

# City of Bayfield Sustainability Plan



Bayfield, Wisconsin  
Larry MacDonald, Mayor

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## **Document development**

This document was developed by Steve Sandstrom, an independent Sustainability consultant with the help of Larry MacDonald, City Mayor, Billie Hoopman, City Clerk and Dionne Johnston, Office Assistant & Utility Clerk. Funding was provided by a grant from Xcel Energy.

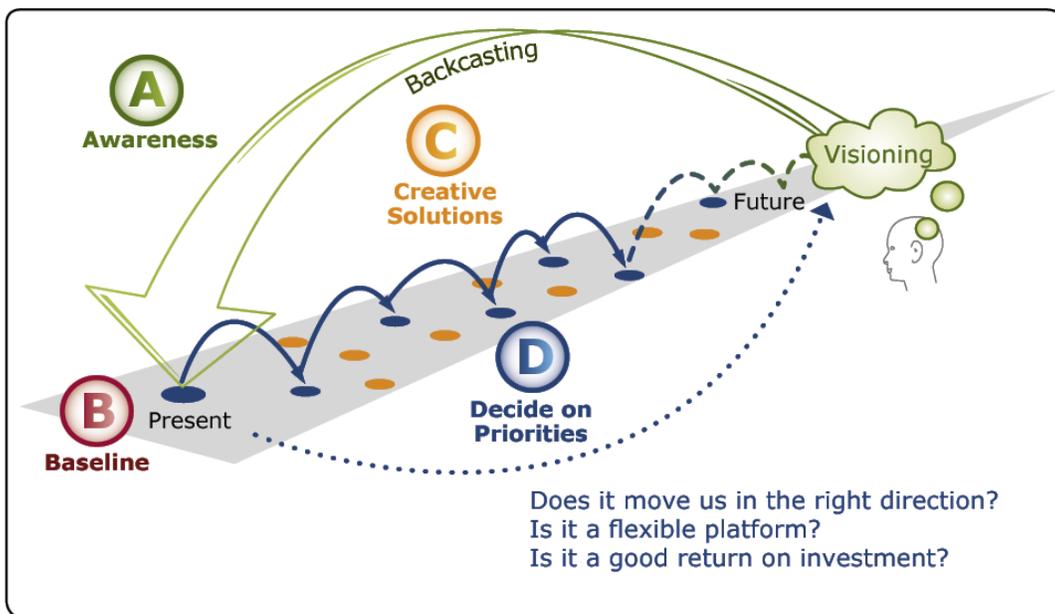
# City of Bayfield-Sustainability Plan

## A. Community Vision

Creating a Sustainability Plan for the City requires the development of a vision for the community's future. Bayfield is proud of the fact that it has a vision that embraces the principles of sustainability. Too often communities base their development on the trends of the past and do not take the time to identify what they want the community to be in the future. For example, forecasting future community development by extrapolating



natural resource use on past trends does not take into account the availability of those resources in the future. A more sustainable approach is to create a vision for the future that takes into account the limits of resource availability and “back-casts” to the present to create a plan for reaching that vision.



## B. Guiding Principles – The Natural Step Framework



### **The Eco-Municipality Resolution**

In 2006 the City of Bayfield passed a resolution that adopted the Natural Step Framework and joined a growing number of communities who have designated themselves as “Eco-municipalities.”

Adopting this resolution was a step that; reinforces the vision in the Comprehensive Plan, links Bayfield to surrounding communities which strengthens the whole, supports existing grassroots activity, and seeks to foster everyday decisions which meet the needs of the present without compromising the ability of future generations to meet their own needs.

Signing this resolution provides the City with an opportunity to join other communities on Chequamegon Bay – who have already signed similar resolutions – to work together to create a regional eco-municipality. If our goal is to create sustainable communities it must be done on a regional basis. Bayfield will never be self-sufficient or sustainable on its own. Working together as a region with commitment to sustainable principles (derived from the *Natural Step Framework*) will not only help us protect the Earth, but provides the conditions needed for a vibrant economy that meets the needs of our citizens right here at home.

### **The Resolution: A Commitment to Sustainability in the City of Bayfield**

WHEREAS, The City of Bayfield acknowledges that the people of Bayfield, Wisconsin desire to create a stable, sustainable future and acknowledge that such a future is not certain. We recognize that it will take the goodwill and determined work of individuals and communities around the world to achieve this goal. We wish to be part of this international network and declare sustainability to be a goal of this City.

