

Introduction:

The land use element is one of nine required elements within Wisconsin's comprehensive planning law. The major goal in completing this element is to create a useful tool for decision makers (elected officials and plan commissioners) to guide growth and development in the City, for developers as they seek planned areas to advance projects, and for residents and others to make known the desire for growth and change in the future. All future land use decisions shall be consistent with the adopted land use map found in this chapter.

Existing Regulations:

The City of Oconomowoc currently utilizes the following development regulations to guide and regulate growth: Zoning ordinance, floodplain ordinance, subdivision control ordinance, shoreland zoning, an official map, and zoning map.

Zoning Regulations:

A zoning ordinance is a public law which regulate and restricts the use of property in order to protect the public health, safety, and welfare. The City's zoning ordinance divides the community into districts for the purpose of regulating the use of land and structures, heights, size, shape, and placement of structures, and the density of population. Zoning seeks to confine certain land uses to areas of the community, which are particularly well suited to those uses, thereby encouraging the most appropriate use of land throughout the community. Zoning seeks to assure adequate light, air, and open space for each building, to reduce fire hazard, and to prevent the overcrowding of land, traffic congestion, and the overloading of the utility systems. Zoning also provides an important means for protecting and preserving the natural resource base.

A variety of land uses are located in the City. These uses include:

- **Agriculture:** Larger tracts of land and land attaching to the City in 2010 are presently farmed for agricultural purposes. In general, the agriculture uses of these lands are temporary due to future development that is anticipated. Further discussion of agriculture is located in the Agricultural, Natural, and Cultural Resources Chapter.
- **Residential:** The City of Oconomowoc is predominately a single-family development area served by sanitary sewers and public water. The City has eight (8) residential zoning districts (CR-5, ER-1, SR-3, SR-4, MR-6, UR-10, IRM, and IRS). These zoning districts guide the density, intensity and type of development within that particular district. In general, single-family homes are found in virtually all areas of the City. The City's Zoning Ordinance has assigned the following zoning classifications to the most single-family homes:



countryside residential, estate residential, suburban residential, and isthmus residential – single family. Two-family, duplex, housing is predominately found in the City's mixed residential district. However, some two-family dwellings are scattered in other districts throughout the City. Higher density developments are located in close proximity to downtown, and Pabst Farms. Higher density development usually consists of multi-family units such as apartments, and buildings containing more than two dwelling units. In general, multi-family dwellings are zoned urban residential and isthmus residential – multi-family, with some areas being zoned mixed residential. Additional discussion of housing is located in the Housing Chapter.

- **Commercial:** The six (6) commercial and office zoning districts in the City are estate office, suburban office, neighborhood commercial, suburban commercial, urban commercial, and central commercial districts. The majority of these zones are clustered around Wisconsin Avenue, Summit Avenue, and Interstate 94. Office and commercial land uses in the City are generally located around or in close proximity to major roadways. Further, more detailed, discussion on these land uses is located in the Economic Development Chapter.
- **Industrial:** Industrial land uses are discussed in more detail in the Economic Development Chapter. However, in general, these uses are located in close proximity to major roadways to provide corporations easy access to the highway system. The two (2) main industrial zoning districts in the City are urban industrial and suburban industrial. The suburban industrial district has become a transition district in the City where a variety of uses are now allowed. Industrial areas are scattered throughout various areas of the City.
- **Other Public Uses:** Institutional and public uses in the City are classified by this plan as other public uses. These uses include churches, hospitals, parks, etc. However, with that being said, some lands within the City are used as institutional or public, but are zoned by the City residential. This plan recognizes that many of the “other public uses” should be rezoned/changed in the future and plans these areas as institutional public uses. Newer institutional public uses developed in the City have already been designated as institutional public.
- **Other Private Uses:** Other private land uses in the City include stormwater ponds, open space, or private parks maintained by homeowners associations or developers. Most of these areas are zoned and directly associated with the development in which they are a part of (e.g. residential, commercial, industrial, etc.). As more of these areas are permanently protected due to environmental constraints and stormwater management needs, it may be appropriate to designate these lands as open space on the City's land use map.

Floodplain Zoning:

Wisconsin Statute requires all cities to adopt floodplain zoning to preserve the floodway conveyance and storage capacity of floodplain areas and to prevent the location of new flood damage prone development in flood hazard areas. In 2008, the City adopted the DNR's model Floodplain Ordinance.

