

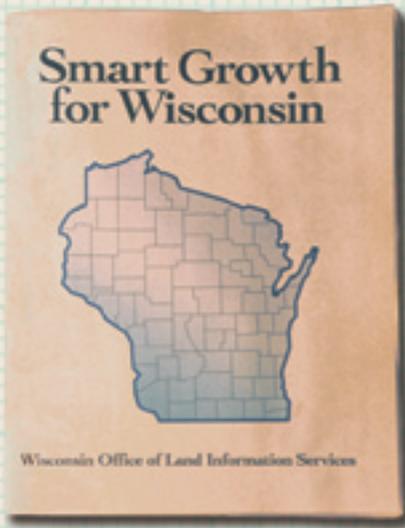
# EMBRACING SMART GROWTH FOR WISCONSIN



*Green*  
**A ~~BLUEPRINT~~  
FOR A HEALTHY  
COMMUNITY**

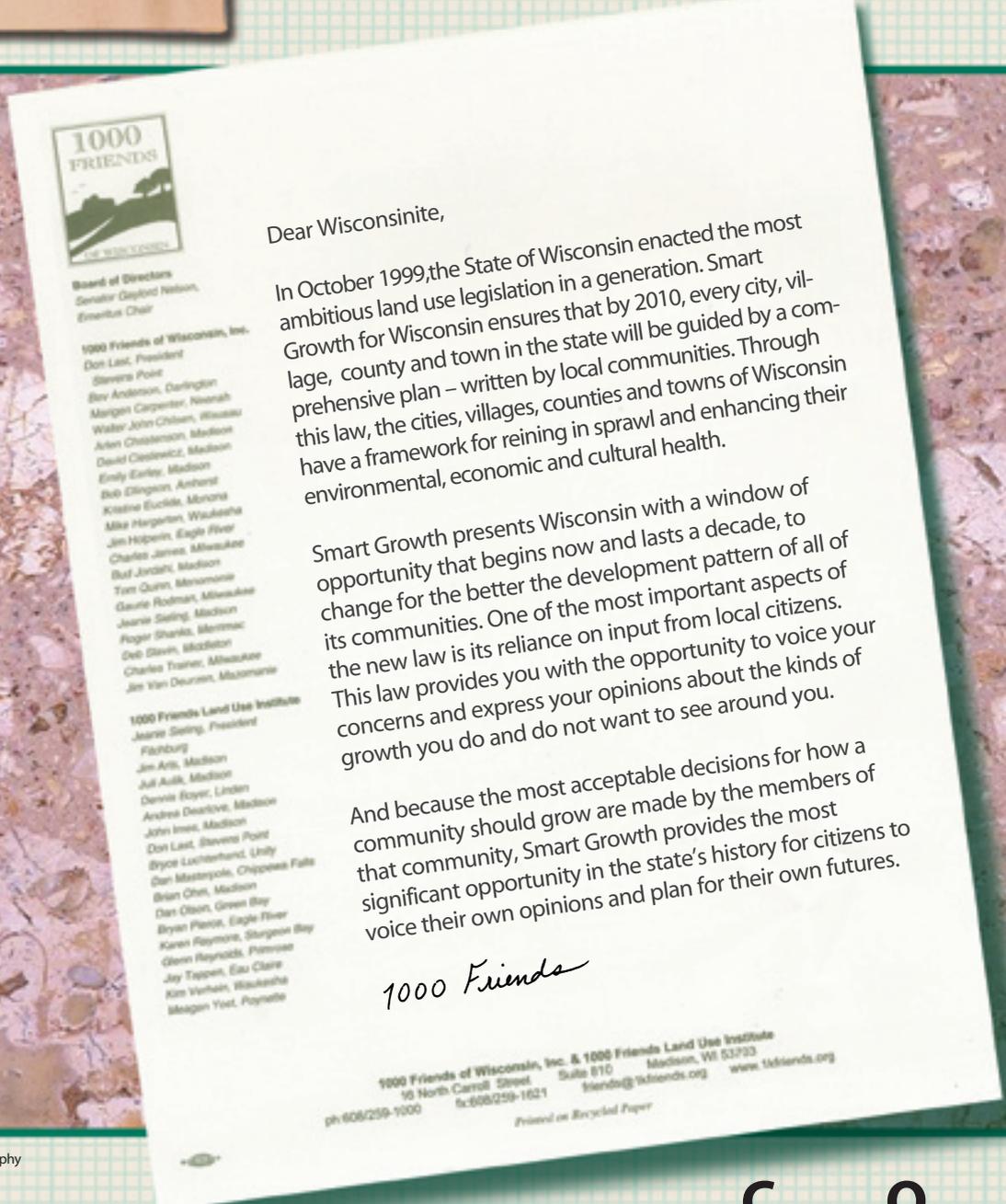


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# Smart Growth opportunities are all around you

What exactly is "Smart Growth"? It is growth and development that evokes feelings of pride and enhances a community's quality of life. Smart Growth is also the name given to our state's new comprehensive planning law for all of Wisconsin's communities. Smart Growth is an attempt to give us CHOICES – for how and where to live, how to get to and from work, school, home and play, and how a community will look, function and feel. This brochure sums up what Smart Growth is about; inviting you to play a vital role in making sure your community takes advantage of the opportunities created by the new law.



