

Goals, Objectives, Policies, and Programs

Agricultural

Goal: Encourage the preservation of agricultural lands and resources in areas surrounding the City until such time as urban development in the City is warranted, as determined by the City.

O1. Promote reasonable and responsible development patterns and maintain a **buffer** between City development and the countryside

O2. Work with surrounding towns to direct new homes to urban locations where other municipal services, such as sewer and water, are already located.

O3. 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 City

O4. Work with the surrounding towns and the County to help preserve farming as a viable occupation and way of life

P1 . Work with surrounding communities to encourage an orderly, efficient development pattern that minimizes conflicts between urban and rural uses and that preserves agricultural character.

P2. Work with surrounding towns to encourage a land use pattern that directs more intensive development into the City or into other urban communities and preserves natural resources and productive agricultural lands in rural areas.

P3. Discourage or prevent low density residential development except in areas designated for “Residential (1-2.5)” on the City’s Future Land Use map (**Map 5**).

P4. Support the continuation and expansion of agricultural support businesses and industries in appropriate areas designated in this Plan.

P5. Carefully consider the location of productive agricultural lands before making decisions on the expansion of City services or growth

P6. Pursue intergovernmental agreements with surrounding towns to help preserve agriculture in areas designated as Agriculture and Resource Preservation on **Map 5**

P7. Work cooperatively with the County, ECWRPC, and the surrounding towns to explore innovative techniques for preserving agricultural lands in the towns.

P8. Where appropriate, encourage compact development as well as infill and redevelopment within the City to preserve lands outside the City for agriculture.

P9. Support business development and direct marketing opportunities (e.g. farmers market) that enhance local markets for farm products.

PRGM 1. Market agricultural products through farmers markets, community-supported agriculture programs; restaurants, schools, hospitals; and food processors

Natural Resources

Goal: Protect and enhance natural features and ecological systems in the City's planning area

O1. Recognize that the City of Shawano's character is in large part defined by the Wolf River, Shawano Lake, and the abundance of other natural resources and open spaces located in and around the City.

O2. Protect natural features, including wetlands, lakes, woodlands, wildlife habitats, open spaces and groundwater resources

O3. Protect valuable urban forests within the City.

O4. Protect surface water and groundwater quality, particularly associated with the Wolf River and Shawano Lake

O5. Link the preservation of natural resources with recreational opportunities for residents and tourists

O6. Protect environmental corridors.

O7. Build on natural resources to promote tourism

P1. Consider utilizing subdivision review authority and official mapping authority to protect environmental corridors and significant environmental features within the City's extraterritorial jurisdiction.

P2. Utilize state and federal grants monies to the extent possible, acquire riverfront properties as they become available for the purposes of enhancing public access to the River and developing a riverwalk (also see the Utilities and Community Facilities Chapter).

P3. Preserve environmental corridors by discouraging new buildings in mapped environmental corridors wherever possible.

P4. Protect groundwater quality by encouraging the clean-up of environmentally contaminated sites (also see the Economic Development chapter), 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.

P5. Draw on the City's natural resources, such as the Wolf River, Murray Creek Conservancy, and Shawano Lake to promote tourism and local economic development

P6. Cooperate with other units of government and non-profit land conservation agencies on the preservation of natural resources that are under shared ownership or that cross jurisdictional boundaries

P7. Where appropriate, encourage a compact development pattern, mixed use development, infill, and redevelopment in the City to preserve open spaces and natural resources.

P8. Support responsible development practices that promote the preservation of natural resources

P9. Strive to enhance and enforce erosion control and stormwater management standards, emphasizing the use of natural drainage systems, construction site erosion control, and permanent, ongoing stormwater management and erosion control measures that control the quality, quantity, and temperature of water leaving any site

P10. Require completion of a site inventory and analysis in advance of development

PRGM1. Take a leadership role in promoting citywide environmental health

PRGM2. Link natural area preservation with recreational opportunities

Goal: Preserve Shawano's small-city character along with its historic and cultural resources

O1. Identify and promote the preservation of unique historic and archaeological areas within the City's planning area.

O2. Preserve the character of the Main Street Historic District and the City's traditional neighborhoods.

O3. Cooperate with the towns, School District, Historical Society, and other groups to promote the historic and cultural character of the Shawano Area.

O4. Build on local assets to cultivate a unique City character

P1. Promote the restoration and rehabilitation of historic buildings to enhance the viable economic use of these structures.

P2. Identify opportunities to work with local historic preservation organizations to protect resources that contribute to the City's character.

P3. Ensure that new development in the downtown is compatible with the historic character of existing buildings.

P4. Work with the towns to continue to organize and support local festivals, fairs, and markets that celebrate the City's heritage and way of life.

P5. Emphasize the importance of the downtown as a gathering place and community focal point (also see the Economic Development chapter).

P6. Adopt and implement downtown design guidelines

PRGM1. Preserve historically-significant and culturally -significant buildings

PRGM2. Distinguish community entryways