Shoreland Zoning:

The City of Oconomowoc has adopted shoreland and water quality standards to help protect the City's lakes and waterways. In addition to City regulations, the City also enforces Waukesha County Shoreland requirements in areas of the City that were annexed after May 7, 1982.

Land Division Regulations:

All land divisions are regulated through the City's Subdivision Control Ordinance and the City's zoning regulations. Wisconsin State Statute provides requirements and rules the City is responsible for enforcing with subdivision and other land divisions.



Official Map:

The official mapping powers granted to local governments are an important, but underutilized tool. An official map can be used to identify the location and width of existing and proposed streets, highways, historic districts, parkways, railroad right-of-way, waterways, public transit facilities, airports, and the location and extent of parks and playgrounds. The official map prohibits the construction of buildings and associated improvements on lands that are identified for future public use identified on the map.

Extraterritorial Zoning Regulations:

State Statutes authorize cities to adopt extraterritorial zoning regulations for adjacent unincorporated areas within three (3) miles of the City. A City can initiate preparation of an extraterritorial zoning ordinance and map at any time. Initiation of the extraterritorial zoning ordinance freezes existing zoning in the Town for two (2) years, while the City and Town jointly develop an extraterritorial zoning ordinance and map. A joint committee made up of three (3) representatives from the City and three (3) representatives from the Town is formed to develop the ordinance. The time period can be extended for one (1) additional year at the end of the two (2) year period. The City does have some ETZ zoning regulations with the Town of Summit in the Aurora Hospital area.

Existing Trends:

In general, trends in the City of Oconomowoc are similar to the trends of Waukesha County and Southeastern Wisconsin as a whole. When examining trends, it is important to remember that all tendencies will change and differ over short and long periods of time.

Land Demand:

In general, demand for development land in and around the City remains strong in 2009, even with a downturn in the economy. Historically for the last 20-years, the Oconomowoc area has had strong development interest. This is evident with the recent developments and continued demand at the Pabst Farms development. In addition, the City has seen a renewed interest in the redevelopment of many parcels of land. As the

City continues to grow, the current development demands are expected to continue in the future.

Land Prices:

Residential home values within the City were previously discussed in the Housing Chapter. Non-residential property values in the City remain strong, with the highest land prices along major roadways.

Opportunities for Redevelopment:

Presently, the City has a variety of redevelopment opportunities. Discussion of these areas was included in the Economic Development Chapter. The focus of redevelopment in the City is in Downtown. To assist in redevelopment, the City has provided property owners with façade improvement assistance and the City has created a tax increment financing district to provide additional incentives for redevelopment. Other areas along adjacent or in close proximity to Downtown may be ready for redevelopment include other properties along Wisconsin Avenue.



Existing/Potential Land Use Conflicts:

Through the use of land use regulation tools, the City attempts to reduce the potential for land use conflicts. However, in some cases, land use conflicts are inevitable. One typical conflict that most communities face is agricultural and residential land uses. Smells and noises with farming can create issues to adjacent residential areas. Another conflict the City currently faces and will continue to encounter in the future is noise from non-residential uses. Proper planning and enforcement of City Zoning Ordinances can help minimize the impacts of non-related uses being located next to one another.

Future Land Use & Projections

Large tracts of agriculturally used land are currently undeveloped in the City. In general, this land was annexed or attached to the City and development has yet to occur. The following table provides 2010 land use acreages that are based upon a zoning data as of January 1, 2010. In some situations, some properties are zoned a specific district, but may be used for something different as it could be legal non-conforming, church, school, park, etc. Due to this variable, this Plan acknowledges projections could be slightly skewed. However, the zoning data was the best data available at the time of the creation of this plan. Five-year projections are included to provide a general idea of how many acres of land could be added for a particular use within a five-year period. However, it is noted that economic conditions could impact all land uses and related projections during the lifespan of this plan.



