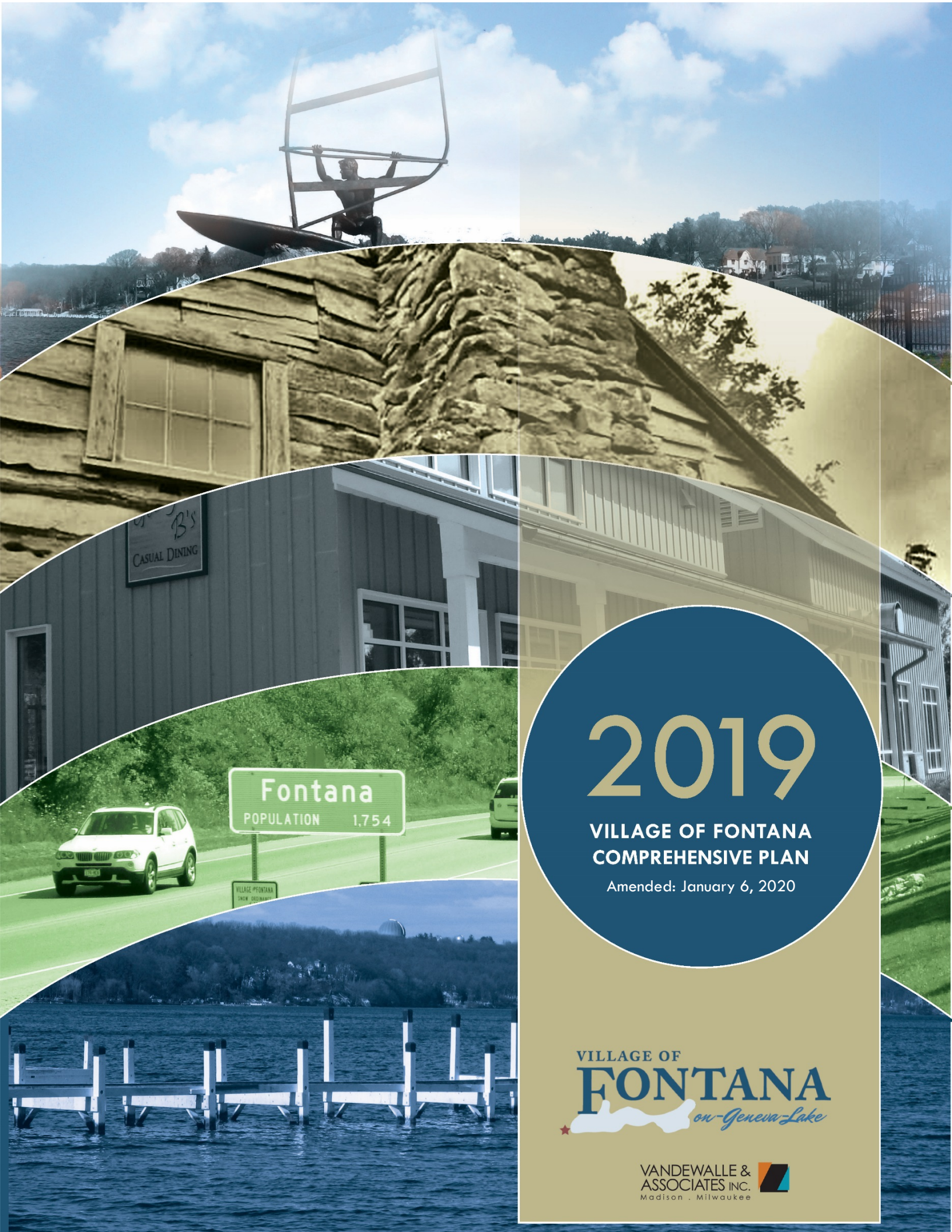




2019

VILLAGE OF FONTANA COMPREHENSIVE PLAN

Amended: January 6, 2020

VILLAGE OF
FONTANA
on Geneva Lake

VANDEWALLE &
ASSOCIATES INC.
Madison • Milwaukee



ORDINANCE 010620-01

**ORDINANCE TO ADOPT AMENDMENTS TO THE
2019 VILLAGE OF FONTANA COMPREHENSIVE PLAN**

VILLAGE BOARD OF THE VILLAGE OF FONTANA, WISCONSIN

The Village Board of the Village of Fontana, Wisconsin, does ordain as follows:

WHEREAS, pursuant to sections 61.35 and 62.23(2) and (3) of Wisconsin Statutes, the Village of Fontana is authorized to prepare and adopt a comprehensive plan as defined in sections 66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes; and

WHEREAS, the Village Board adopted its comprehensive plan on November 4, 2019 entitled "Village of Fontana Comprehensive Plan"; and

WHEREAS, as part of the Village's original adoption of a comprehensive plan the Village Board adopted and has since followed written procedures designed to foster public participation in every stage of the preparation of a comprehensive plan as required by §66.1001(4)(a) of the Wisconsin Statutes; and

WHEREAS, the Plan Commission of the Village of Fontana, by a majority vote of the entire Commission recorded in its official minutes, has adopted a resolution recommending to the Village Board the adoption of the amendment to the Village's Comprehensive Plan Future Land Use Map. The amendment involves changing the future land use category shown for the parcel tax key number EW300008 to reclassify 20 acres within the Agricultural/Vacant Future Land Use Category to the Community Facility Future Land Use Category.

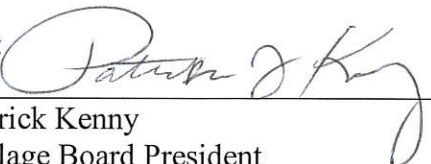
WHEREAS, the Village of Fontana has, in compliance with the requirements of section 66.1001(4)(d) of the Wisconsin Statutes, provided opportunities for public involvement per its adopted public participation plan; and

WHEREAS, the Village Board held a public hearing on the proposed amendments on January 6, 2020, considered the public comments made and the recommendations of the Plan Commission and staff, and has determined to approve the recommended amendments.

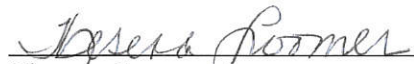
NOW, THEREFORE, the Village Board of Fontana, Wisconsin, does ordain that the proposed amendments are hereby adopted as amendments to the Village's Comprehensive Plan pursuant to section 66.1001(4)(c) of Wisconsin Statutes.

Enacted this 6th day of January 2020.

VILLAGE OF FONTANA

By: 
Patrick Kenny
Village Board President

ATTEST:


Theresa Loomer
Village Administrator-Clerk

ACKNOWLEDGEMENTS

Village Board of Trustees

Patrick Kenny, Village President

Arvid "Pete" Petersen, Trustee

John O'Neill, Trustee

Stanton Livingston, Trustee

Rick Pappas, Trustee

David Prudden, Trustee

Thomas McGreevy, Trustee

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Jeff Cates, Police Chief

Walter Burkhalter, Library Director

David Jensen, Municipal Court Judge

Plan Commission

Dave Prudden, Trustee Chairperson

Arvid "Pete" Petersen, Trustee

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EXECUTIVE SUMMARY

VISION STATEMENT

The Village of Fontana's serene lakefront, quiet charm, and distinctive scenic vistas have sustained Fontana's reputation as a great place to live and a popular vacation destination.

The Village will continue to place a strong emphasis on lakefront preservation and shoreland protection. The Village will focus on enhancing professional development opportunities in the downtown and attracting and retaining a population of all ages. The Village will maintain its high quality of life through continued dedication to natural resource preservation, low-density development, and an emphasis on well-designed infill and redevelopment.

KEY RECOMMENDATIONS

Agricultural Resources

- Support efforts to preserve and protect productive agricultural land.
- Limit growth and development in the Village's extraterritorial jurisdiction.
- Promote the production and consumption of locally grown agricultural products.

Natural Resources

- Conserve the existing land use and development pattern of the lakeshore within the limits of existing development regulations.
- Preserve and protect the Village's natural resource base; and in particular the quality and integrity of Geneva Lake.
- Develop strategies and techniques to prevent overuse of Geneva Lake within the guidelines established by the Wisconsin DNR.
- Link natural resource preservation with recreational opportunities.
- Utilize the existing Stormwater Management Plan to implement stormwater management best practices throughout the Village for all new development and redevelopment.

Cultural Resources

- Preserve historically and culturally significant buildings and structures.
- Continue to preserve and protect archaeological resources.

