
CHAPTER 1: INTRODUCTION

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PURPOSE OF THE COMPREHENSIVE PLAN

This comprehensive plan for the Town of Chase was prepared to address the varied land use issues that will impact the town during the next 20 years. The goal of the plan is to efficiently accommodate the many needs of a growing community while establishing measures to preserve the town's open spaces, prime agriculture land, natural features, and general county setting. The plan is to serve as a guide to ensure consistent decisions are being made in regards to environmental protection, farmland preservation, transportation expansion, housing development, location of public services, and sound economic development. The *Town of Chase 20-Year Comprehensive Plan* is a legal document that provides the policy framework under which the town officials will base their future land use decisions.

The cornerstone of this plan is the future land use map, referred to in this document as the General Plan Design (GPD), **Map 3.1**. This desired land use map will be achieved through the implementation of a number of goals with detailed objectives, policies, and programs that provide a roadmap for officials and residents to follow as they work to implement the town's comprehensive plan. This GPD map shall be used for reference and in conjunction with the Oconto County's zoning ordinances, Town of Chase ordinances, and other planning materials, such as the Town of Chase Comprehensive Outdoor Recreation Plan to guide future decisions on where and how the Town of Chase should be developed as well as preserved during the next 20 years.

State Planning Legislation

The *Town of Chase 20-Year Comprehensive Plan* was prepared to appropriately address the following required nine elements of a comprehensive plan as outlined in s. 66.1001, Wis. Stats.

1. Issues and Opportunities
2. Housing
3. Transportation
4. Utilities and Community Facilities
5. Agriculture, Natural, and Cultural Resources
6. Economic Development
7. Intergovernmental Cooperation
8. Land Use

Comprehensive Planning legislation s. 66.1001, Wis. Stats. further states:

“Beginning on January 1, 2010, if a local governmental unit engages in any of the following actions, those actions shall be consistent with that local governmental unit's comprehensive plan:

- (a) Official mapping established or amended under s. 62.23 (6).
- (b) Local subdivision regulation under s. 236.45 or 236.46.
- (c) County zoning ordinances enacted or amended under s. 59.69.
- (d) City or village zoning ordinances enacted or amended under s. 62.23 (7).
- (e) Town zoning ordinances enacted or amended under s. 60.61 or 60.62.
- (f) Zoning of shorelands or wetlands in shorelands under s. 59.692, 61.351 or 62.231.”

HOW TO USE THIS PLAN

The *Town of Chase 20-Year Comprehensive Plan* consists of eleven chapters presented in two volumes along with an appendices. **Volume I: Town Plan** is comprised of Chapters 1 through 4. The content of these four chapters meet all the requirements outlined in s. 66.1001, Wis. Stats. The appendix to **Volume I** consists of planning materials generated during the preparation of the *Town of Chase 20-Year Comprehensive Plan*. **Volume II: County Resources** contains Chapters 5 through 11, along with an appendix that details countywide and town specific background information and data.

Volume I: Town Plan: This volume describes how the Town of Chase envisions itself developing during this 20 year planning period. It includes detailed background information and data, development strategies, land use projections, a General Plan Design (future land use map), and a plan implementation schedule.

Chapter 1: Introduction - contains an overview of the purpose of the plan; the planning legislation; plan development process; and vision statement.

Chapter 2: Inventory, Trends, and Forecasts - extrapolates town specific background information from data compiled at the county level in chapters 5 through 11; identifies land use issues and conflicts; acknowledges continued land use trends; and projects future land use allocations for residential, commercial, industrial, and agricultural needs.

Chapter 3: Future Land Use Plan - illustrates a desirable future land use plan through a General Plan Design; and defines the characteristics of the future land uses through a series of land use recommendations.

Chapter 4: Implementation - details a work plan to implement the development strategies (goals, objectives, policies, and programs) of the comprehensive plan with identified stakeholders and projected timetable for completion.

Appendices: Town Plan - Contains town public participation materials; nominal group results; community survey results; intergovernmental cooperation workshop results; land use inventory; and other relevant input and materials generated or gathered during the plan development process.

Volume II: County Resources: This volume contains countywide background information that served as a basis in the development of the town's development strategies and General Plan Design.

Chapter 5: Natural, Agricultural and Cultural Resources - provides a detailed description of the county's unique physical features.

Chapter 6: Population and Housing - presents countywide historic demographic information along with future population and housing projections.

