

Goals and Objectives of the Comprehensive Plan

Housing

As Bayfield grows in popularity as a tourist destination and desirable place to live, housing costs and property taxes rise. These trends are forcing long-time residents as well as others to leave. The community would like to see this trend reversed, and this has become a major focus of the comprehensive planning process.

Goal 1: Bayfield has a variety of housing opportunities that support a diverse year round population of 1000 residents.

OBJECTIVE 1.1: Maintain and improve year-round housing stock. **OBJECTIVE 1.2:** Encourage the development of additional year-round housing units. **OBJECTIVE 1.3:** Improve City zoning regulations in order to maintain Bayfield's quality of life. **OBJECTIVE 1.4:** Increase the supply of housing that is affordable to low, moderate, and middle-income households and employees of local businesses. **OBJECTIVE 1.5:** Encourage year-round owner occupancy of 75% of the housing stock. **OBJECTIVE 1.6:** Provide City services that enhance the quality of life in Bayfield. **OBJECTIVE 1.7:** Invite seasonal residents to participate in efforts that promote quality of life in Bayfield.

Economic development

Economic development discussions typically focus on measuring monetary wealth, financial well-being or prosperity. Recent research in economics, however, has lead to more useful and meaningful definitions of wealth. "Wealth is not just monetary worth but the different types of capital, that, when taken together, make up the real riches of a region." To fully understand the economy of a place, it is important to

understand and assess three types of wealth or capital: **1)** social (or human) capital, **2)** natural (or natural resource) capital and **3)** financial (or monetary) capital. "Economic development," therefore, is about bringing the economy, or all three types of capital, to a better and fuller state. It should be noted, however, that natural capital forms the basis for all life, without which the other two forms of capital cannot exist. "Natural capital is a term for the wide range of materials, processes and functions that underlie human society that we rely upon, but do not make. Natural capital includes intangibles and intrinsic values that contribute to quality of life. While a healthy economy is typically viewed as one that provides the resources required to sustain citizens, a more modern view suggests that a healthy economy provides the resources to sustain all life. Adequate resources allow a community to actively protect the life support systems represented by the environment and maintain high quality of health and educational services.

Goal 1: Bayfield enjoys year-round employment, with a mix of businesses that include existing, expanded and new businesses, both within the City and area-wide, recognizing that tourism will continue to be an important part of the local economy. Active leadership and participation of the City is instrumental in influencing economic development activities that develop and promote the flavor of Bayfield's hometown atmosphere.

OBJECTIVE 1.1: Provide an adequate workforce. **OBJECTIVE 1.2:** Promote Bayfield and the local area as a viable location in which to live, work and purchase goods/services. **OBJECTIVE 1.3:** Recognize and support retention and creation of businesses that meet community needs. **OBJECTIVE 1.4:** Promote economic development that has little or no environmental impact. **OBJECTIVE 1.5:** Encourage the Bayfield Chamber of Commerce to work with the business community to find ways of better meeting the needs of the general public. **OBJECTIVE 1.6:** Address broad spectrum of community issues that relate to strengthening the local economy. **OBJECTIVE 1.7:** Seek regional and area wide opportunities to promote new business opportunities.

Agricultural, cultural and natural resources

Agricultural, natural and cultural resources together comprise the greater part of Bayfield's natural capital. They are an essential part of the local economy and inextricably linked to financial and social capital.

Goal 1: Bayfield's natural areas and resources - land, water and air as well as plant and animal life - are preserved, protected, conserved, restored, enhanced and maintained for future generations.

OBJECTIVE 1.1: Protect ravines and run-off corridors in the City to prevent floods, erosion, forest destruction, and preserve and protect the City's floodplain. **OBJECTIVE 1.2:** Ensure quality and safety of City water; protect ground-water, aquifers and Lake Superior. **OBJECTIVE 1.3:** Preserve and protect natural areas, parks, forests and wildlife within the City. **OBJECTIVE 1.4:** Preserve, maintain and develop walking trails in the City, including a continuous trail along Lake Superior's shore. **OBJECTIVE 1.5:** Ensure that new development is environmentally friendly.

Goal 2: The unique rural character of Bayfield and its surrounding landscape is preserved and protected.

OBJECTIVE 2.1: Minimize scattered development and conflicting land uses. **OBJECTIVE 2.2:** Support land protection and conservation.

