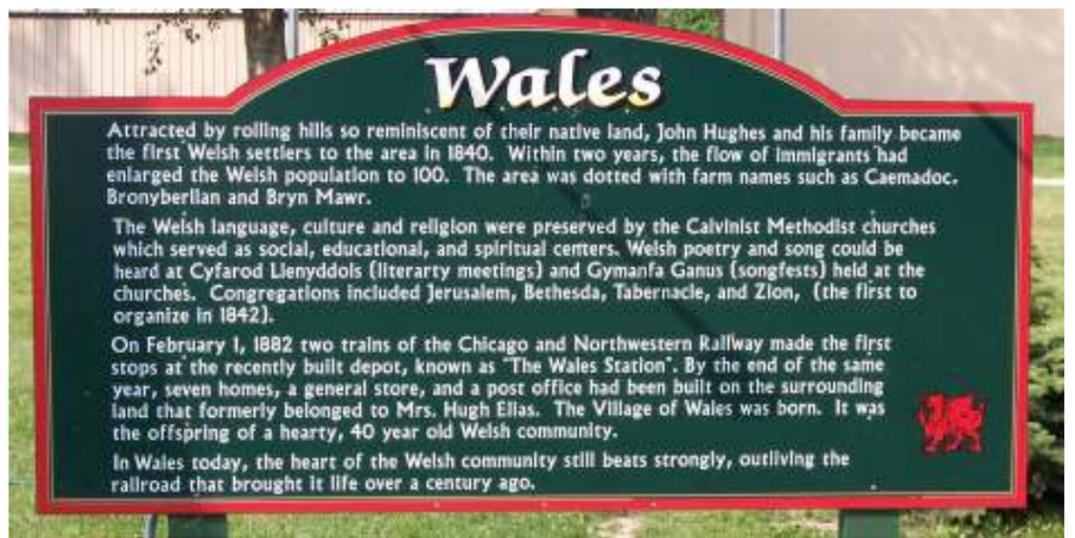


# What is Comprehensive Planning Legislation?

In 1999, the Wisconsin Legislature enacted legislation that greatly expanded the scope and significance of comprehensive plans within the State. The legislation, often referred to as the State’s “Smart Growth” law, provides a new framework for the development, adoption, and implementation of comprehensive plans. The law requires that general zoning ordinances, shoreland and floodplain zoning ordinances; subdivision ordinances, and official mapping ordinances be consistent with the Village of Wales’s Comprehensive Development Plan as of January 1, 2010.

The law requires that the following nine elements be addressed in a comprehensive plan:

- Trends, Issues and Opportunities
- Housing
- Agricultural, Natural, and Cultural Resources
- Community Facilities and Utilities
- Transportation
- Economic Development
- Intergovernmental Cooperation
- Land Use
- Implementation



The law requires a public participation plan. The governing body must adopt written procedures that are “designed to foster public participation for the preparation of a comprehensive plan.”

The law is set forth in Section 66.1001 of the Wisconsin Statutes.

## Time Line

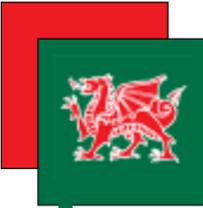
For the next four months these are the topics to be covered at Special Plan Commission meetings. All Plan Commission Meetings start at 7:00PM and are held at the Wales Community Building.

- June 10, 2008 - Chapter 3 - Agricultural, Natural, and Cultural Resources
- July 8, 2008 - Chapter 4 - Community Facilities and Utilities
- August 12, 2008 - Chapter 2 - Housing
- September 16, 2008 - Chapter 6 - Economic Development

These are anticipated Special Plan Commission dates:

- October 21, 2008 - Chapter 5 - Transportation
- November 18, 2008 - Chapter 8 - Land Use
- January 20, 2009 - Chapter 7 - Intergovernmental Cooperation Element
- February 17, 2009 - Chapter 9 - Implementation Element