We wish to integrate our economy, environment, society and governance in ways that foster vibrant social and economic conditions and a healthy ecosystem.

To that end, we commit ourselves to creating the conditions necessary for a sustainable future. By seeking innovative and flexible solutions to the challenges that confront us, by sharing our knowledge, and by coordinating our actions, we strive to:

- 1. Reduce and eventually eliminate our contribution to the progressive buildup of materials (and their associated wastes) that are extracted from the Earth's crust.*
- 2. Reduce and eventually eliminate our contribution to the progressive buildup of synthetic materials produced by human society.*
- 3. Reduce and eventually eliminate our contribution to the ongoing physical degradation of the Earth.*

4. Reduce and eventually eliminate our contribution to conditions that undermine people's ability to meet their basic needs.

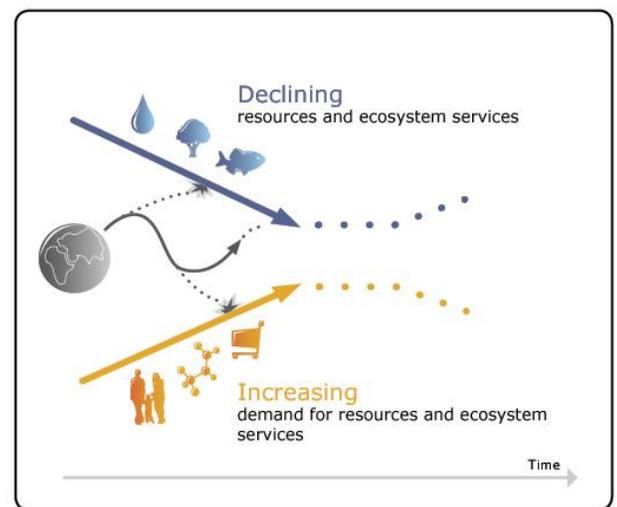
The Natural Step (TNS) Framework is based on **systems thinking**; recognizing that what happens in one part of a system affects every other part. Think of a football team. We can't understand why the team lost the game until we look at how each player – the quarterback, receivers, running backs, lineman, etc. - all worked together on the field. We won't learn much if we just study one member of the team. TNS Framework gives an organization the tools to look at the whole team, understand the rules of the game, define success, and move toward success together.

Any successful team must have a **common language** and understanding in order to facilitate cooperation. TNS Framework provides this shared mental model of sustainability by helping people across organizations, disciplines and cultures to communicate effectively, build consensus and ultimately move toward their vision. We use an **upstream approach** that anticipates and avoids problems before they occur, rather than reacting to their downstream effects.

This scientifically rigorous framework gives organizations the tools to perform a gap analysis using the lens of sustainability, and then work toward closing the gap. Furthermore, The Natural Step Framework complements other sustainability tools and methodologies, such as life cycle analysis or environmental management systems, by providing the context and strategic vision that makes them more effective.

The Natural Step Framework:

- Uses metaphors such as a funnel to illustrate the problem with our current industrial system, and a scientific understanding to identify how we can open the walls of the funnel.
- Defines sustainability with 4 principles that individuals and organizations can use to build strategies toward sustainability.
- Has evolved through a practice that demonstrates that strategic sustainability requires:
  - “Backcasting” from sustainability principles (planning from success)
  - Prioritization of actions to ensure that all selected actions are:
    - Moving in the right direction (towards sustainability)
    - Flexible platforms that avoid dead-end investments
    - Good business decisions (i.e. offer an adequate return on investment).



The Natural Step Framework has been used in strategic decision-making by hundreds of organizations, public and private, in multiple sectors, across supply chains and in various scales, offering concrete and simple ways to accelerate change toward sustainability.

## C. City of Bayfield Comprehensive Plan

In order to encourage community support for the Bayfield Sustainability Plan, it is critically important that it be based on commonly held values and that it coincide with the Community Vision and Comprehensive Plan already developed.