Dear Wisconsinite,

In October 1999, the State of Wisconsin enacted the most ambitious land use legislation in a generation. Smart Growth for Wisconsin ensures that by 2010, every city, village, county and town in the state will be guided by a comprehensive plan – written by local communities. Through this law, the cities, villages, counties and towns of Wisconsin have a framework for reining in sprawl and enhancing their environmental, economic and cultural health.

Smart Growth presents Wisconsin with a window of opportunity that begins now and lasts a decade, to change for the better the development pattern of all of its communities. One of the most important aspects of the new law is its reliance on input from local citizens. This law provides you with the opportunity to voice your concerns and express your opinions about the kinds of growth you do and do not want to see around you.

And because the most acceptable decisions for how a community should grow are made by the members of that community, Smart Growth provides the most significant opportunity in the state's history for citizens to voice their own opinions and plan for their own futures.

*1000 Friends*

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# It all starts with planning and participation

Comprehensive planning brings people together to talk about what responsible growth looks and feels like. It is an effort to meet many goals at once: providing homes and jobs and keeping taxes down while protecting valuable resources. It provides a focus for finding and discussing innovative ways to meet diverse community needs. Smart Growth provides CHOICES to people who want options for where to live, where to work, how to get from one place to the next and how to enjoy their free time.



photos this page: Vandewalle & Associates

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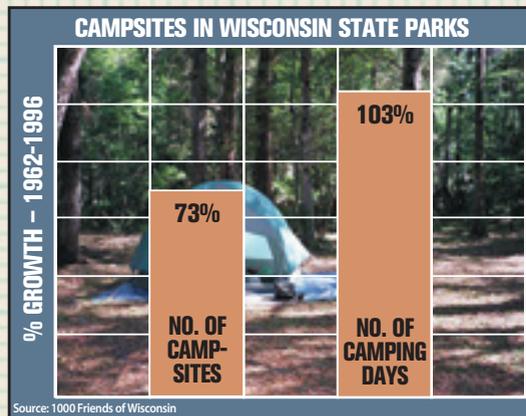
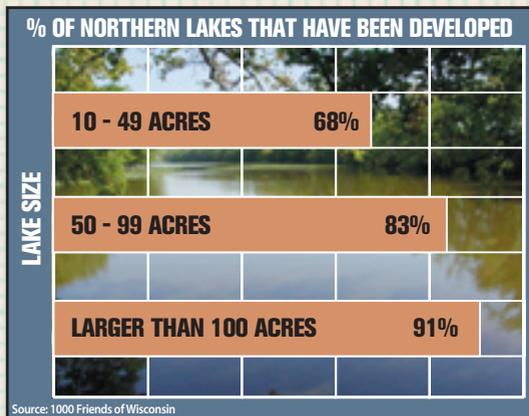


# Protecting our wild places by planning ahead

It is no secret that Wisconsinites have a love affair with land and water: the rolling farms of Southwest Wisconsin, the forests and lakes of Northern Wisconsin, the changing moods of the Lake Michigan coastline, the rugged splendor of the Kettle Moraine, the Baraboo Bluffs. It is also no secret that as our population grows – and we spread out over the landscape – our growth threatens the very places that inspire us to make our homes here. Providing homes for our families and protecting our natural gems are two of the greatest challenges before us. Smart Growth provides communities with the tools to meet this challenge.



main photo: Gerald Emmerich



## RESOURCES

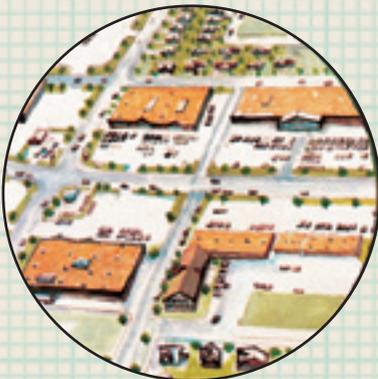
- [www.livableneighborhoods.org](http://www.livableneighborhoods.org) an organization committed to smart growth at the community level (won a successful referendum against a \$100 million road project)
- [www.cnt.org](http://www.cnt.org) an organization committed to inventing and implementing new tools and methods that create livable urban communities
- [www.gatheringwaters.org](http://www.gatheringwaters.org) a land conservation organization formed in 1995 to assist land trusts, landowners and communities in their efforts to protect Wisconsin's land and water resources
- [www.1kfriends.org](http://www.1kfriends.org) an organization committed to fighting sprawl and protecting our quality of life

# Connecting strong communities and healthy natural areas

One of the best ways for us to ensure that our children and their children can experience Wisconsin's natural treasures is to plan wisely for where and how we build homes for today's Wisconsin families. Through compact development and use of existing infrastructure, we not only save open spaces for wildlife, farms and recreation, but we also build strong neighborhoods.

