



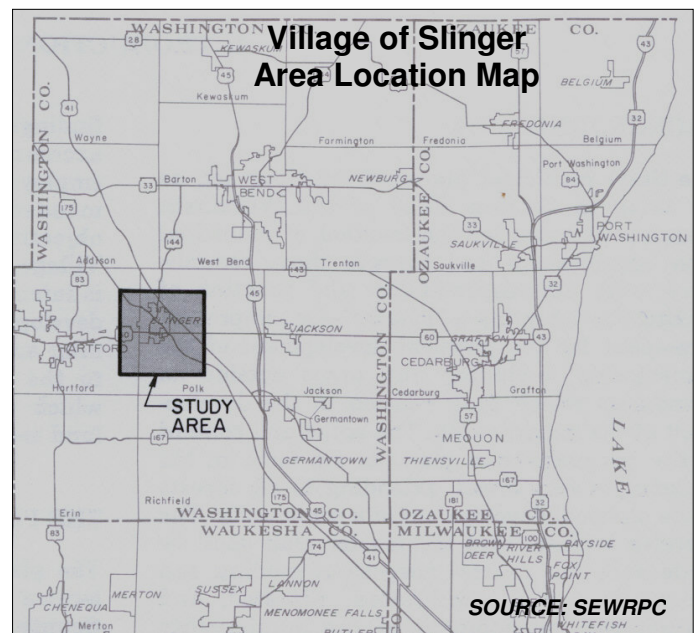
## Where is the Village of Slinger?

The Village of Slinger is located in the central portion of Washington County, Wisconsin. The Village shares borders with: the Town of Hartford and City of Hartford to the west and Town of Polk to the East.

Several important highway corridors provide easy access for goods and people. Specifically, USH 41 runs through the eastern portion of Slinger. STH 60, STH 164, STH 144 and STH 175 transverse the Village and provide quick access to nearby employment centers in Milwaukee and surrounding cities.

## What is Planning?<sup>1</sup>

- Planning is an orderly, open approach to determine local needs, goals and priorities, and developing a guide for action.
- Planning is a concentrated effort by a community to reach a balance between the natural environment and residential, commercial, industrial and agricultural development.
- A plan is a guide for public officials and private citizens to use in making informed decisions that will affect their community.
- Planning is a process that helps a community prepare for change rather than react to it.



## Planning is not...

- An attempt to replace market forces of supply and demand. It helps shape and channel market forces by establishing certain guidelines to manage development.
- Action. A plan is only a guide for action and implementation.
- An instrument for immediate change. Change will occur incrementally as the plan is implemented.
- Static. Good planning requires continual review of implementation successes and failures, citizen desires and the surrounding environment so that the plan can be adjusted as needed.
- Zoning. A comprehensive plan is a foundation and guide for many tools that may be used to implement the plan. Zoning is one of these tools. Utilities, capital improvements planning, and subdivision regulations are examples of other tools.

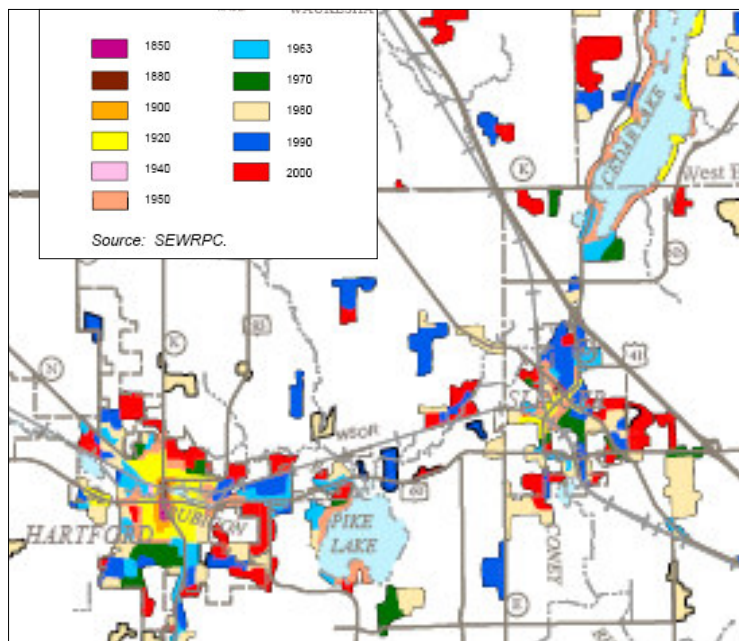
<sup>1</sup> Mike Koles, Comprehensive Planning Fundamentals, UW-Extension, 2000.

## Village History

Slinger was initially an important trading center for Indians and European settlers. The heavily used Winnebago Trail crossed the area and was the easiest route through the densely forested kettle moraines – a range of hills formed from glacial deposits. The U.S. Public Land Survey was completed in the area in 1836, and by 1840 European settlers had begun to move in. It was in this area, surrounded by beautiful lakes (Silver, Pike, Big Cedar, and Little Cedar), that a German-Alsatian settler, Baruch Schleisinger Weil, founded the settlement that became the Village of Slinger.