Chapter 7: Economic Development – highlights labor force statistics; economic composition; and provides an analysis of existing and future economic conditions for the town and Oconto County.

Chapter 8: Transportation - describes the county's existing multi-modal transportation system.

Chapter 9: Utilities and Community Facilities - inventories all local and countywide utilities and facilities including schools and emergency services.

Chapter 10: Intergovernmental Cooperation - lists the results of three cluster level intergovernmental cooperation workshops as well as programs to facilitate joint planning and decision making processes with other government units.

Chapter 11: Land Use Controls and Inventory – provides a detailed inventory of existing land uses for each community and the county as a whole.

Appendices: County Resources - Contains a countywide inventory of natural resources information, endangered and threatened species; a detailed list of available housing, economic development, and transportation financial and technical resources; existing countywide land use inventory; a glossary of definitions; and other relevant input and materials generated or gathered during the plan development process.

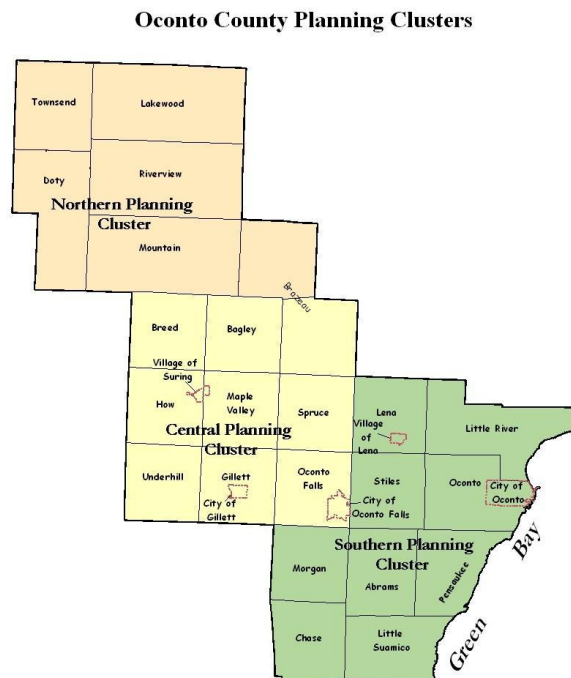
PLAN DEVELOPMENT PROCESS

The Town of Chase was one of sixteen communities to enter into an agreement with Oconto County to submit a multi-jurisdictional application to the Wisconsin Department of Administration in 2005 for grant funding to assist in covering the cost of completing or updating their comprehensive plans. The application was successful and an award of \$263,000 was made to Oconto County in April 2006. Participating communities and the county were required to match the state grant with local dollars. Oconto County contracted the Bay-Lake Regional Planning Commission (BLRPC) to prepare each community’s comprehensive plan as well as the county’s plan.

The 36 month multi-jurisdictional planning process was divided into three separate planning phases:

First Phase: Inventorying countywide background information to be used for preparation of the county resource document.

- Countywide background data was collected, analyzed, and presented for review.
- The Oconto County Planning Advisory Committee (OCPAC) and communities within the three planning clusters reviewed and provided input on the countywide background materials.
- Three (3) Open Houses were conducted, one in each of the county’s three Planning Clusters (Southern, Central, and Northern). These Open Houses were held in May and June 2007 to allow the public to review countywide background materials, ask questions, and provide feedback.



- A draft of *Volume II: County Resources* was prepared to be used as reference during the completion of the local and county comprehensive plans.

Second Phase: Completion and adoption of the local comprehensive plans and *Volume II: County Resources*.

- The Town of Chase Plan Commission held its initial planning meeting with BLRPC staff in July 2007. Five advisory members were added for additional input and expertise in the development of the town's plan.
- Public meetings were held on a monthly basis to review materials and facilitate a number of activities such as a community survey the first open house held on January 24, 2008 to gather additional input from residents and landowners.
- The town's vision statement was developed along with the land use goals, objectives, policies and programs by using results from the various public involvement steps and analysis of background data.
- The town's preliminary General Plan Design was created with recommended land use strategies to guide future growth, development and conservation over the next 20 years.
- The Oconto County Planning and Zoning Committee and OCPAC finalized *Volume II: County Resources* document. The resource document was distributed for the thirty-day review process and adopted by the Oconto County Board of Supervisors on August 21, 2008.
- The required thirty-day review of the town's plan was held during the month of June 2008 to allow citizens, landowners, neighboring communities, and other interested parties to review the completed draft of the *Town of Chase 20-Year Comprehensive Plan*.
- Chase's second Open House was held on July 24, 2008 to allow the public to review the planning materials and provide input as to the contents of the plan.
- The required Public Hearing on the *Town of Chase 20-Year Comprehensive Plan* was held on July 24, 2008, and the Plan Commission made recommendation for adoption of the plan following the public hearing. Any input received during the review, open house, and public hearing was considered and included in the town's comprehensive plan as appropriate.
- The *Town of Chase 20-Year Comprehensive Plan* was completed on July 24, 2008 with its adoption as an ordinance by the Chase Town Board.