The 2020 VISION that Bayfield created in 2001 as part of the City's Comprehensive Plan identified the following shared values:

Diversity	Equity	Identity	Stability
Opportunity	Community	Sustainability	History
Balance	Stewardship	Compassion	Safety
	Happiness	Personal Enrichment	

These shared values are all important and directly related to creating a more sustainable community.

The language of sustainability is incorporated throughout the City of Bayfield Comprehensive Plan, well ahead of most communities in Wisconsin. Bayfield has been and continues to be a leader in promoting sustainable community development.

Bayfield's Vision and commitment to sustainability is well expressed through the community goals listed in the Comprehensive Plan:

- A compact, human-scale city with a population of 1,000 nestled in a beautiful natural setting
- A city known for its creativity in making Bayfield affordable to long-time residents in the face of rising taxes, an influx of seasonal residents and other impacts of its growing popularity
- A leader in historic and cultural preservation
- An economically strong and well-integrated city, fostering local businesses and business initiatives, regional cooperation and clean industry
- A resilient, diverse, and self-sufficient local economy that meets the needs of residents and builds on the unique characteristics of the community
- A wide range of housing opportunities and well-maintained housing stock

- A place with a widely-held ethic of stewardship that strongly encourages individuals, institutions and corporations to take full responsibility for the economic, environmental and social consequences of their actions, balancing private and individual rights with nature and the public good
- An environmentally-aware community with distinctive open spaces and natural features, protected habitats, parks and areas for outdoor recreation
- Well-known for its participatory approach to planning and community decision-making
- Rich in the arts and recreational opportunities, celebrating the talents and culture of the people of the Chequamegon Bay region
- Expansion of choice and opportunity for all persons, recognizing a special responsibility for the needs of the disadvantaged and elderly
- Safety and security resulting from the interconnectedness of people and effectiveness of public services
- A community that values and supports quality education for all ages
- A community that honors diversity and is free of prejudice

## D. Participation in the **Legacy Communities – A Green Tier Charter Program**



In December 2010, 1000 Friends of Wisconsin announced the formation of the *Green Tier Legacy Communities Charter* – a unique partnership to assist communities in developing and implementing sustainability measures. Under the *Legacy Communities Charter* municipalities take actions and share information to achieve superior environmental performance with regard to one or both of the following areas: (1) water quality and water resources management; and/or (2) sustainability practices.

The *Charter*, which is in effect until December 1, 2015, has been signed by the *DNR, 1000 Friends of Wisconsin, League of Wisconsin Municipalities, Municipal Environmental Group – Wastewater, Center on Wisconsin Strategy, Wisconsin Energy Conservation Corp*, and the Cities of Appleton, Bayfield, Fitchburg, and Middleton and the Village of Weston. Communities participating in the charter will have direct access to a Wisconsin DNR resource team that will provide technical

assistance to communities and act as a single point of contact for all interactions between the community and the department. Other nongovernmental partners in the charter will also provide technical assistance to participating communities.

The *Legacy Community program* is not intended to replace substitute or compete with any other sustainability effort-taking place in Wisconsin. It is intended to compliment and to add value to whatever ongoing efforts may be taking place. It can also be a starting point for a community wanting to follow a pathway towards sustainability.

*Green Tier Legacy Communities* are demonstrating leadership in improving the economy, the environment and the quality of life in their communities. We will be working to increase the number of communities participating in this innovative program in the months and years to come.

The City of Bayfield, WI, population 487, is pleased to be a pilot member of the *WI Green Tier Legacy Communities Program*. This is an opportunity for us to voluntarily participate in a statewide program to achieve environmental performance. We envision working cooperatively to develop and exchange ideas to reduce greenhouse gas, reduce energy usage, promote alternative transportation, increases in local food consumption and encouragement for local business development. Lake Superior, the greatest of all the Great Lakes, deserves all the attention and protection that we can provide.

The City of Bayfield has a history of engaging sustainability practices on a variety of levels. This has helped us protect Lake Superior, provides public relations opportunities for our businesses, creates pride and enthusiasm for city staff and residents, encourages leverage of funding sources and establishes a platform for additional projects.

The City of Bayfield believes in leading by example which we feel benefits both Bayfield and other nearby communities.

***Purpose***

The purpose of this Charter is to establish an agreement pursuant to Wis. Stat. §§ 299.83(7e) and 66.0301 by which municipalities take actions and share information to achieve superior environmental performance with regard to one or both of the following areas: (1) water resources management; and/or (2) sustainability practices.