Goal 3: Diverse agricultural use of productive and potentially productive farmland within Bayfield's adjacent environs is preserved and protected.

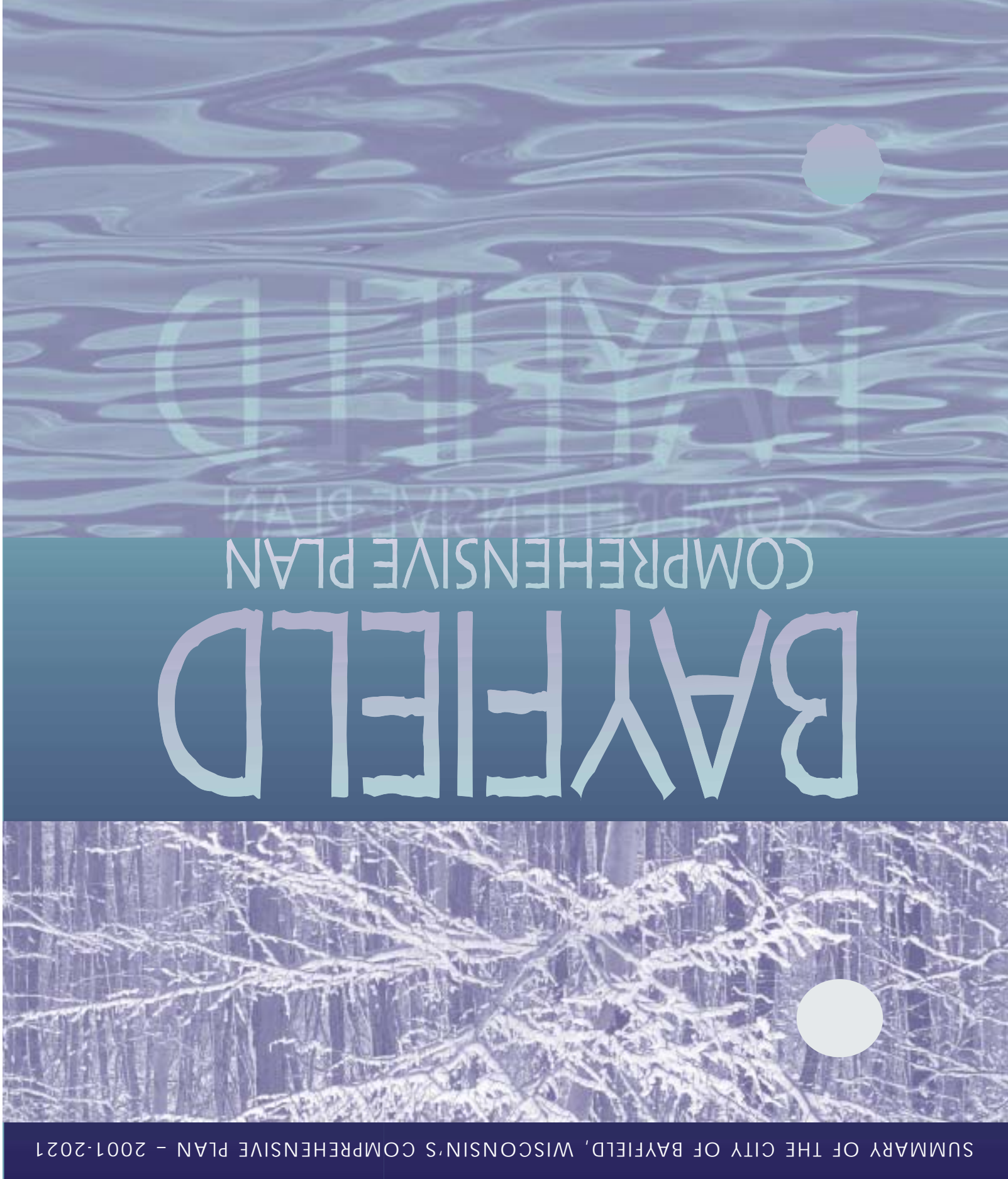
OBJECTIVE 3.1: Preserve and protect productive and fallow farmland within adjacent environs. **OBJECTIVE 3.2:** Ensure the continuation and expansion of a diverse local agricultural economy.

Goal 4: Community cultural resources, including those of historical and archaeological importance, are preserved and protected.