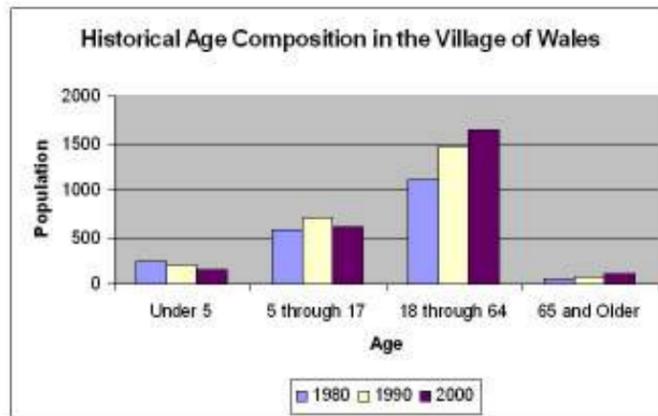


# Trends, Issues and Opportunities Element

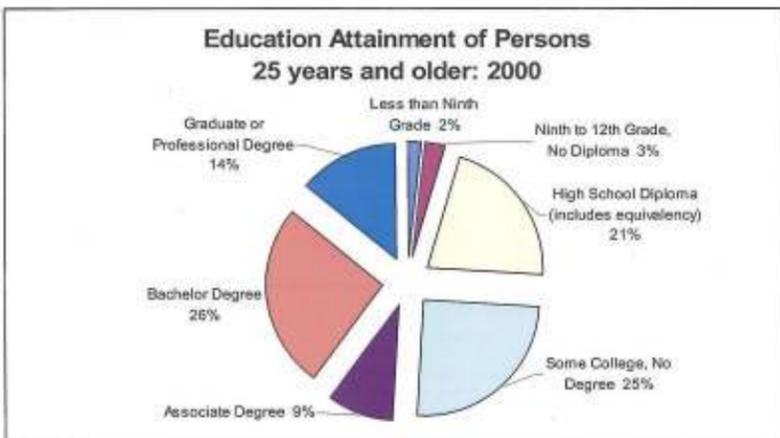


The Trends, Issues and Opportunities element includes statistical information on the Village of Wales that identifies the unique characteristics of the Wales community. Some examples of this information are seen in the items below. This chapter also includes a statement of overall principles, goals, and objectives to guide the future development and redevelopment of the Village over a 20-year planning period. The principles, goals, and objectives appear on the following boards and correspond with the elements with which they pertain.