In this capacity, the term ‘sustainability’ means local governments addressing the needs of the present while not compromising the ability of future generations to address their needs. It encompasses a broad framework of interrelated issues that includes environmental stewardship, economic growth, public health and social equity. Sustainability practices could include reducing green house gas emissions, reducing municipal energy use, and developing and implementing a transportation system that reduces total vehicle miles traveled, increasing access to local foods, and supporting local business development. Policies in this Charter are intended to be consistent with and complimentary to a Signatory Municipality’s Comprehensive Plan.

Participating municipalities will select either water resources management or sustainability practices, or both, but are not required to pursue both components. All municipalities subscribing to this charter will share information, resources, technology,

and environmental success stories with one another on a regular basis.

The Charter will achieve superior environmental performance in the following ways:

***Water Resources Management:***

Municipalities subscribing to the water resources pilot component of this charter will achieve superior environmental performance by addressing wastewater, stormwater, drinking water, wetlands, and other water issues in a holistic, watershed-based manner. Municipalities subscribing to the water resources pilot component of this charter will prepare, evaluate and implement an overall Water Resources Plan that integrates the municipality's full range of water resources issues. This may include some or all of the following elements:

- Wastewater management, including treatment plant compliance, collection system maintenance and long term sanitary sewer service area planning.
- Stormwater management including stormwater quality controls, stormwater quantity and floodplain management, and integration with DNR permitting.
- Integration of rural water management issues, including agricultural drainage ditch issues and agricultural nonpoint runoff into urban lands within the watershed.
- Navigable waters (Chapter 30, WI Stats), wetlands, shoreland, floodplains management including associated habitat issues.
- Groundwater management issues including management of groundwater quality, groundwater quantity and regional recharge issues.
- Public water supply issues including drinking water quality and water conservation and compliance with Safe Drinking Water Act provisions
- Water budget issues, including the overall evaluation of water quantity and quality entering and leaving the watershed considering ground and surface water issues.

***Sustainability Practices:***

Municipalities subscribing to the sustainability component of this Charter will initially focus on improving a municipality's impact on the environment by using the strategy options listed in the Charter to develop a Sustainability Implementation and Monitoring Plan. Such an implementation plan may include some or all of the following elements:

- 'Build and Buy Green' strategies and programs,
- Strategies to promote environmental stewardship in the private sector,
- Transportation policies and actions that increase pedestrians, bicyclists, transit passengers as a primary mode of transportation, and that are designed to reduce public per-capita VMT and GHG emissions,
- Land use policies and actions that seek to identify, cleanup and redevelop Brownfield sites, promote street connectivity and mixed-use development, and protect natural resources,
- Environmental stewardship, energy efficiency, waste and materials management policies and the use of renewable fuels to reduce total energy consumption throughout the community,
- Local government practices that encourage municipal employees to conserve energy, preserve the environment, and decrease greenhouse gas emissions from municipal facilities, services, and vehicle fleets.

- Encourage residents and businesses to adopt sustainable practices.

## E. Sustainability Strategies

Since the Bayfield Comprehensive Plan is inextricably connected to the City's sustainability efforts it makes sense to divide the Sustainability strategies into the same sections as are found in the Comprehensive Plan. Strategies that are listed in the Plan will be identified using the goal and objective letters and numbers found in the plan. Through the participation in the Legacy Communities program there have been additional strategies developed that complement the goals and objectives found in the Comprehensive Plan. These strategies are listed in each section following the Plan goals and objectives. In sections not addressed by the Legacy Communities Charter the City has included additional strategies that are deemed appropriate.

### 1. 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.

Sustainability Strategies specifically mentioned in the Comprehensive Plan:

**Goal: 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.*

**In support of the Housing Goals and Objectives listed above the following additional strategies have been implemented:**

- a) Adopt standards for green building practices in building codes, permitting processes, and offer incentives to homeowners to use green building techniques.
- b) Land use plan encourages compact development and encourages the preservation of natural areas.

- c) Affordable and energy efficient housing is available in the community.
- d) Develop standards for affordable and sustainable housing, and encourage these standards to be included in new developments.