Land Use

- Prioritize the protection of the existing development pattern and character of the Geneva Lake lakeshore.
- Maintain the Village as a predominantly single-family residential and natural resource-based, recreational community.
- Promote infill and redevelopment of key sites, particularly in the downtown.
- Enforce high-quality building and site design and performance standards for all new development.
- Diversify the Village's housing options while maintaining the small-town, family-friendly feel of the community for both permanent and seasonal residents.

Transportation

- Promote bicycling as recreational activity and a practical transportation alternative.
- Continue to develop and interconnect the local bicycle and pedestrian network and work to connect it to the regional trail network.
- Prepare for significant transportation technology changes and continue to promote the use of alternative fuel vehicles.
- Conduct detailed transportation planning through corridor studies, area plans, and parking studies.

Utilities and Community Facilities

- All future construction of Village facilities should consider incorporating energy efficiency, renewable energy sources, and other sustainable building practices such as those required for LEED Certification.
- Ensure the provision of a sufficient number of parks, recreational facilities, and open space areas to enhance the health and welfare of Village residents (both permanent and seasonal) and visitors. Such facilities should accommodate special groups such as the elderly, the handicapped, and young children.
- Coordinate land development decisions with public utility and facility expansions.
- Collaborate with the Fontana School District on future planning decisions.

Stormwater Management

- Implement the recommendations of the Village's Stormwater Management Plan.
- Adopt the Village's proposed Stormwater Utility District.
- Prioritize stormwater management through a regional collaborative approach.
- Advance stormwater best management practices in the Village and planning area.

Housing and Neighborhood Development

- Maintain the community's small-town, family-friendly feel through balancing future housing growth and conservation.
- Support diverse housing options in the Village to accommodate the changing demographics, household sizes, and personal preferences of residents.
- Require neighborhood plans in advance of new residential development.
- Promote Conservation Design in new neighborhoods.

Community Character

- Retain and enhance the Village's quaint, small-town community character.
- Increase the multi-modal connectedness of the community as-a-whole.
- Integrate community gathering places into new developments.
- Continue to implement the Village's 2001 Greenspace Plan through the Natural Resources Overlay Zoning District and the Future Land Use Map (Map 6).

Sustainability

- Promote a public outreach and education effort to gain a community-wide "buy-in" to Fontana's preferred sustainability approach.
- Promote sustainability initiatives at the local level and support private sector sustainability programs and initiatives.
- Become a certified STAR rated community to measure and track sustainability progress.

Economic Development

- Continue to update, advance, and implement the projects and plans of the Community Development Authority.
- Promote the Village as a haven for recreational and nature-based tourism.
- Promote the retirement industry as an economic development strategy.
- Continue to enforce high-quality design for multi-family, mixed-use, and commercial development projects.

Intergovernmental Cooperation

- Collaborate with the County, neighboring communities, and other interest groups to protect resources of regional importance, such as Geneva Lake and agricultural lands.
- Continue to utilize intergovernmental, boundary, and land use agreements with neighboring jurisdictions as appropriate.
- More fully exercise the Village's extraterritorial review authority.

CHAPTER ONE: INTRODUCTION

Located in southeastern Wisconsin on the western banks of Geneva Lake, the Village of Fontana is marked by the natural beauty of the lakeshore and tree-covered, rolling hills. Fontana's reputation for outstanding outdoor recreation has attracted visitors for decades. Easily accessible from the Milwaukee, Madison, and Chicago metropolitan areas and airports, the Village offers visitors a peaceful retreat with exceptional year-round recreational activities. Additionally, its permanent residents enjoy an excellent school system, beautiful scenery, fabulous dining establishments, and plentiful parks and sandy beaches.

PURPOSE OF THIS PLAN

This Village's Comprehensive Plan is intended to help preserve and protect the natural environment, enhance the community character, and guide future growth and development to ensure continued community prosperity. Specifically, the Village of Fontana will use this Comprehensive Plan as a guide to:

- Provide a vision for the future of the Village.
- Preserve natural and agricultural resources in and around the Village.
- Identify areas appropriate for sustainable development and preservation over the next 20 years.
- Recommend appropriate land uses for specific areas in and around the Village.
- Identify needed transportation and community facilities to serve future residents and development.
- Foster economic development based on the unique assets of Fontana.
- Direct public and private investments in the Village, and
- Provide detailed strategies to implement recommendations of this Comprehensive Plan.