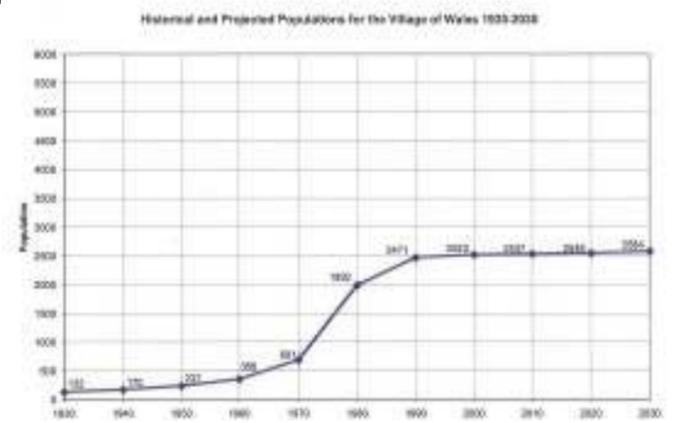
## Age Distribution



## Education Levels



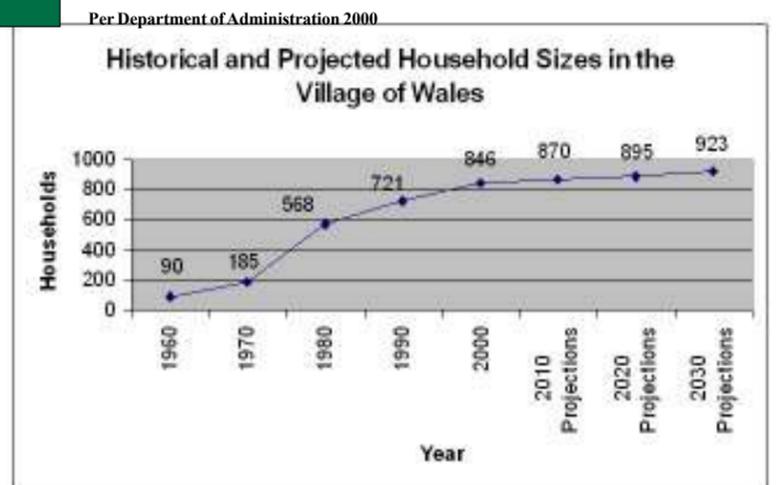
## Population Forecasts



## Income Levels



## Household Forecasts



## Employment Characteristics

Place of Work of Workers 16 years of Age and Older Living in Waukesha County and the Village of Wales: 2000

Place of Work:	Waukesha County		Village of Wales	
	Number of Workers	Percent of Total	Number of Workers	Percent of Total
Worked in Place of Residence	119,461	62.0	148	18.3
Worked Outside Place of Residence	73,441	38.0	1,285	81.7
<b>Total</b>	<b>192,902</b>	<b>100.0</b>	<b>1,433</b>	<b>100.0</b>



Village of Wales





# Housing Element

The Housing element is a reflection of a community's ability to expand and address diversity. This chapter assesses the age, structure, value and occupancy characteristics of the Village's housing stock. The Village's housing stock is defined as any unit in which one would take permanent independent residence. The chapter also identifies specific policies and programs that promote the development of housing for all residents and provide a range of housing choices that meet the needs of persons of all income levels and of all age groups as well as persons with special needs. Finally, the Comprehensive Development Plan will identify the principles, goals, and objectives to provide an adequate housing supply that meets existing and forecasted housing demand in the Village.



## Policies and programs required by the State statute:

- Housing choices for all income levels, age groups and persons with special needs.
- Promote the availability of land for the development or redevelopment of low-income and moderate-income housing.
- Maintain or rehabilitate the existing housing stock.



## Goals and objectives are a work in progress:

**Principle:** To provide adequate stock of safe and sanitary housing types for varied age, income groups, different household sizes, and for persons with special needs.

**Goal 1:** To provide adequate location and choice of housing.

**Objectives:**

- Encourage a variety of housing types and living arrangements throughout the Village.
- Associate residential densities with existing or planned infrastructure improvements.

**Goal 2:** Inventory and analyze existing housing and affordable housing needs.

**Objectives:**

- Encourage location-sensitive housing for the elderly and special need individuals.
- Encourage the preservation and restoration of historic residences.
- Investigate funding to facilitate housing for the disadvantaged.
- Identify sites and general areas suitable for multi-family developments.
- Encourage development of housing choices for all income levels responsive to the demographic need.

**Goal 3:** Accommodate a broad range of choices among housing types, sizes, and costs, recognizing changing trends in age group composition, income, and family living habits.

**Objectives:**

- Encourage single-family home development as the predominant form of residential development.
- Encourage the development of identifiable and distinct residential neighborhoods.
- Encourage conservation-sensitive and sustainable housing design, construction, and materials.

**Goal 4:** Rehabilitation of the Village's existing housing stock to contribute to an adequate supply of sound housing.

**Objectives:**

- Investigate funding and incentives to encourage homeowners to rehabilitate and repair housing stock.
- Investigate programs that help residents become home buyers.

**Are there other goals and objectives to be considered?**

Village of Wales





# Agricultural, Natural and Cultural Resources Element

Agricultural, natural, and cultural resources are key elements in defining the character of a community. This chapter identifies all the unique agricultural, natural, and cultural elements in regard to the Village of Wales. The first half of this chapter is a compilation of data and maps that identifies all of the Village's resources. The second half identifies principles, goals, and objectives for the conservation, promotion, and effective management of these resources.



## Natural Resources according to the State statute:

- 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
- Are there other natural resources to be considered?