## **2. 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.

Sustainability Strategies specifically listed in the Comprehensive Plan:

### **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.*

**In support of the Transportation Goals and Objectives listed above the following Legacy Community strategies have been implemented:**

**Transportation Demand Management:** Transportation demand management strategies aim to reduce Green House Gas (GHG) emissions and Vehicle Miles Traveled (VMT) by influencing change in individual behavior.

***Bicycle and Pedestrian Programs/Projects:***

- a) Require bike parking for all new non-residential and multifamily uses.
- b) Set standards for placement and number (as function of intensity of use) of bike parking spaces.
- c) Commuter bike routes identified and cleared.
- d) Funded and operating Safe Routes to School (SRTS) program (or functional equivalent) covering at least 10 percent of students.
- e) Conduct annual survey of students' mode of transport to school.

***Traffic Volume***

- a) Track VMT or traffic counts and report on efforts at reduction (including those on this list).
- b) Set parking maximums at X per square feet for office and retail uses.
- c) Scheduled transit service at basic level (hour peak service within half-mile of 50 percent of addresses).
- d) Scheduled transit service at enhanced level (half-hour peak service within 75 percent of addresses).

**Transportation System Management Strategies**

Transportation system management strategies aim to reduce GHG emissions and VMT by improving the overall performance of a transportation system. These strategies improve existing infrastructure, introduce new technology, and plan for the future of the system.

**Preservation and Improvement**

- a) Develop and fully fund comprehensive maintenance program for existing roads.
- b) Charge impact fees for new roads.
- c) Create land bank to acquire and assemble priority infill sites
- d) Develop an inventory of known contaminated properties for reuse planning, with possible GIS application

### **3. 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 communications 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 the community that 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 La Pointe as well as the Red Cliff community in coordinating municipal sewer, water, stormwater 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 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.*

**In support of the Utility and Community Facilities Goals and Objectives listed above the following Legacy Community strategies have been implemented:**

Community energy use strategies encourage energy efficiency and the use of renewable fuels to reduce total energy consumption throughout the community

***Community Energy Use Policies***

- a) Use PACE financing
- b) Watt meters available to the public
- c) Adopt Residential Energy Conservation Ordinance (time-of-sale certification and upgrades).

***Measuring Community Energy Use***

- a) Work with local utilities to calculate total electricity and natural gas consumption annually, beginning with the fifth year before entering the program.
- b) Wisconsin Office of Energy Independence, Energy Independence Community.

***Municipal Energy Use Strategies***

Municipal energy use strategies encourage municipal employees to conserve energy, preserve the environment, and decrease greenhouse gas emissions from municipal facilities, services, and vehicle fleets.

***Government Energy Use Policies***

- a) Include transportation energy/emissions as criterion in RFP's for purchases of goods over \$10,000.
- b) Develop list of lighting, HVAC and shell improvements to raise Energy Star Portfolio Manager or LEED EBO&M score.
- c) Reduce motor fuels use for non-transit activities
- d) Streetlights operate at 75 lumens/Watt or higher
- e) Municipal electricity purchases are at least 5 percentage points higher in renewable content than the statewide renewable portfolio standard requires. Calculation may include self-generated power and purchased offsets.

### ***Measuring Government Energy Use***

- a) Complete EPA Energy Star Portfolio Manager spreadsheet for government energy use. Or score existing buildings with LEED EBO&M.
- b) Financial assistance for sewer lateral replacements.
- c) Upgrade water utility equipment (e.g., variable frequency drive motors) to achieve energy efficiency.
- d) Infiltration and inflow reduction by 10%
- e) Plan for replacing all toilets using > 1.6 gpf and annual progress sufficient to reach 90 percent replacement in 10 years.

### ***Local Government Use***

- a) Install waterless urinals in men's restrooms at municipal facilities (city hall, parks, etc.)
- b) All outdoor watering by local government, excluding parks and golf courses, from rain collection.
- c) Develop a water efficiency and conservation plan for municipal buildings

### ***Waste Management and Reduction Strategies***

Waste Management and Reduction strategy options encourage municipalities and their citizens to divert organics and recyclables from landfills and properly dispose of hazardous materials in an effort to reduce waste in a community.