OBJECTIVE 4.1: Preserve the City's Historic District and the historic structures within it. **OBJECTIVE 4.2:** Preserve the architectural character and unique "look" of Bayfield. **OBJECTIVE 4.3:** Ensure that the region's cultural resources are an integral part of the City's economic development plan. **OBJECTIVE 4.4:** Increase awareness of local and regional history and culture. **OBJECTIVE 4.5:** Provide support for youth, senior and inter-cultural community activities.



Top: Logging days. Above: Clothing store interior in Bayfield.



Bayfield Makes a Plan

The City of Bayfield's planning process was served well by a Task Force, comprised of volunteers representing a cross section of the Bayfield community: government, retail, business, arts, tourism, and other professionals.

The Sigurd Olson Environmental Institute of Northland College facilitated the work of this dedicated group of citizens who convened approximately 40 times during a 14-month period.

"...a thoroughly interesting and well thought-out planning process."
- William Bodin, Task Force member

The community was offered opportunities to "weigh in" on the process and provide the Task Force with its ideas and vision plus help with forming goals, objectives and policies. A two-day community visioning workshop (held in the recently renovated Pavilion at the Bayfield waterfront) drew about

120 members of the community. A survey mailed to every household in the community elicited an impressive 50% return rate, and neighborhood sessions were held to gather input on draft goals and objectives.



"I was honored to have been part of this. I am very proud of Bayfield for having foresight in the 60s and 80s to think of planning and to continue on with it now. I love this community and - especially in this trying time - how it stands behind all of it citizens. It's the least I can do to keep this community alive and vital."
- Heidi Nelson, Task Force member

All in all, input was achieved from approximately half of the community. *The Bayfield Comprehensive Plan* is a policy document intended to guide and inspire decision-making relative to community development in the next twenty years. Its many implementations include revising the City's Zoning Ordinance.

The 2001-2002 Comprehensive Planning Task Force, Bayfield, Wisconsin



Top row, l-r: Janet Bewley, William Bodin, Brandon Cunningham, Dan Curran, Planning Assistant Jessica Dexter, Lawrence Ferrill, Robert Hansen, John Hanson, City Clerk Billie Hoopman.
Bottom row, l-r: Mayor Larry MacDonald, Tom McMullin, Chris Meyer, Heidi Nelson, Patricia Oeltjenbruns, Facilitator Jane Silberstein, Alan Waite

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Intergovernmental cooperation

As communities mature they generally grow in an understanding of how interrelated their concerns are with the concerns of surrounding communities, if not the region, and how interconnected all governmental actions are in a region. Bayfield is linked to a number of governmental agencies including the Towns of Bayfield, Russell, and LaPointe, the Red Cliff Band of Ojibway Indians, Bayfield County, the State of Wisconsin's Department of Natural Resources, the National Park Service, the United States Forest Service, and the United States Soil Conservation Service. These relationships are interdependent, making cooperation essential. The way these entities work together is much like the way members of ecosystems interact and support each other.

Goal 1: The City of Bayfield works proactively and cooperatively with all governmental units in and around the Chequamegon Bay on land use and environmental issues.

OBJECTIVE 1.1: Develop good working relationships with surrounding towns and other governmental entities in resolving land use and environmental issues and planning for the future. **OBJECTIVE 1.2:** Work with the Town of Bayfield to ensure development along Highway 13 approaches to the City is consistent with Bayfield's historic character.

OBJECTIVE 1.3: Limit impact of loud motorized vehicles in and around the City. **OBJECTIVE 1.4:** Protect natural watercourses and ravines, all of which have their origins outside of the City. **OBJECTIVE 1.5:** Support City, County, State and Federal efforts to reduce point source pollution into Lake Superior and its watershed. **OBJECTIVE 1.6:** Develop a land protection strategy and process for incorporating acquired property. **OBJECTIVE 1.7:** Work proactively to protect and preserve diverse agricultural use of productive and potentially productive farmland within Bayfield's adjacent environs.

Goal 2: The City of Bayfield works proactively and cooperatively with all governmental units in and around the Chequamegon Bay on economic development issues and economic development planning.

OBJECTIVE 2.2: Promote Bayfield and the local area as a viable location in which to live, work and purchase goods/services. **OBJECTIVE 2.3:** Seek regional and area wide opportunities to promote new business opportunities.

Goal 3: The City of Bayfield takes a proactive role in joint planning efforts with the towns of Bayfield, Russell and LaPointe as well as the Red Cliff community in coordinating municipal sewer, water, storm water and other infrastructure development.