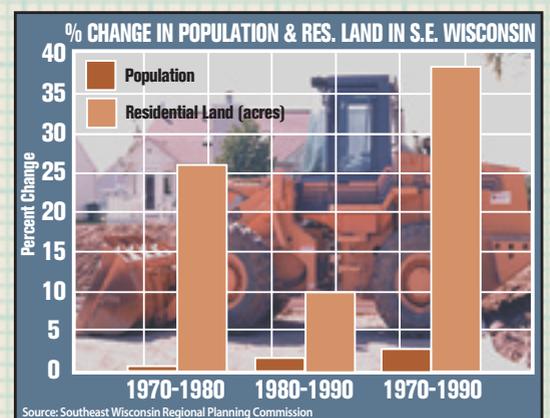


main photo: John Beske



Bird's eye view of a section of the Holmen area of northern La Crosse County as projected for the year 2020. On the left is the way the area would look using conventional growth practices. The image on the right shows the smart growth version.

Courtesy of Livable Neighborhoods



# Housing choices for every stage of our lives

When given the choice, many people prefer efficiency and convenience to isolation in large homes that are separated far from one another on large tracts of land. Building more compact neighborhoods means using less land per unit. But it also means more efficient investments in roads, sewers, power lines and other infrastructure, all of which holds down the costs of housing. We also recognize the importance of variety and choice. We need to ensure that people have housing choices that meet the needs of every stage of life: from single people to families to retirees.



main photo: Ryan McVay



As part of an effort to resolve a local zoning ordinance controversy, a Milwaukee architectural design and planning firm developed concepts for high-quality multi-family housing. The project lays out plans for residential units with private entrances, indoor parking, pleasing facades, and the coordinated use of different building materials. See [www.pdisite.com](http://www.pdisite.com)

Courtesy of Planning & Design Institute



# Transit options for life-size distances and destinations

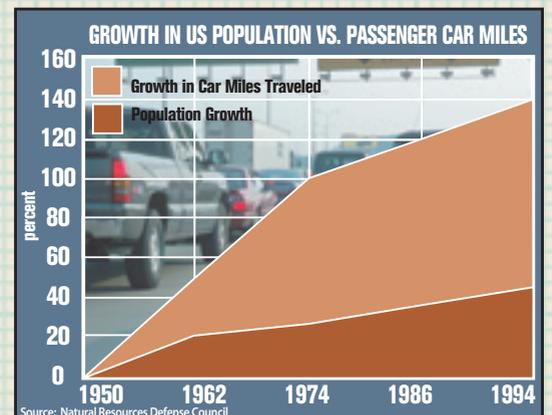
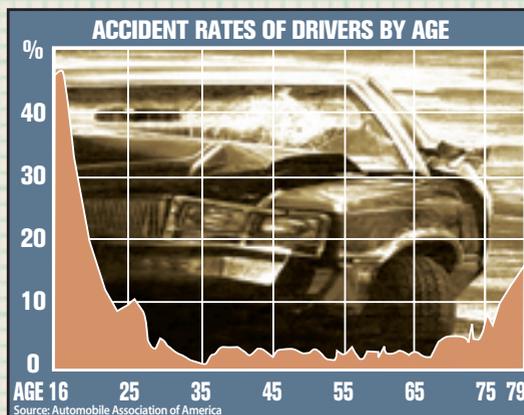
Providing transportation options like walking, bike-riding, and commuting on light rail and buses encourages life-size development. Building places to human scale – with manageable dimensions and distances – means better, more pleasant communities that are easier to get around in. For most Americans transportation is an expense second only to housing. Most American families spend more on driving than on health care, education or food. Transit options free up millions of dollars that can then be reinvested in the local economy and lessen our nation’s reliance on foreign sources of oil.



main photo: John Beske

## RESOURCES

- [www.transact.org](http://www.transact.org) an organization working to ensure a diversified transportation system
- [www.cbemw.org](http://www.cbemw.org) an organization working for transportation reform
- [www.1kfriends.org](http://www.1kfriends.org) an organization committed to fighting sprawl and protecting our quality of life