Third Phase: Completion and adoption of the *Oconto County 20-Year Comprehensive Plan*.

- The Oconto County Planning and Zoning Committee and OCPAC utilized the background information and data gathered during the first planning phase, along with the adopted local comprehensive plans and county resource document completed during the second phase, to prepare the Oconto County 20-Year Comprehensive Plan.

Plan Amendment

The first major amendment of the Town of Chase 20-Year Comprehensive Plan was adopted on November 12, 2020. The focus of this amendment was to update the existing land use data, general plan design, land use recommendations, goals, policies, and implementation steps.

Public Participation Process

Public Participation Plan

The key to drafting and adopting a comprehensive plan that fits the town's future planning needs is gathering input from residents land owners during all plan development stages. In accordance with s. 66.1001(4), Wis. Stats., the Town of Chase approved "Procedures for Adoption or Amendment of the Town of Stiles Comprehensive Plan" at their Town of Chase Town Board meeting on September 10, 2006 to gain valuable public input on this very important planning document. A copy of the Public Participation Plan is included as Appendix A of *Volume I: Town Plan*.

Open meetings were held monthly to review background data, finalize each plan element, and create the General Plan Design. In addition to these planning meetings, the following steps were used to gather additional input from the public.

Community Survey

A community survey was conducted in September 2007 to solicit the feelings residents and landowners had toward existing town services and amenities and to gain their insight on what they thought the town would look like in the year 2025. The surveying process provided valuable input necessary to create the vision statement; the background for drafting the goals, objectives, policies, and programs; and general consensus on where and what type of development the town would experience in the future. A summary of the survey's general themes are highlighted below. A copy of the community survey is provided as Appendix B of *Volume I: Town Plan*, and the complete results of the survey can be found in Appendix C of *Volume I: Town Plan*.

- Keep country setting
- Focus development on single family homes
- Need closer proximity of fire and rescue services
- Town location close to Green Bay and Pulaski makes certain types of development in the town less desirable such as:
 - Large commercial
 - Heavy industry
 - Larger multi-family complexes
 - Mobile home parks
 - Housing for elderly and low income
 - More parks and recreational areas
- Utilize of existing natural resources for recreational opportunities
- Well maintained roads both new and existing
- Limited commercial and industrial growth to be located in designated areas and comprising mainly in-home businesses and light industry
- Safety-law enforcement of speed limits
- Develop and enforce local ordinances
- Preservation of natural features---open spaces, woodlands, water features, wetlands, farmland

- Protection of existing farming operations
- A clean community void of junk through code enforcement and rehabilitation of existing structures
- No changes---leave as is!

Nominal Group Exercise

On October 1, 2007, five members of the plan commission and four members of the planning advisory committee participated in a Nominal Group Exercise to identify some of the issues the town should address during this 20 year planning period. To determine those issues most important, each person was given three votes and asked to vote and prioritize the responses. The following are the top five issues and concerns facing the town according to those individuals participating in this issue identification process. All issues on the list were considered during the preparation of the goals, objectives, policies, and programs for the town's comprehensive plan. The entire list of Nominal Group responses can be found in Appendix D of *Volume I: Town Plan*.

1. Improve police protection other than Oconto County
2. Develop more business to reduce traveling and help with taxes
3. Develop a separate commercial area along STH 32
4. Protect remaining farmland
5. Preserve woodlands and other natural areas such as wetlands and waterways

As part of the plan amendment process that began in 2018, the town reviewed and discussed these prior nominal group results as well as county nominal group results. These results and the additional discussion assisted the town in the plan update process.