OBJECTIVE 3.1: Identify future infrastructure needs through an analysis of existing development trends. **OBJECTIVE 3.2:** Identify and evaluate and use activities in surrounding areas that have a direct impact on the municipal resources of the City of Bayfield.

Goal 4: Bayfield maintains a strong partnership with the School District of Bayfield and integrates the district into the long-term planning for the City.

OBJECTIVE 4.1: Maintain an on-going integration of School District and City committees. **OBJECTIVE 4.2:** Establish a regional Education Committee.

Goal 5: Bayfield works with Bayfield County and the State to ensure a safe, accessible multi-modal transportation system in the region.

OBJECTIVE 5.1: Identify parcels within and adjacent to the City as areas for potential easement acquisition or land purchase for future trail network development.

Goal 6: Bayfield works with the region to actively preserve and promote cultural resources of the region.

OBJECTIVE 6.1: Provide support for youth, senior and inter-cultural community activities. **OBJECTIVE 6.2:** Increase awareness of local and regional history and culture.

Transportation

A transportation system is a network of roads, rail lines, bikeways and pedestrian paths designed to move people and goods from one place to another. It is the circulation system of a community, and, as such, is a major determinant of settlement patterns. "Form follows function" is as true for a city's transportation system as it is for architecture. Location, design and various modes of travel accommodated by a transportation system have impacts on air quality, plant and animal habitats, noise, energy use, safety, community aesthetics, social interaction, land use, open space and economic activity within a community. Therefore it is important to create a transportation plan that acknowledges the entire system that transportation activities impact.

Goal 1: Bayfield works with Bayfield County, the State and surrounding jurisdictions to ensure a safe, accessible multi-modal transportation system.

OBJECTIVE 1.1: Maintain the highest level of safety and efficiency, to include all transportation systems in the City. **OBJECTIVE 1.2:** Develop, implement and maintain a high-quality system of signage and orientation markers that are both informative and compatible with the aesthetics and character of the community. **OBJECTIVE 1.3:** Ensure that the existing City and regional transportation system meets the needs of residents who are disabled or elderly.

Goal 2: Bayfield ensures the development and maintenance of parking and related facilities within the City that accommodate the varying seasonal demands and fit within the City's aesthetic concerns and capacity.

OBJECTIVE 2.1: Create partnerships to develop innovative parking solutions.

Goal 3: Bayfield accommodates and encourages non-motorized transportation options (pedestrian, cycling, etc.) throughout the City.

OBJECTIVE 3.1: Develop a plan for alternative transportation. **OBJECTIVE 3.2:** Work to ensure that pedestrian destinations are adequately connected (school, downtown, waterfront, residential areas, etc.) and encourage foot travel to ease traffic and parking congestion.

Goal 4: Bayfield ensures and maintains safe, effective, compatible marine access for visitors and residents from the City of Bayfield.

OBJECTIVE 4.1: Work proactively with private sector partners for long-term solutions to marine access issues.

Goal 5: Bayfield provides access to its services and amenities for motorized off-road vehicles during the winter months.

OBJECTIVE 5.1: Create a plan for off road vehicle use within the City.

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Land use element

Land in the City of Bayfield is used for housing, commercial and industrial enterprises, public facilities, transportation and recreation. The activities and land uses of Bayfield have evolved over the years into an established pattern. It is this pattern, combined with the City's natural setting that gives Bayfield its unique form and character. The natural setting is also a major reason people love living in Bayfield and why so many visitors flock here. It provides habitat for all denizens of Bayfield, human as well as animal.

Generally, habitat protection is an essential part of land use planning, since quality habitat "is the basis of biological, genetic and functional diversity, the sum of which is the basis of natural wealth and thus economic viability, which in turn equates to long-term community well-being. Habitat is comprised of food, water, shelter and space and the quality of habitat depends on the quality of these four items." Protection of habitat for humans and animals can go hand in hand.

When altering the land to accommodate human necessities and perceived needs, we need not be limited by conventional development practices. Our choices are usually limited only by lack of knowledge and awareness of innovative, creative alternatives.

Goal 1: Bayfield maintains a land use plan that reflects current community values and provides for future expansion.

OBJECTIVE 1.1: Determine what the community wants, needs and values regarding land use issues. **OBJECTIVE 1.2:** Develop good working relationships with surrounding towns and other governmental entities.