In 1845, with money intended for purchasing horses for the French government, Weil bought 20,000 acres of U.S. Government land in the Town of Polk. 527 acres were platted for the unincorporated Village which was to carry his name, Schleisingerville, for more than 75 years. The merchant initiated development in the Village by building a store and dwelling and offering an assortment of merchandise to

**HISTORIC URBAN GROWTH MAP IN THE VILLAGE OF SLINGER STUDY AREA: 1850 - 2000**



The location and extent of urban growth since 1850 is shown on the figure at left. From 1850 to 1950, only a small amount of land was devoted to urban use in what is now the center of the Village. Outlying areas consisted primarily of rural agricultural lands. Beginning about 1950, urban development increased rapidly outward into scattered enclaves beyond the Village limits.

Growth pressures continue today. The Village is committed to successful infill development and redevelopment, as well as, new planned growth.

the settlers in the area. The Village soon became a trading center within an appreciable radius and eventually attracted tanners, blacksmiths, shoemakers, wagon wrights, and other artisans. A hotel was eventually built to accommodate the traveling public. Weil later constructed a distillery. In 1855, Weil was instrumental in gaining the location of the old La Crosse Railroad through the Village.

Schleisingerville was incorporated as a Village in 1869 and renamed Slinger in 1921 by a referendum vote. The name of the Village was changed for the sake of brevity and in response to anti-Germanic hysteria that gripped the area during World War I.

## Background

In 1995 the Village adopted *A Land Use and Street System Plan for the Village of Slinger: 2010* prepared by the Southeastern Wisconsin Regional Planning Commission. It has provided direction for the Village over the last 8 years. In evaluating the 1995 plan, it was determined that many maps and several strategies that it contained would be useful decision-making tools. However, some of the inventory information is outdated and the plan has not kept pace with the rate of development. The Village decided to use the plan as a beginning point for preparing this Comprehensive Plan. To understand what portions of the 1995 plan were still accurate and useful for development of a new Comprehensive Plan, the UW-Extension completed a detailed *Gaps Analysis*. This analysis served as a guide for preparing this Comprehensive Plan.

Developing this Comprehensive Plan sends a clear message that the Village wishes to act proactively – to set its own ground rules for the types of development that will benefit the Village.

To develop an effective comprehensive, Village leaders sought assistance from OMNNI Associates, a consulting firm based in Appleton, WI.

## Why Develop a Plan?

This plan is being made with the general purpose of guiding and accomplishing coordinated and harmonious development of the Village which will, in accordance with existing and future needs, promote public health, safety, morals, order, convenience, prosperity and the general welfare, as well as efficiency and economy in the process of development.

## Scope of This Document

This 20-year *Village of Slinger Comprehensive Plan*, includes four major components:

- *A profile of the demographic, economic and housing characteristics of the Village;*
- *An inventory and assessment of the environment, community facilities, and natural resources;*
- *Visions, goals, objectives, policies and implementation strategies; and*
- *A land use map that depicts the future land use patterns in the Village.*

This plan was developed under the authority of 1999 Wisconsin Act 9, Wisconsin's Comprehensive Planning Law. The law requires that a 20-year comprehensive plan be developed and adopted by all units of government that wish to have a role in land use issues. The law authorizes municipalities to prepare and adopt comprehensive plans to serve as guides for the development of their communities.

The *Village of Slinger Comprehensive Plan* is divided into a series of chapters following the nine (9) required elements defined in the Comprehensive Planning Law:

*Village of Slinger Comprehensive Plan – Introduction*

### DEFINITIONS

**Vision:** An overall statement related to each of the nine required elements expressing the Village's expectations for the future. These statements provide a framework and context to consider when making future land use decisions.

**Goal:** A statement that describes, usually in general terms, a desired future condition. Goals will usually only address one specific aspect of the vision.

**Objective:** A statement that describes a specific action or condition that is to be attained within a stated period of time. Objectives include ordinances changes, new programs, and other tasks. The objectives serve as a "to do" list to implement the plan. To be effective, objectives must be evaluated regularly and updated as necessary.

**Policy:** A course of action, or rule of conduct, used to achieve the goals and objectives of the plan. Policies are based on specific research. Therefore, they are developed after vision statements. In some cases, the policies relate closely to the vision, but provide more refined, specific actions.



1. Issues and Opportunities (Chapters 2 & 3)
2. Housing (Chapter 4)
3. Transportation (Chapter 5)
4. Utilities and Community Facilities (Chapter 6)
5. Agricultural, Natural and Cultural Resources (Chapter 7)
6. Economic Development (Chapter 8)
7. Land Use (Chapter 9)
8. Intergovernmental Cooperation (Chapter 10)
9. Implementation (Chapter 11)

In addition, the state requires that these elements be developed in concert with Wisconsin’s 14 goals for local planning. These goals are highlighted throughout this plan.