Estimated Land Use					
Use	2010 Land Use		2030 Land Use		5-Year Increment (acres)
	Acres	% of City	Acres	% of City	
Residential	3,706.08	52.3%	3,724.40	41.1%	4.6 acres
Agricultural	1,718.61	23.1%	2,232.20	24.6%	128.4 acres
Industrial	951.34	12.8%	373.47	4.1%	-144.5 acres
Commercial/Office	605.61	8.1%	957.47	10.6%	88.0 acres
Other Public Uses	460.22	3.7%	1,784.10	19.7%	331.0 acres
Total	7,441.86		9,071.64		

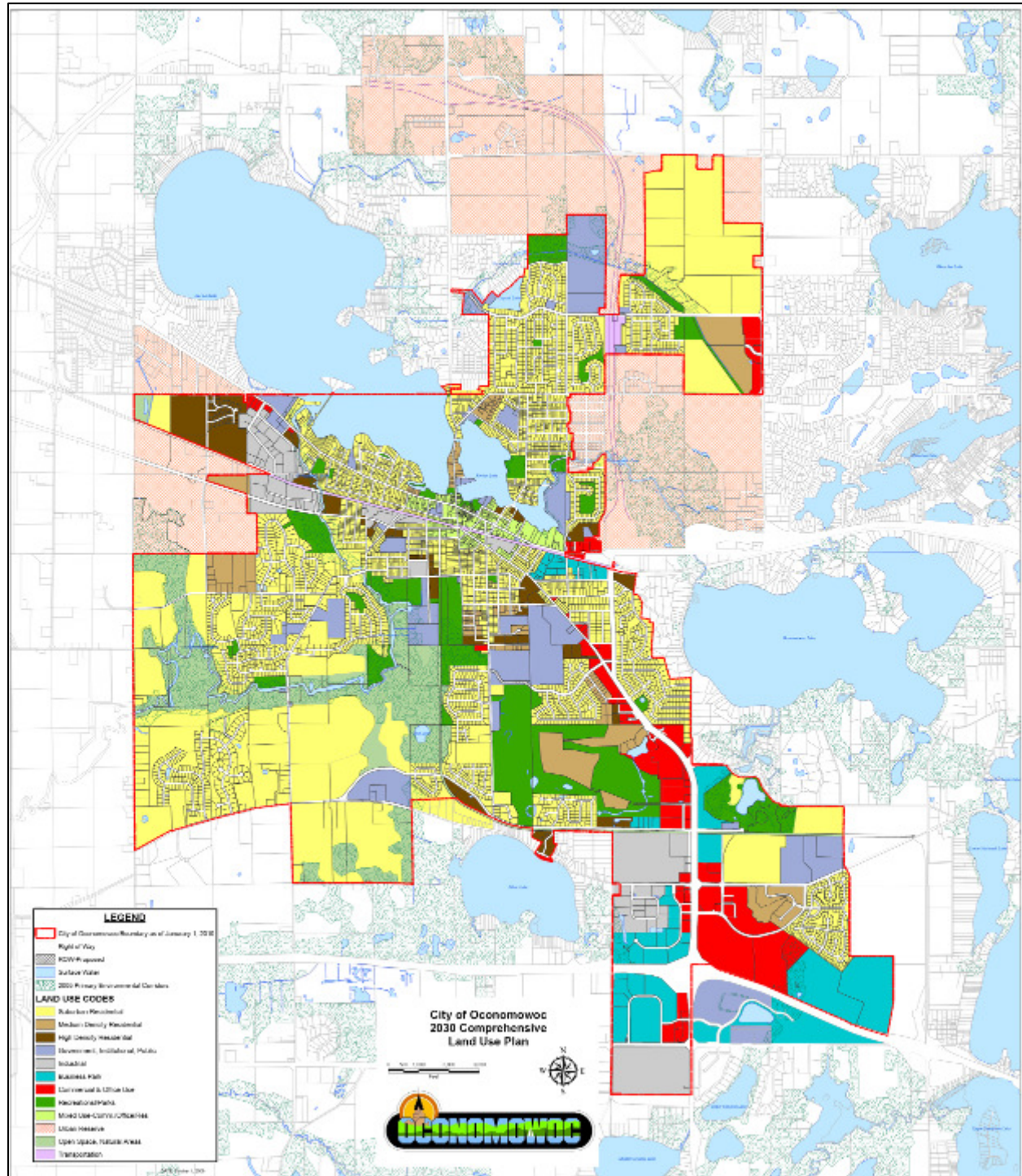
Existing Land Use Map:

On the following page is the Existing Land Map that shows all lands in the City as of January 1, 2010. This map is the City's current zoning map and provides the best representation of the City's existing land use.

Future Land Use Map:

The 2030 Future Land Use Map is the land use map for all lands in the City, as well as some lands currently outside of the City that could potentially be part of the City by 2030. This map does not identify current land uses, but shows the ideal land use for each property as they develop or redevelop between 2010 and 2030.