Goal 2: Bayfield's land use plan envisions a diverse community which includes people of varied ages, socio-economic class and family composition, race and cultural heritage.

OBJECTIVE 2.1 & 2.2: Provide a wide range of housing opportunities. Provide a variety of economic opportunities.

Goal 3: Bayfield's historical character is preserved and enhanced.

OBJECTIVE 3.1: Enforce and enhance the Historic Preservation Ordinance. **OBJECTIVE 3.2:** Work with the Town of Bayfield to ensure development along Highway 13 approaches to the City are consistent with Bayfield's historic character. **OBJECTIVE 3.4:** Encourage quality and character of new development that is consistent with the existing built environment. **OBJECTIVE 3.5:** Limit impact of loud motorized vehicles in and around the City.

Goal 4: Bayfield's unique natural environment is preserved and enhanced.

OBJECTIVE 4.1: Preserve and expand City parks, recreation areas and open space. **OBJECTIVE 4.2:** Review and revise the City's tree ordinance. **OBJECTIVE 4.3:** Protect natural watercourses and ravines. **OBJECTIVE 4.4:** Develop a land protection strategy and process for acquiring property. **OBJECTIVE 4.5:** Develop guidelines for creating and maintaining views both of the Lake, from the Lake and of the night sky.

Goal 5: Bayfield's lakeshore remains a major asset, economically and environmentally.

OBJECTIVE 5.1: Support marine-related development along the shoreline.

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Utilities and community facilities

A city's infrastructure provides a structure in which the community can prosper and thrive. Structures are both physical, like streets, a sewage treatment plant, curbs and gutters, etc. and programmatic, like police and fire services, a recycling program or senior/disabled transportation.

Goal 1: City of Bayfield and Bayfield County continue to work cooperatively to provide services that enhance health, safety, security and quality of life for all residents and visitors.

OBJECTIVE 1.1: Determine ongoing appropriateness and effectiveness of community health and security services and systems. **OBJECTIVE 1.2:** Ensure that the Pavilion is maintained as a vital community facility that is accessible to local residents. **OBJECTIVE 1.3:** Identify and assess the City's existing infrastructure which could be used more efficiently and establish a timeline/budget for improved use while promoting the efficient use and maintenance of existing infrastructure. **OBJECTIVE 1.4:** Provide support for youth, senior and inter-cultural community activities.

Goal 2: The City of Bayfield works cooperatively with utility providers to ensure that a wide range of high-quality communication and energy services remain available.

OBJECTIVE 2.1: Determine cost/benefit of placing all City utilities underground for the aesthetic improvement of the City. Studies should consider new construction separately from existing above ground utilities. **OBJECTIVE 2.2:** Ensure efficient and economical electric utility networks in the City. **OBJECTIVE 2.3:** Work proactively to accommodate the changing needs of community which require advanced telecommunications and high-speed internet for home and business use.

Goal 3: The City of Bayfield takes a pro-active role in joint planning with the towns of Bayfield, Russell and LaPointe as well as the Red Cliff community in coordinating municipal sewer, water, storm water and other infrastructure development.

OBJECTIVE 3.1: Identify future infrastructure needs through an analysis of existing development trends. **OBJECTIVE 3.2:** Identify and evaluate land use activities in surrounding areas that have a direct impact on the municipal resources of the City of Bayfield.

Goal 4: Bayfield maintains the safety, abundance and quality of the City's water supply and water resources.

OBJECTIVE 4.1: Support City, County, State and Federal efforts to reduce point source pollution into Lake Superior and its watershed. **OBJECTIVE 4.2:** Provide education and develop alternatives to existing practices that negatively impact the City's water quality.

Goal 5: Bayfield maintains a strong partnership with the School District of Bayfield and integrates the district into the long-term planning for the City.

OBJECTIVE 5.1: Maintain on-going integration of School District and City committees to address mutual concerns.

Goal 7: A community that is affordable to live in yet has excellent public services.

OBJECTIVE 7.1: Install cost efficiency, combined with excellent service delivery in all public service endeavors.



Lumbering was a major industry in the area from the 1880s to the 1920s.



Top: Apostle Island sailing is known as some of the best in the world.



Above: A community that has always traveled by water.



A leisurely summer day in the early 20th century expresses the same essential quality of life in Bayfield today.



Pipers are an Apple Festival tradition.