## Goals and objectives are a work in progress:

**Principle:** Encourage the protection and wise use of the agricultural, natural, and cultural resources of the Village.

**Goal 1:** Regulate earth-altering activities in order to maintain biodiversity, clean air as well as protect wetlands, woodlands, prairies, and wildlife.

**Objectives:**

- a. Control erosion and sedimentation during and after construction.
- b. Promote recycling of domestic and commercial waste.
- c. Prevent the loss of wetlands, woodlands and wildlife areas.
- d. Promote and encourage the preservation of tree cover and natural topography.

**Goal 2:** Preserve the historic heritage and Welsh culture of the Village of Wales.

**Objectives:**

- a. Identify and maintain historic features.
- b. Promote and encourage historic architectural styles.
- c. Preserve the small community culture.
- d. Maintain cultural icons including community facilities, institutions, and historic structures.
- e. Support the efforts of the Chamber of Commerce and support tourism.

**Goal 3:** The preservation of productive agricultural land.

**Objectives:**

- a. Encourage continuing agricultural practices on undeveloped parcels.
- b. Preserve and protect the farming cultural heritage by maintaining Welsh farm outbuildings, icons and the ability to raise farm animals.

**Goal 4:** Enhance and protect the surface and groundwater resources of the Village of Wales.

**Objectives:**

- a. Preserve the water quality of surrounding lakes and rivers and their tributaries.
- b. Encourage development that does not restrict the natural capacity of drainage basins or infringe on wetlands and floodplains.
- c. Enforce adequate storm water drainage facilities for all development.

**Are there other goals and objectives to be considered?**





# Community Facilities and Utilities Element

Community facilities and utilities enhance the quality of life and influence the perception of municipal service to the citizenry. The first part of this chapter describes the location, use and capacity of existing public utilities and community facilities. Next, a forecast for the need of the Village to expand, rehabilitate, or create new utilities and facilities and propose an approximate timetable will be created by analyzing the existing utilities and facilities. Then, the Village staff shall perform an assessment for future needs for government services related to utilities and community facilities. Finally, the Comprehensive Plan will identify, define, and compile principles, goals, and objectives to guide the future development of community facilities and utilities.



## Community Facilities

- parks
- cemeteries
- healthcare facilities
- childcare facilities
- police
- fire and rescue facilities
- libraries
- schools
- other governmental facilities



## Utilities

- sanitary sewer service
- storm water management
- water supply
- solid waste disposal
- on-site wastewater treatment technologies
- recycling facilities
- telecommunications facilities
- power-generating plants
- transmission lines

## Goals and objectives are a work in progress:

**Principle:** Planned utilities and community facilities responding to the public demand must be developed to maximize appreciation of the urban environment and to minimize adverse impacts to existing community assets.

**Goal 1:** To provide an integrated system of public outdoor recreation sites and related open space areas that will provide the residents of the Wales area with adequate opportunities to participate in a wide range of outdoor recreation activities.

### Objectives:

- a. Define acceptable standards for neighborhood parks for each residential neighborhood.
- b. Define acceptable standards for walking paths and bicycle trails in residential neighborhoods, particularly in the vicinity of schools.
- c. Provide multi-modal trail linkage systems.

**Goal 2:** To provide facilities necessary to maintain high-quality sheriff, fire and other emergency services protection throughout the Village of Wales.

### Objectives:

- a. Evaluate new development proposals on the basis of their fiscal impact and their impact on service levels in the Village.
- b. Evaluate potential shared services with other communities.
- c. Evaluate emergency response times and the possible need for additional emergency service facilities.

**Goal 3:** Ensure that the economical provision of transportation, utility, and public facility services are equally distributed among the various land uses.