# Main Street means business

Think of some of your favorite destinations. As you imagine these places, are you picturing a lively and unique Main Street or the mega-marts on the edge of town? Is your head filled with images of endless strip-malls and giant parking lots? If these are not the images that flood your imagination when you think of your favorite places, then why do we accept this kind of development anywhere? Why don't we design our own cities and villages like those we enjoy visiting most? Places where people of any age can window-shop, run errands, meet a friend for coffee – without worrying about facing fast-moving traffic or getting in the car?



main photo: Zane Williams

## LAND/TRANSPORTATION EFFICIENCY IN CITY VS. SUBURBS

	Average Lot Size	Units per Sq. Mile	Average # of Autos	Avg. Annual Vehicle Miles
<b>City</b>	<b>0.02 acres</b>	<b>32,000</b>	<b>&lt;1</b>	<b>8000</b>
<b>Inner-ring Suburb</b>	<b>0.125 acres</b>	<b>5,120</b>	<b>1-2</b>	<b>15,000</b>
<b>Outer Ring Suburb</b>	<b>1 acre</b>	<b>640</b>	<b>2-3</b>	<b>27,500</b>
<b>Exurb</b>	<b>5 acres</b>	<b>128</b>	<b>3+</b>	<b>30,000</b>

Source: "The Wealth of Cities" by John Norquist (preliminary figures)

### RESOURCES

[www.commerce.state.wi.us/CD/CD-bdd.html](http://www.commerce.state.wi.us/CD/CD-bdd.html) Wisconsin Main Street Program is designed to promote the historic and economic redevelopment of traditional business districts in Wisconsin

[www.mainst.org](http://www.mainst.org) The National Main Street Center is dedicated to improving all aspects of the downtown or central business district

[www.mkedcd.org/business/busmm](http://www.mkedcd.org/business/busmm) Milwaukee's Mainstreets Program provides guidance and assistance to Milwaukee's urban neighborhoods

[www.shsw.wisc.edu](http://www.shsw.wisc.edu) The State Historical Society of Wisconsin

[www.cnu.org](http://www.cnu.org) an organization committed to the restoration of existing urban centers and towns within coherent metropolitan regions, the reconfiguration of sprawling suburbs into communities of real neighborhoods and diverse districts, the conservation of natural environments, and the preservation of our built legacy.

# The natural advantages of cities

There are distinct advantages to city-living. Where there are significant numbers of people living in a closely-knit community, there are opportunities that only these economies of scale allow: vibrant commercial centers, dynamic business networks, access to transit and cultural amenities like parks, museums, great restaurants. And the more we promote healthy cities and villages where people want to raise families, the less we will witness the sprawling growth that threatens our countryside.



main photo: Henry H. Smith

## AMENITIES IN CITIES COMPARED TO SUBURBS

CITIES														
INNER-RING SUBURBS														
OUTER-RING SUBURBS														
EXURBS														
	HOUSING	RESTAURANTS	MOVIE THEATERS	PARKS/RECREATION	SHOPPING	SPORTS EVENTS	NIGHTLIFE	HIGHER EDUCATION	PUBLIC TRANSIT	WALKABILITY	GALLERIES	MUSEUMS	THEATER	CONCERTS

## Smart Growth preserves local stewardship

Property rights issues are some of the most hotly contested questions in land use decision making today. There are no easy answers. The most important thing we can do now is to make sure that our discussions are inclusive and that as many perspectives as possible are included – including those of future generations. Smart Growth provides an opportunity for people to engage in these healthy discussions.



main photo: Troy & Mary Parlee

### What are your rights as a property owner?

What do you want for your property now, while you own it, and in the future when you may move elsewhere? How do the decisions that you and your neighbors make about your property affect the community as a whole? Where should individual property rights end and a community's rights begin?

These are the questions that communities throughout the state will be grappling with as they develop their long-term growth plans.

One community in south-central Wisconsin, the Town of Dunn, has taken innovative steps towards answering these questions. They are the first Wisconsin community to develop a local Purchase of Development Rights program to protect the town's farmland and the livelihood of their farmers. Visit their site at <http://userpages.chorus.net/towndunn/pdr.htm> to learn more.

# An opportunity to create a vision

Never in our state's history has an opportunity like this – that invites input from every member of a community – been so accessible. So, where to start? First, contact your local officials and ask them how you can get involved in your community's planning process. Then explore the resources listed within this brochure to learn more about ways to achieve "smart growth." 1000 Friends has developed a website specifically to answer many questions about the state's new law and the tools for responsible growth [www.1kfriends.org](http://www.1kfriends.org). The rewards are great – and there are tools available to us to make the most of these opportunities. What is at stake is no less than the ecological, economic and cultural health of our state. We hope you will take advantage of this unique opportunity and include your voice in the Smart Growth planning efforts in your community.



main photo: Mark Gibson



## 1000 FRIENDS OF WISCONSIN

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photo: Jeanne Nyre



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