City of Oconomowoc 2030 Future Land Use Map



Residential:

The land use plan recommends three (3) different types of residential development:

- Suburban residential land use is intended to provide residential densities at a maximum of four (4) dwelling units per acre. In general, most homes in this district will be single-family dwellings.
- The medium density land use designation is intended to provide a variety of residential units at densities not exceeding six (6) dwelling units per acre.
- The high density land use is similar to the medium density use by providing a variety of residential units. This land use allows up to ten (10) dwelling units per acre.

This plan estimates the City will add 4.6 acres of residentially used land every five (5) years. This additional land should be sufficient to accommodate the future population growth anticipated for the City. In addition, the City has ample vacant land that is already planned as residential.

Agricultural:

This land use plan does not designate land within the City for future agriculture use. However, lands located within the urban reserve area of the City could be utilized as agricultural lands until water/sewer are available in those areas and boundary agreements are reached with surrounding Towns.



Urban Reserve:

Areas designated as urban reserve are lands outside of the City's current boundaries and in general do not have services readily available. These lands are considered to have the highest priority for the City to possibly include in the City's boundary. However, with City, and the Town need to have further discussions about establishing a border agreement for both municipalities. Until an agreement between the City and Town is finalized, the City will be reluctant to approve any major/significant land divisions within the urban reserve as these lands could be annexed/attached to the City within the next 20 years. The City needs to ensure any new lots will not hinder the future City services in the area.

This plan recognizes and has been created to accommodate the projected number of households without utilizing the urban reserve lands. However, the City has already exceeded the land use projections and growth is occurring at a quicker rate than what was anticipated. The City is growing faster than the Department of Administration population projections as provided in past chapters. Proper planning and coordination of the urban reserve needs to occur. A future neighborhood plan for these lands may be necessary prior to the City approving any developments within the urban reserve.

Industrial:

Two (2) industrial and business related districts are provided within this plan:

- Industrial – Industrial related land uses envisioned by this plan include manufacturing facilities, warehousing, storage, assembly, and other traditional industrial related land uses.
- Business Park – Uses planned within the business park designation could include high-tech uses, office, and other professional services with some light manufacturing.

The City can anticipate industrial lands being reclassified to business park at a rate of 144.5 acres every five (5) years. The industrial manufacturing field is rapidly changing to a more business park atmosphere where manufacturing facilities are no longer the dust, noise and nuisances as some were considered in the past. The business park designation in this plan intends to provide light industrial and office/warehousing related uses. Future land calculations included the business park designation as commercial and office as the current industrial decline may switch many predominately industrial areas into more office or professional service employment sector.

Commercial and Office:

This comprehensive plan provides lands for commercial and office related uses. Most existing commercial areas are remaining commercial. Very little new commercial areas are being planned for in the City. The business park designation has been included with the commercial and office calculations.

Mixed Use:

Areas within Downtown or in close proximity to Downtown have been designated as “mixed use”. These areas are uniquely situated for possible redevelopment because of their locations. Some lands are located on major roadways while others are in close proximity of a future rail stop in the City. Uses within these areas will vary from strictly residential, to office or commercial. The design of buildings in these areas shall blend with existing architecture in the area and should strive to create a pedestrian/walkable environment. Mixed use was included in the calculations commercial and office calculations and the most distinct

Government, Institutional, Public:

The land use plan clusters governmental, institutional, and public land uses into one (1) category. These uses can include churches, schools, and other public buildings. The land use projections for these uses are included in the “other public uses” category.

Recreation/Parks:

Areas of land that are designed as recreation and parks are intended to provide park space and recreational areas, including golf courses. The land use projections for these uses are included in the “other public uses” category.

Open Space:

Areas of land that are identified as open space are intended to remain in a natural space and left undeveloped. In many situations, these lands contain wetlands, floodplains or other environmental features that limit development. In the future these lands may be publicly or privately owned. The land use projections for these uses are included in the “other public uses” category.

Transportation:

The land use plan identifies transportation areas of the City. The largest and most important transportation areas in the plan are highlighted and include STH 16 bypass, the rail line, and future roadway extensions. The land use projections for these uses are included in the “other public uses” category.



Land Use Policies

Promote energy efficient building and design practices.

Ensure that all development within the City is consistent with the Comprehensive Plan.

Promote infill development.