### Objectives:

- a. Coordinate the location of public facilities and utilities with projected growth and development patterns.
- b. Prohibit development and discourage use of private streets that cannot be efficiently served by public works and emergency equipment.
- c. Coordinate land use planning with school district planning.
- d. Identify and evaluate existing utilities, their service areas and capacities.
- e. Evaluate use of regional storm water facilities funded by additional storm water utility districts.
- f. Evaluate a long-term plan for providing sewer and water service to areas of the Village currently not serviced by these utilities.
- g. Evaluate new utility technologies, such as wireless internet, fiber optics, and cell tower sites.
- h. Require new development to carry the full cost of municipal services necessary to support current and future needs.
- i. Bury power utility and telephone lines.

**Are there other goals and objectives to be considered?**

Village of Wales





# Transportation Element

The Transportation element is an analysis of all possible modes of movement through and around the Village. This chapter shall contain maps that address the current and future transportation system locally as well as how Wales is situated in the State and regionally. Next, the Comprehensive Plan will identify, define, and compile principles, goals, and objectives to guide the future development of the various modes of transportation. Finally, the Village staff will then compare Wales's principles, goals, and objectives to State and regional transportation plans.



### Items required by the State statute:

1. Identify these various modes of transportation:
  - highways
  - transit
  - transportation systems for persons with disabilities
  - bicycles
  - walking
  - railroads
  - air transportation
  - trucking
  - water transportation
2. Identify highways by function and incorporate other applicable transportation plans.
  - State highways
  - regional highways
  - transportation corridor plans.
  - county highway functional and jurisdictional studies.
  - urban area and rural area transportation plans.
  - airport master plans and
  - rail plans



## Goals and objectives are a work in progress:

**Principle:** A viable community requires a system for moving citizens and goods from each neighborhood to a regional network. Such system should accommodate all practical modes of transit.

**Goal 1:** Establish an appropriate network of arterial, collector and local streets to safely and efficiently serve the anticipated travel demand generated by the existing and proposed land uses.

### Objectives:

- a. Continue to encourage a system of collector and arterial streets which provides safe and efficient access to all neighborhoods and land uses.
- b. Encourage and support the intersection realignment for Brandybrook with Highway 83.
- c. Encourage and support the improvement of Highway 83 as a four-lane arterial.
- d. Monitor and improve the design and traffic flow throughout the Village that responds to a demonstrated demand and projected volumes.

**Goal 2:** Promote a transportation system which provides appropriate types of transportation at an adequate level of service; provides choices among transportation modes; and provides inter-modal connectivity.

### Objectives:

- a. Establish a safe pedestrian and bicycle circulation system which consists of a combination of sidewalks, off-street trails, and paved shoulders on collectors and arterials.
- b. Provide ample Downtown parking.

**Goal 3:** Provide alternative transportation that will benefit the public health and environment.

### Objectives:

- a. Evaluate the use of mass transit options locally and regionally, such as bus, light rail, commuter rail, and park-and-ride lots.

**Are there other goals and objectives to be considered?**

Village of Wales





# Economic Development Element

Economic development addresses ways to seek out new economic opportunities and retain the Village of Wales’s existing business wealth. This chapter shall assess categories or particular types of new businesses and industries that are desired by the Village of Wales. This chapter shall address various aspects of the Village’s economy. The final part of the chapter shall be a compilation of principles, goals, and objectives to promote the stabilization, retention or expansion of the economic base and quality employment opportunities in the Village this will include an analysis of the labor force and economic base of the Village.

**Items required by the State statute:**

1. Analysis of the labor force and economic base.
2. Assess categories or particular types of new businesses and industries that are desired.
3. Assess the strengths and weaknesses with respect to attracting and retaining businesses and industries.
4. Designate an adequate number of sites for businesses and industries.
5. Evaluate and promote the use of environmentally contaminated sites for commercial or industrial uses.
6. Identify county, regional and State economic development programs that apply.



## Goals and objectives are a work in progress:

**Principle:** Foster a strong, diversified, and balanced economy by promoting economic development and business that respond to the Village’s demonstrated need.

**Goal 1:** Respond to the needs of the Business Community.

**Objectives:**

- a. Work with the business community to identify economic development initiatives.
- b. Encourage and maintain utilities and community facilities to support the business community.
- c. Communicate with the business community to ensure their needs are being met.
- d. Promote the Historic Village Center as an ideal place to establish businesses.