1. Community waste stream monitored at least annually.
2. Waste reduction plan prepared and updated annually
3. Waste and materials management plan based on "zero-waste" principles, with specific goals, prepared and updated annually
4. Construction/deconstruction waste recycling ordinance
5. Mandatory residential curbside recycling pickup that covers paper, metal cans, glass and plastic bottles
6. Develop a municipal collection program that encourages the diversion of food discards, yard materials, and other organics from landfills to composting or anaerobic digestion with energy recovery
7. Develop and promote programs that dispose of household hazardous, medical, and electronic waste
8. Implement municipal ordinances requiring manufacturer take-back for fluorescent bulbs, thermostats and other mercury-containing devices
9. Ordinances in place to reduce the usage of phone books as well as single-use shopping bags, Styrofoam food containers and other disposable packaging
10. Pay-as-you-throw system implemented by municipality or required of private waste haulers
11. Use public education and outreach to promote recycling, backyard composting, product re-use and waste reduction.

## 4. 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.



Sustainability Strategies specifically listed in the Comprehensive Plan:

**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.*

**In support of the Agricultural, Cultural and Natural Resource Goals and Objectives listed above the following Legacy Community strategies have been implemented:**

**Natural Resource Management**

Natural resource management strategies seek to conserve, preserve, protect and promote a community's green space, wildlife, wetlands and waterways for this and future generations by promoting pervious surfaces and adequate setbacks.

***Tree Canopy***

- a) Adopt tree preservation ordinance per Global Trends-Local Choices (GTLC) standards.
- b) Set a tree canopy goal and develop a management plan to achieve it
- c) Require trees to be planted in all new developments
- d) Certification as Tree City USA

***Mowing***

- a) Local government rights of way mown or cleared only for safe sightlines and/or to remove invasive species.

***Water Protection***

- b) Establish 75-foot natural vegetation zone by surface water.
- c) Inventory wetlands and insure no net annual loss.

***Stormwater Management strategies***

Stormwater Management strategy options encourage the use of best management practices to achieve a reduction in the amount of harmful pollutants introduced to our streams, rivers, and lakes.

- a) Develop a regular street sweeping program to reduce total suspended solids
- b) Inventory all paved surfaces (e.g., by GIS mapping), and develop a plan for reduction

- c) Work with commercial or light industrial businesses to develop stormwater pollution plans

### ***Water and Development Strategies***

Water and Development strategy options link water conservation and the preservation of land, wetlands, and wildlife habitat while promoting compact development, restoration and rehabilitation efforts, and long-term planning *and Development*.

Identify key green infrastructure areas during plan development and/or implement a plan to acquire and protect key green infrastructure areas.

### ***Waters, Wetlands, and Wildlife***

Provide incentives for protection of green infrastructure, sensitive areas, important wildlife habitat, or for the restoration or rehabilitation of wetlands or other degraded habitats such as credit towards open space or set-aside requirements

## **5. Economic Development**

Economic development discussions typically focus on measuring monetary wealth, financial well-being or prosperity. Recent research in economics, however, has led 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.

## **Sustainability Strategies specifically listed in the Comprehensive Plan:**

**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.*

### **In support of the Economic Development Goals and Objectives listed above the following additional strategies will be implemented:**

Develop a Natural Step (TNS) Tool Kit for Business and make it available to area businesses so that businesses in Bayfield have a basic awareness of TNS and Sustainable Business Practices.

Develop informational materials that support the premise that environmentally sound business practices are also economically sound and distribute to Bayfield businesses.

Survey current business practices (i.e. energy use, green products, recycling, etc.), resulting in a baseline status for community change.

Work with the Bayfield Chamber of Commerce to develop and implement the following:

- a) Publish and reward best practices.
- b) Develop and implement survey of business practices.
- c) Establish benchmarks to measure progress.

- d) Utilize data to propose and implement strategies for change.
- e) Develop business focus groups on topics such as the importance of Fair Trade practices, green purchasing, energy conservation techniques, and other related topics.
- f) Encourage participation in the Wisconsin Travel Green program.

## **6. 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 La Pointe, the Red Cliff Band, 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 La Pointe as well as the Red Cliff community in coordinating municipal sewer, water, stormwater 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*

**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.*

## 7. 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 is 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.*

**In support of the Land Use Goals and Objectives listed above the following Legacy Community strategies have been implemented:**

***Land Use Strategies:***

Land use and development strategies work toward improving the overall environmental, economic, and social health of a community by promoting mixed-use and infill development, walkable neighborhoods, and an overall sustainable lifestyle.