## Public Involvement

The *Village of Slinger Comprehensive Plan* was developed in an environment rich with public input. To gain citizen understanding and support throughout the planning process the public was provided with a variety of meaningful opportunities to become involved in the process. What follows is a description of the primary opportunities for public input in the planning program. The adopted *Public Participation Plan* is provided as an Appendix to this plan.

### KICK-OFF MEETING / COMMUNITY ISSUES WORKSHOP

The Village of Slinger “kick-off” meeting was held on June 30, 2003 in the Slinger High School Cafeteria. At that meeting, OMNI Associates presented an overview of the planning process and provided general information about comprehensive planning and its importance to Slinger. The meeting concluded with a discussion of area values (presented at the end of this chapter). Interested residents were advised on how to keep informed about and become involved with the comprehensive planning process.



Gay Griesbach

This workshop also provided an opportunity to identify and evaluate community strengths, weaknesses, opportunities and threats. This information was used to develop draft goals for the Village of Slinger Comprehensive Plan.

### VISION FEST

On July 30, 2003 a public meeting was held at the Slinger High School to discuss their ideas about the future of the Village. Working in groups, participants considered a series of open-ended statements related to the future of the area. The ideas generated during the meeting were used to develop draft visions.



## **MID-COURSE MEETING**

At the mid-point of the planning process (January 2004), the Village hosted a meeting to share what had been happening in the planning program and what was yet to be done. At the meeting, OMNNI presented an overview of the planning program, shared the vision statements (as reviewed by the Plan Commission) and invited the public to participate in the process to provide additional input.

During this same meeting, participants were engaged in a mapping exercise. This activity allowed all participants to develop their own future Village land use maps.

## **INTERGOVERNMENTAL MEETING / MAP FORUM**

As part of the planning program, the Plan Commission hosted an intergovernmental meeting with representatives from neighboring units of government, the Slinger School District, Washington County, the Southeastern Wisconsin Regional Plan Commission, WDNR and WisDOT to discuss the existing plans of these neighboring jurisdictions and agencies and to identify potential conflicts that may exist with the proposed *Village of Slinger Comprehensive Plan*.

At the meeting, participants were given the opportunity for mutual exchange of ideas and recommendations to address any conflicts.

During the map forum portion of the meeting, a preliminary set of plan maps were displayed for residents, property owners, community/agency representatives and other stakeholders to review and comment upon. This allowed residents to find “their property” and express what they liked or didn’t like about the maps. This was also the first opportunity for neighboring communities to comment on the *Draft Recommended Land Use Plan for 2025*.

## **OPEN HOUSE**

The purpose of the plan “open house” was to display the plan maps and text in an informal setting. At the “open house,” there were no formal presentations, minutes or voting. Rather, the maps and plan text were on display for interested residents to review at their own pace. This meeting allowed participants to share their ideas in a setting that was much less formal than the public hearing.

## **INTERNET WEB PAGE**

The planning program was profiled on an interactive web page hosted on the OMNNI Associates Web Site with a link to the Village Web Site. The page included meeting schedules, summaries of past meetings, draft maps and plan chapters, and general education materials about the Comprehensive Planning Law. The site was updated at least once a month to ensure that the information was current.

## **PUBLIC HEARING**

A public hearing on the proposed Comprehensive Plan was held on June 1, 2005, by the Village Planning Commission. Prior to the hearing, copies of the proposed Plan were forwarded to neighboring communities, SEWRPC, WDNR, WisDOT, the Slinger School District, Washington County, and the WisDOA. Written comments were requested from these entities. Subsequently, the Village Planning Commission held several workshop meetings to review comments received

and to refine the Plan recommendations. The Plan was then forwarded to the Village Board for adoption.

## Village Values

During the Kick-Off Meeting, participants were asked to identify the values that influence people to remain, take pride in, and become actively involved in the community. The complete list of those values is provided below. These value statements provided a direction for implementation of the *Village of Slinger Comprehensive Plan*. Moreover, these values clearly indicate that residents share a strong sense of community identity and pride closely associated with the rural character and natural areas that make Slinger a desirable place to live.

*We value our great schools.*

*We value our police department and low crime rate.*

*We value our variety of local services & shopping choices – post office, public library, supermarket, bakery, etc.*

*We value our easy access to USH 41, STH 175 and STH 60.*

*We value our local churches.*

*We value our affordable housing choices.*

*We value our family atmosphere.*

*We value our sense of community – people know one another, take pride in the Village, and are involved in local issues.*

*We value our small town feeling near urban areas.*

*We value our abundant recreation choices and programs, including skiing and auto racing.*

*We value our beautiful setting in the Kettle Moraine area with its open spaces, rolling hills, and scenic views.*

*We value our small town atmosphere.*