**Goal 2:** Promote business retention, expansion, and new start-ups.

**Objectives:**

- a. Attract higher technology, “white-collar”, and higher value-added industries.
- b. Support existing institutions with business development.

**Goal 3:** Providing an adequate economic base to support a range of employment opportunities.

**Objectives:**

- a. Promote tourism and related business that supports the Village’s agricultural, natural, and cultural resources.
- b. Recruit and market to business that would fulfill the Village’s demonstrated need.

**Goal 4:** The conservation, renewal, and full use of existing urban areas of the Village of Wales.

**Objectives:**

- a. Maintain the vitality of the Historic Village Center with development incentives.
- b. Encourage reinvestment and infill development in the business sector.
- c. Promote and enhance an unique identity for the downtown area.
- d. Encourage conservation sensitive and sustainable design, construction, and materials.

**Goal 5:** The preservation, development, and redevelopment of a variety of suitable industrial and commercial sites both in terms of physical characteristics and location.

**Objectives:**

- a. Encourage nonretail businesses to locate in business parks that are planned and designed within the context of planned developments.
- b. Identify areas suitable for corporate office and related types of development.

**Are there other goals and objectives to be considered?**

Village of Wales





# Intergovernmental Cooperation Element

The Intergovernmental Cooperation element is an important part of making the Village of Wales's Comprehensive Development Plan "Smart Growth" compliant. This chapter analyzes the relationship of the Village of Wales to school districts, adjacent local governmental units, the region, and the State. The Comprehensive Development Plan will incorporate any existing intergovernmental plans or agreements and will identify any existing or potential conflicts between the Village of Wales and other governmental units and processes to resolve such conflicts.

## Items required by the State statute:

1. Joint decision making with other jurisdictions.
2. Joint planning for siting and building public facilities.
3. Sharing public services.
4. Identify potential conflicts and processes for resolution.
5. Incorporate any plans or agreements between governmental units.
6. Analyze the relationship to:
  - school districts
  - adjacent local governmental units
  - the region
  - the State



## Goals and objectives are a work in progress:

**Goal 1:** Maintain existing and analyze potential shared services.

### Objectives:

- a. Coordinate Village planning and zoning with adjoining municipalities.
- b. Investigate shared services and utilities with other municipalities where significant cost savings and efficiencies could result from a regional approach.

**Goal 2:** Endorse regional planning objectives determined to be beneficial to the Village of Wales.

### Objectives:

- a. Participate in regional efforts to establish recreational hiking and bicycle corridors.
- b. Endorse SEWRPC primary environmental corridor.
- c. Endorse Waukesha County Bikeway Greening project.
- d. Continue to implement extraterritorial powers.
- e. Maintain open communication with municipal neighbors via the border agreements.

**Goal 3:** Analyze public sewage-disposal and water systems and engineered community wide storm water system for Village of Wales.

- a. Continue or start discussions with the neighboring communities.
- b. Investigate the benefits of water, storm water and sanitary sewer services.
- c. Evaluate the benefits of a regional storm water management system.