- a) Adopt traditional neighborhood design ordinance
- b) Zoning for office and retail districts permits floor-area ratio > 1, on average.
- c) Zoning for office and retail districts requires floor-area ratio > 1, on average.
- d) Zoning code includes mixed use districts
- e) Mixed-use language from Smart Code TBA.

***Infill Development***

- a) Identify priority areas for infill development, including those eligible for brownfields funding.
- b) Create land bank to acquire and assemble priority infill sites
- c) Develop an inventory of known contaminated properties for reuse planning, with possible GIS application

***Walkscore***

- a) Measure *Walkscore* at 10 random residential addresses per Census tract, compute average, and improve upon overall score.

## F. Measuring Success

Creating a sustainability plan for the City is one thing. Successfully implementing it is another. The following section identifies actions, initiatives, awards and recognitions that are evidence that the City practices what it has proposed in the plan.



### ***Actions:***

- Construction of a new wastewater treatment facility that is the cleanest plant on all of Lake Superior.
- Citizens active in a group called “Sustainable Bayfield” have, with the Chamber of Commerce & Visitor Bureau, begun to “green” the annual Apple Festival and are working to develop a reuse/recycle location at the dump.
- Members of a sustainability Study Circle published an “Earth Care” booklet of practical tips to reduce our ecological footprint.
- Purchase of Neighborhood Electric Vehicle for City Water/Sewer Utility Department, 2010.



- As of this writing, 50 area businesses (including the City of Bayfield) have been certified by the “Wisconsin Travel Green” sustainable tourism certification program. An additional 10-12 businesses anticipate to be certified in the next 6 months.



- Sustainability Kiosk built in front of City Hall promoting sustainable practices.



- Since 2008, Annual Green It – Clean It Program activities for Bayfield, including education, green cleaning supplies and grants to residents and businesses to implement sustainable practices.



## ***Achievements***

- **Bayfield City Council approves an Eco-municipality resolution, Dec 2006**  
See complete explanation in Section C of this document.
- **City of Bayfield participates in the Wisconsin Travel Green Program, 2012**  
In the spirit of Wisconsin's deep heritage of environmental stewardship, the Department of Tourism initiated Travel Green Wisconsin in 2006 to promote smart, environmentally friendly business practices. The program is the first state-sponsored sustainable travel green certification program in the nation and has become a model for sustainable travel efforts both nationally and internationally.
- **Great Lakes St. Lawrence Cities Initiative, since 2008**  
Mayors of the Great Lakes and St. Lawrence Cities Initiative are a prominent voice in efforts to protect and restore the vitality of the Great Lakes and St. Lawrence River and improve the quality of life for the residents of the region. Through an integrated approach to environmental, social and economic agendas within their communities, U.S. and Canadian mayors of the Cities Initiative are leading a movement that will sustain our freshwater resources long into the future.
- **Wisconsin Energy Independent Community Grant Recipient, 2009-2010**  
In January 2009, Governor Doyle awarded 10 energy independence grants to 23 Wisconsin communities. The grants were used by the participating communities to prepare energy independence plans focused on energy and fuel usage in municipal buildings and fleets. The goal of the planning process was to identify projects and implementation strategies needed to achieve the Governor's goal of generating 25 percent of the State's electricity and transportation fuel from renewable energy resources by the year 2025.
- **Lake Superior Bi-National Forum Environmental Stewardship Award – 2009 selected as the leading US municipality for outstanding initiatives that protect Lake Superior.**  
*The Lake Superior Binational Program* initiated this basin-wide awards program to honor the outstanding achievements of individuals, groups and municipalities that are protecting or restoring the natural environment of the Lake Superior basin. The award pays tribute to these individuals and organizations that have demonstrated a commitment to environmental stewardship through leadership in five categories. By sponsoring the awards, the *Lake Superior Binational Program* hopes to encourage residents in the basin to implement similar successful actions to improve water quality and natural environments.
- **Global Environmental Management Education Center (UW-SP) recognition as 1 of 38 communities from around the world that are leading the way in sustainability, 2010.**

Global Environmental Management Education Center (GEM) in the College of Natural

Resources at the University of Wisconsin-Stevens Point purpose is to pioneer and apply practical learning methods and technology to solve natural resource problems by linking faculty, students and citizens worldwide. Building on mutual interests and joint collaboration, GEM and its international partners exchange ideas, personnel, and curricula, develop models for community involvement in sustainable development, and conduct applied research and outreach education in a variety of natural resource-based fields of endeavor.