Intergovernmental Cooperation Workshop Results

An Intergovernmental Cooperation Workshop was conducted on April 16, 2008 for communities located in the southern region of Oconto County. Representatives from each of the communities within the planning cluster were invited to attend the workshop, along with neighboring municipalities, school districts, civic and recreational clubs, Oconto County staff, Wisconsin Department of Natural Resources, Wisconsin Department of Transportation, and other entities and departments that have an interest in and/or direct impact on the implementation of the area's comprehensive plans.

The goal of the workshop was to gather input on any current land use issues or conflicts that need to be addressed during the development of the local comprehensive plans as well as the county's plan. Some examples of positive working relationships and current and future issues and conflicts are listed below. Those in attendance were also asked to provide potential resolutions to those land use problems. Examples of some of the resolutions discussed during the meeting are also listed below. A comprehensive list of positive working relationships, current or future land use issues and conflicts, and potential resolutions are attached as Appendix E of *Volume I: Town Plan*.

As part of the plan amendment process that began in 2018, the town reviewed and discussed these prior intergovernmental cooperation workshop results. These results and the additional discussion assisted the town in the plan update process.

Positive Working Relationships

- Shared services (emergency-mutual aid)
- Trans-county and town agreements for road maintenance and snow plow
- Cluster meetings – good source of information-education
- Mar-Oco landfill – good working relationship with Marinette County
- County recently updated 911 system – has mutual aid with surrounding communities/counties to help with disaster response
- Coordination between county and local zoning
- Economic Development: countywide and county funded OCEDC
- Mutual aid agreements on wildland fire suppression between WDNR and many town and village fire departments
- Support summer recreation programs

Existing or Potential Land Use Conflicts

- Potential conflict of town ordinances with county ordinances
- Surrounding agricultural land (possibility of rezoning/annexation)
- Increased residential development can negatively impact important environmental features
- Increased recreational demands may lead to conflicts
- This region is extremely important environmentally and future development should be planned with that in mind
- Development of Hwy 141 corridor
- Keep water ways free (keep housing off water ways)
- Enforcement of ordinances and/or conditions in conditional use permits
- Initiatives/incentives for commercial to locate in town but yet, promote preservation of farmland – some type of incentive
- No central government building results in communication barrier. Residents seeking information on planning, information being given, information not properly communicated to town planning

Solutions

- Sharing of information between communities (e.g. meeting minutes)
- Informal get-togethers to share information between towns and county
- Information discussions between incorporated communities and towns re: extraterritorial planning areas
- Inter and Intra communication
- Shared planning
- Standardize ordinances – consistency with county – remove duplication and unnecessary items
- Sharing information on troubles between neighbors – local meetings
- Locate funding sources – to continue these meetings and planning processes
- Communities place own ordinances on a website so public can access
- Get town websites out to public – make people aware that they are out there – also promote county websites – utilize newspapers to promote
- Coordination between towns and county to find more efficient ways to implement and enforce ordinances – let county help as much as they can

Open Houses

Two “Open Houses” were held during the planning process. The first was held close to the planning mid-point on January 24, 2008 at the Chase Community Hall. Approximately 35 residents, landowners, and other interested parties attended the event. Several displays and informational pieces were available for review, including:

- A 2007 Land Use Map
- A draft General Plan Design
- A draft vision statement
- An overview of the town and county planning processes
- The 2004 town Air Photo
- A comprehensive planning summary
- A list of draft goals
- Planning vs. Zoning handout

Those in attendance were encouraged to attend future meetings and provide input as to the contents of the plan. They were offered the opportunity to provide written comments on the displays and the overall planning process.

The second open house was held on July 8, 2008 at the Chase Community Hall. It was held at the conclusion of the planning process to allow the residents and other interested persons the opportunity to review the completed draft plan and give input as to its contents and scope.

As part of the plan amendment process, an open house was held to provide residents and any interested persons an opportunity to review the updated plan materials and give input as to its contents and scope. Plan update materials were also made available on the Oconto County website throughout the plan update project.

VISION STATEMENT

The following is the town’s 20-Year Vision Statement as prepared by members of the Plan Commission:

“The Town of Chase proactively plans for its growth in population to maintain a clean, safe, and diverse community where residents, small businesses, and agriculture operations can successfully co-exist. Partnerships with neighboring communities and Oconto County enables Chase to cost effectively invest in services most desired by a growing population. The town’s unspoiled natural features and Stone Barn are destinations for families and individuals of all age groups seeking unique recreational opportunities in Northeast Wisconsin.”