**Are there other goals and objectives to be considered?**





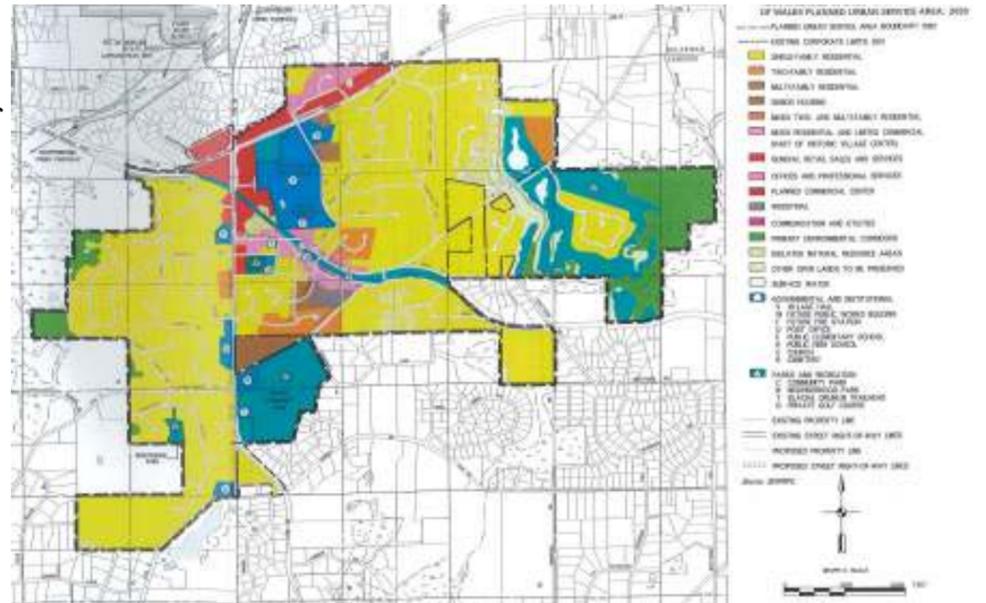
# Land Use Element

The Land Use element shall contain various maps that represent the current and future land uses. These maps as well as a list of principles, goals, and objectives will guide the future development and redevelopment of public and private property for the next 20 years.

### Items required by the State statute:

1. A listing of the amount, type, intensity and net density of these existing land uses:
  - agricultural
  - residential
  - commercial
  - industrial
  - other public and private uses
2. Analyze trends in the supply, demand and price of land.
3. Analyze opportunities for redevelopment.
4. Analyze existing and potential land use conflicts.
5. Projections for 20 years (in 5–year increments) of future land uses.
6. Maps that show current land uses and future land uses that indicate:
  - productive agricultural soils.
  - natural limitations for building site development.
  - floodplains.
  - wetlands.
  - other environmentally sensitive lands.
  - boundaries of service areas for public community facilities and utilities.
  - general location of future land uses by net density or other classifications.

Existing Land Use Plan:



## Goals and objectives are a work in progress:

**Principle:** A balanced allocation of space to the various land use categories which will meet the social, physical, recreational, and economic needs of the Village of Wales population.

**Goal 1:** A spatial distribution of various land uses which will result in a compatible and efficient arrangement of land uses.

#### Objectives:

- a. Encourage growth and development in a planned and coordinated manner.
- b. Discourage commercial uses in predominantly residential neighborhoods.
- c. Avoid unplanned commercial development so that the area functions as a retail commercial district, as opposed to an unplanned mixed-use commercial area.
- d. Encourage commercial planned developments rather than conventional business development.
- e. Encourage development that is compatible with neighboring land uses and preserves the character of existing neighborhoods.

**Goal 2:** The development and preservation of residential areas within a physical environment that is healthy, safe, convenient, and attractive.

#### Objectives:

- a. Promote residential subdivisions as planned developments.
- b. Preserve the character of existing residential neighborhoods.

**Goal 3:** Manage land use development patterns with regard to transportation impacts.

#### Objectives:

- a. Encourage development to locate in areas which can be efficiently and economically served by existing and planned streets and public utilities.
- b. Encourage large ownership parcels to be developed in phases that respond to defined collector street patterns.

**Goal 4:** Create a downtown development plan to guide redevelopment and maintenance within the Village core.

#### Objectives:

- a. Continue to promote specialty commercial development in Historic Village Center.
- b. Retain and attract stores which meet basic neighborhood needs, such as grocery, pharmacy, and hardware stores, in the Village Center.
- c. Maintain the Historic Village Center as the center for civic, cultural, and government activities.

