

# A COMPREHENSIVE PLAN FOR THE CITY OF PORT WASHINGTON

## Chapter VI

### ISSUES AND OPPORTUNITIES ELEMENT

#### INTRODUCTION

The purpose of the issues and opportunities element is to define a desired future for the City of Port Washington. A “vision” statement was developed by the City to help provide an overall framework for development of the comprehensive plan. The vision statement expresses the preferred future, key characteristics, and/or expectations for the future desired by Port Washington.

Section 66.1001 (2) (a) of the *Wisconsin Statutes* requires that the Issues and Opportunities Element include a “statement of the overall objectives, policies, goals, and programs of the governmental unit to guide the future development and redevelopment of the governmental unit over the planning period.” Although not defined in the *Statutes*, the Wisconsin Department of Administration has provided the following definitions of those terms:

**Goals:** Broad and general expressions of a community’s aspirations, towards which the planning effort is directed. Goals tend to be ends rather than means.

**Objectives:** More specific targets, derived from goals and necessary to achieve those goals. While still general in nature, objectives are more precise, concrete, and measurable than goals.

**Policies:** Rules or courses of action necessary to achieve the goals and objectives from which they are derived. They are precise and measurable.

**Programs:** A system of projects or services necessary to achieve plan goals, objectives, and policies.

#### VISION STATEMENT 2035

##### Visioning Process

The visioning process involved examining data collected during preparation of the comprehensive plan, including future population, household, and employment projections; existing land uses and natural resources; the existing land use plan; and existing land use regulations. Public input, including results from the City of Port Washington public opinion survey and public comments provided at the comprehensive plan public informational meeting, was also reviewed during the visioning process.

##### Vision Statement

*We are sailing into the future while preserving our heritage. Port Washington is a city where people come first; where their creativity, diversity, and innovation are encouraged; a growing community where people can live, work, and play in an eco-friendly environment.*

#### GOALS AND OBJECTIVES

The goals and objectives which follow in this element are overall goals that should guide the protection of natural resources and future development and redevelopment of the City of Port Washington through the plan design year of 2035. The overall goals are general and provide the framework within which specific element goals found in

the other elements of the plan, such as the agricultural, natural, and cultural resources; land use; transportation; housing; and economic development elements, are stated and pursued. Because they are intended to be general rather than specific, no policies or programs are associated with the general goals and objectives presented in this chapter. Policies and programs are presented in each of the other eight element chapters of the report, in association with the more specific element goals and objectives.

The overall goals and objectives were developed using much of the same inventory data, projections, and public input that were used in the development of the vision statement.

**Goal 1:**

Encourage community growth and prudent development to ensure the continued quality of life that we currently enjoy in Port Washington.

*Objectives:*

- Promote diverse housing for all households types and income levels
- Continue with a steady growth rate including a mix of commercial and residential development
- Develop inviting aesthetic gateways to the community
- Provide alternative access and improved signage to the downtown
- Establish improved design standards for buildings, landscapes, roads, and neighborhoods

**Goal 2:**

Preserve and enhance parks and open space in order to provide passive and active recreation and natural areas truly representative of the area.

*Objectives:*

- Work to become a Wisconsin eco-municipality
- Promote green building initiatives
- Provide for a natural east –west corridor through the City
- Provide more recreational opportunities including a sledding hill
- Provide more naturalized areas

**Goal 3:**

Provide convenient lake front and beach access for citizens and visitors of Port Washington that allows people to enjoy and make full use of Lake Michigan.

*Objectives:*

- Provide more lake-front activities
- Develop a trail or boardwalk to the beach
- Provide better signage and way finding
- Develop and maintain the We Energies dock (coal pile) into a green space/park

**Goal 4:**

Make downtown a destination for visitors and citizens to shop, eat, entertain, and play.

*Objectives:*

- Create pedestrian enhancements
- Improve the business mix
- Provide more year-round venues
- Provide convenient access
- Maintain the integrity of the downtown

**Goal 5:**

Provide an integrated, efficient, and economical transportation system that provides mobility, convenience and safety and that meets the needs of all citizens.

*Objectives*

- Encourage bike and pedestrian opportunities
- Maintain the rail corridor and harbor
- Explore public transportation to, from, and within Port Washington
- Create an east-west transportation corridor
- Develop an improved north-south corridor connecting the south City limits to downtown

**Goal 6:**

Keep government services in downtown Port Washington.

*Objective:*

- Accommodate the public facility needs of the police, fire, post office, county government, state offices, and the schools.

**Goal 7:**

Provide cultural activities that enhance the quality of life for residents and improve the experience of visitors.

*Objectives:*

- Make better use of existing facilities for cultural activities
- Provide for more promotion and marketing of the community's history

**Goal 8:**

Encourage coordination and cooperation among nearby units of government.

*Objectives:*

- Encourage more shared services and assets
- Create boundary agreements with the Village of Saukville and the Town of Grafton

**Goal 9:**

Expand the current economic base and create a range of employment opportunities.

*Objectives:*

- Place more emphasis on industrial and office development
- Consider the reuse or redevelopment of obsolete or vacant industrial property
- Ensure that outlying commercial areas are neighborhood-based
- Create a wireless network for the city of Port Washington to encourage the location of technology driven businesses to the city and the residence of college educated workers.

**Goal 10:**

Promote and market Port Washington

*Objectives:*

- Create promotional literature featuring Port Washington as an attractive place to live
- Market the community to outside areas
- Continue and expand the marketing efforts of the Tourism Council
- Develop more lake front activities such as charter sailing and cruise ships
- Expand the marketing of the downtown as a retail and service center

## **ELEMENT GOALS, OBJECTIVES, POLICIES, AND PROGRAMS**

Within the framework of the overall goals and objectives, more specific goals and objectives were developed through preparation of the remaining eight comprehensive plan elements. Each of the specific element goals relate directly to its element. Each element also includes recommended policies and programs that directly promote the achievement of specific element goals and objectives.

### **SUMMARY**

This chapter has defined a desired future for 2035 through a statement summarizing the desired vision for the future of the City of Port Washington. Inventory data, projections, and various forms of public input were considered during development of the vision statement.

This chapter also includes overall goals and objectives that support the vision statement and are designed to guide the development and redevelopment of the Port Washington through 2035 as required by Section 66.1001 (2) (a) of the *Wisconsin Statutes*. The overall goals and objectives provided the framework for the development of specific goals and objectives for each of the other plan elements. In addition to more specific goals and objectives, each element also includes a set of recommended polices and programs to achieve the goals and objectives.

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