- **Peter M Wege *Small Cities Sustainability Best Practices Award, 2010***  
A \$5,000 award for the best sustainability programs in a US or Canadian city in the Great Lakes with a population under 100,000. Bayfield received this award for its 'Clean It Green It' campaign, designed to educate and inspire homeowners to reduce their energy and water consumption and improve their green commitment to their community.

- **Water Star Bronze recognition - 2011**  
The Water Star Program honors cities, villages, towns and counties that have taken important steps to protect surface water and groundwater, such as strengthening stormwater controls, ensuring water quality, protecting habitats and encouraging residents to conserve water.

- **Certified WI Clean Marina for the Bayfield City Dock - 2011**  
The Wisconsin Clean Marina Program provides guidance and education that enable marina and boatyard operators to protect the resources that sustain their livelihood — clean water, clean air, and healthy fish and wildlife communities.

- **Bayfield, the 'greenest' community in the state receives commendation from Governor Doyle. May, 2009**

The Bayfield community welcomed Wisconsin Secretary of Tourism Kelli Trumble on Monday, May 11<sup>th</sup>, who presented the Bayfield community with a special commendation from Governor Doyle. The Governor's Commendation acknowledged the community's efforts and leadership in being a "Green Community".

- **Bayfield was also "chosen" by Tourism Atlantic for a "Best Practices in Tourism" mission trip on Eco-Tourism, October 2009**

Tourism Atlantic Best Practices Missions provide tourism planners and operators with first-hand industry knowledge and information on development and marketing models, which exemplify such attributes as quality, high productivity, successfulness, experiential experiences, sustainable tourism practices, and motivation to travel.

Bayfield was chosen by Tourism Atlantic to learn the process of how to successfully implement a sustainable community development action plan and to learn from "real

life” implementation projects on how a community development initiative, centered on sustainability, can be created and maintained.

## ***Community Outreach***

Bayfield has gained recognition internationally for its sustainability efforts. Helping other communities to understand what needs to be done is an important part of a municipality’s sustainability plan. We cannot be sustainable by ourselves.

### **Presentations by Mayor Larry MacDonald**

- Making a Great Lake Superior Conference, Oct 2007: Duluth MN. “ Making a Great Lake Superior in Bayfield, WI”
- Alliance for Sustainability Business Conference: April, 2008 Ashland WI. “Chequamegon Bay Sustainability”
- WISCONSIN’S CLIMATE CHANGE SUMMIT, December, 2008: Stevens Point, WI: “Introducing sustainability, Energy conservation and climate change at the local level.”
- GLSLCI: July 18, 2008, “Sustainable Cities Leading the Way”: Toronto, ON, Canada “Making a Great Lake Superior in Bayfield, Wisconsin”
- European Green Capitol Conference Oct 2010: Stockholm Sweden. One of ten US mayors invited by the US Embassy in Sweden. One of four US mayors to make a presentation.
- October 2010 in Wisconsin Rapids WI; “Grassroots Sustainability Success in the Greenest Community in WI”

### **Board Memberships held by Mayor Larry MacDonald**

- Chair, WI Coastal Management Council, WI Department of Administration; Madison WI
- University of WI Sea Grant Advisory Council; Madison WI
- Alliance for the Great Lakes Board; Chicago IL
- WI League of Conservation Voters Board; Madison WI
- League of WI Municipalities Lobby team member; Madison WI
- Local Government Institute of WI; Madison WI
- Chair of the City of Bayfield Plan Commission.
- League of WI Municipalities; Madison WI; Former board member
- Alliance for Sustainability; Chequamegon Bay WI; Former board member
- Wisconsin Marina Association and WI Clean Marina Program; Manitowoc WI; Former board member
- Friends of the Apostle Islands National Lakeshore; Bayfield WI; Former board member
- Lake Superior National Estuarine Research Reserve Public Involvement Team; Superior WI; Former member