**Are there other goals and objectives to be considered?**

Village of Wales



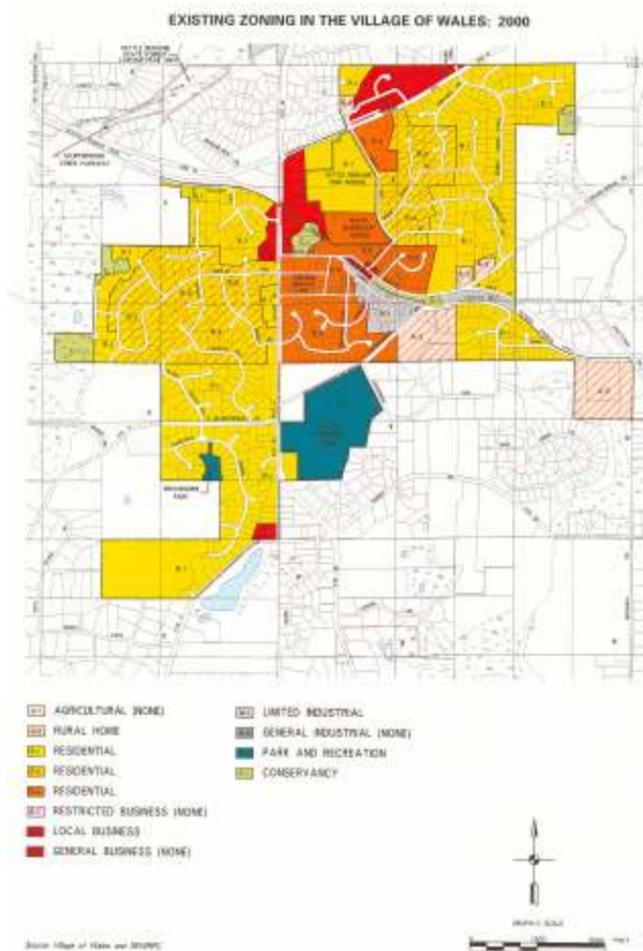


# Implementation Element

Implementation is the final chapter of the Comprehensive Plan. This chapter shall be a compilation of programs and specific actions that need to be completed to address the principles, goals, and objectives formulated in the previous chapters. It shall also describe how each of the chapters will be integrated and made consistent with the other chapters and include a mechanism to measure the Village's progress toward achieving all aspects of the Comprehensive Plan. Finally, a process for updating the Comprehensive Plan no less than once every 10 years shall be established.

## Items required by the State statute:

1. Identify programs and specific actions to be completed in a stated sequence.
2. Include proposed changes to applicable zoning ordinances.
3. Include proposed changes to official maps.
4. Include proposed changes to subdivision ordinances.



## Miscellaneous Recommendations from the Previous Master Plan:

1. Define the Village of Wales's identity and develop design options to preserve the downtown historic area.
  - a. Relocate significant historic buildings and structures to this area instead of demolishing them.
  - b. Develop a Village Center streetscape character and design guideline plan.
  - c. Encourage the development of a design theme such as a "county village" or Welsh design.
  - d. Enhance the Village's street right-of-ways with trees, signage, and lighting with a design theme.
  - e. Encourage the development of USH 18 and STH 83 improvements to be compatible with the character and scale of the Village of Wales with boulevard-type arterials and articulated crosswalks.
  - f. Encourage the establishment of welcome signs to distinguish the Village of Wales borders.

## Anticipated Implementation Measures for the 2030 Comprehensive Plan:

1. Remedy inconsistencies between the Master Land Use Plan and the Zoning Map.
2. Modify the zoning ordinance to reflect the Historic Village Center district or a Historic Overlay District.
3. Modify zoning ordinance to reflect SEWRPC recommendations for primary environmental corridor preservation.
4. Evaluate the potential to expand the sewer-service boundary to incorporate all areas within the Village of Wales.
5. Evaluate and create a tree mitigation ordinance for all development.
6. Evaluate the benefits of hiring a planning consultant to help with implementation of the Comprehensive Development Plan goals.
7. Evaluate and create a historic building ordinance to ensure and maintain the historic Welsh heritage.

**Any comments or suggestions regarding implementation?**