Each chapter presents background information on the element it is addressing, while also providing the Village's goals, objectives, and policies for that element. These documented policies are the basis for the recommendations that are presented at the beginning of each chapter. The final chapter of the document, Implementation, indicates proposed strategies, projects, and timelines to ensure that the recommendations presented in this Plan become a reality.

PAST AND ONGOING COMPREHENSIVE PLAN IMPLEMENTATION EFFORTS

The Village of Fontana has a strong track record of planning and implementation. The following is a list of actions the Village has taken towards implementing its 2009 Comprehensive Plan. The Village of Fontana:

- Implemented a tax increment financing (TIF) plan for the lakefront, downtown, and Highway 67.
- Implemented redevelopment plans for the lakefront, downtown, and Highway 67 areas.
- Rewrote the Village's Zoning Ordinance and composed strategic amendments to subdivision regulations.
- Updated the Official Map.
- Continued to develop new bicycle and pedestrian facilities.
- Updated the Village's Park and Open Space Plan.
- Completed a study of future municipal facility needs.

PLANNING PROCESS

This Comprehensive Plan is being prepared under the State of Wisconsin's comprehensive planning legislation, adopted in 1999 and contained in §66.1001, Wisconsin Statutes. This Plan meets all of the statutory elements and requirements of the comprehensive planning law. After January 1, 2010, only those plans that contain the required nine elements and are adopted under the State's prescribed procedures will have legal standing for zoning, subdivision, and official mapping decisions. The comprehensive planning process was guided by a thorough public participation process with input gathered from the Village Plan Commission, Village Board, Village staff, and community members. The following public participation opportunities took place throughout the planning process (all meetings were open to the public):

- Community Visioning Workshop
- Multiple Plan Commission Review and Update Meetings
- Draft Plan Open House at a Local Event
- Plan Commission Public Hearing
- Village Board Plan Adoption

COMPREHENSIVE PLAN ADOPTION PROCESS

Preparation of a comprehensive plan is authorized under §66.1001, Wisconsin Statutes. Before adoption, a plan must go through a formal public hearing and review process. The Plan Commission adopts by resolution a public hearing draft of the plan and recommends that the Village Board enact an ordinance adopting the plan.

Following Plan Commission approval, the Village Board holds a public hearing to discuss the proposed ordinance that would be used to adopt the plan. Copies of the public hearing draft of the plan are forwarded to a list of local and state governments for review. A Class 1 notice must precede the public hearing at least 30 days before the hearing. The notice must include a summary of the plan and information concerning where the entire document may be inspected or obtained. The Village Board may then adopt the ordinance approving the plan as the Village's official comprehensive plan.

This formal, well-publicized process facilitates broad support of plan goals and recommendations. Consideration by both the Plan Commission and Village Board assures that both bodies understand and endorse the plan's recommendations.

REGIONAL CONTEXT

Map 1 shows the relationship of the Village of Fontana to neighboring communities in the region. The Village is located in southwestern Walworth County on the far west side of Geneva Lake, only 5 miles from the Wisconsin-Illinois border. It's an advantageous location because of the relatively close proximity to several major metropolitan areas: Milwaukee (55 miles), Madison (70 miles), and Chicago (80 miles), and its access to major transportation corridors like Interstate 43, State Highway 14, and State Highway 12 (all within 10 miles).

The Village is surrounded by the Town of Walworth, with a portion extending east into the Town of Linn. Nearby cities and villages include Walworth, Williams Bay, Delavan, Darien, Elkhorn, Lake Geneva, and Harvard, IL.

SELECTION OF THE PLANNING AREA

The Village of Fontana encompasses approximately 3.5 square miles. The selected planning area for this Plan includes all lands currently within the Village of Fontana's municipal limits, and the unincorporated areas within the Village's extraterritorial jurisdiction (ETJ). The Village's 2019 ETJ extends 1.5 miles beyond the Village's boundaries except in areas where it abuts an adjacent village ETJ. An Intergovernmental Agreement between Fontana and the Village of Walworth designates Fontana's southeastern ETJ boundary. The Village's planning area is illustrated in Map 1.

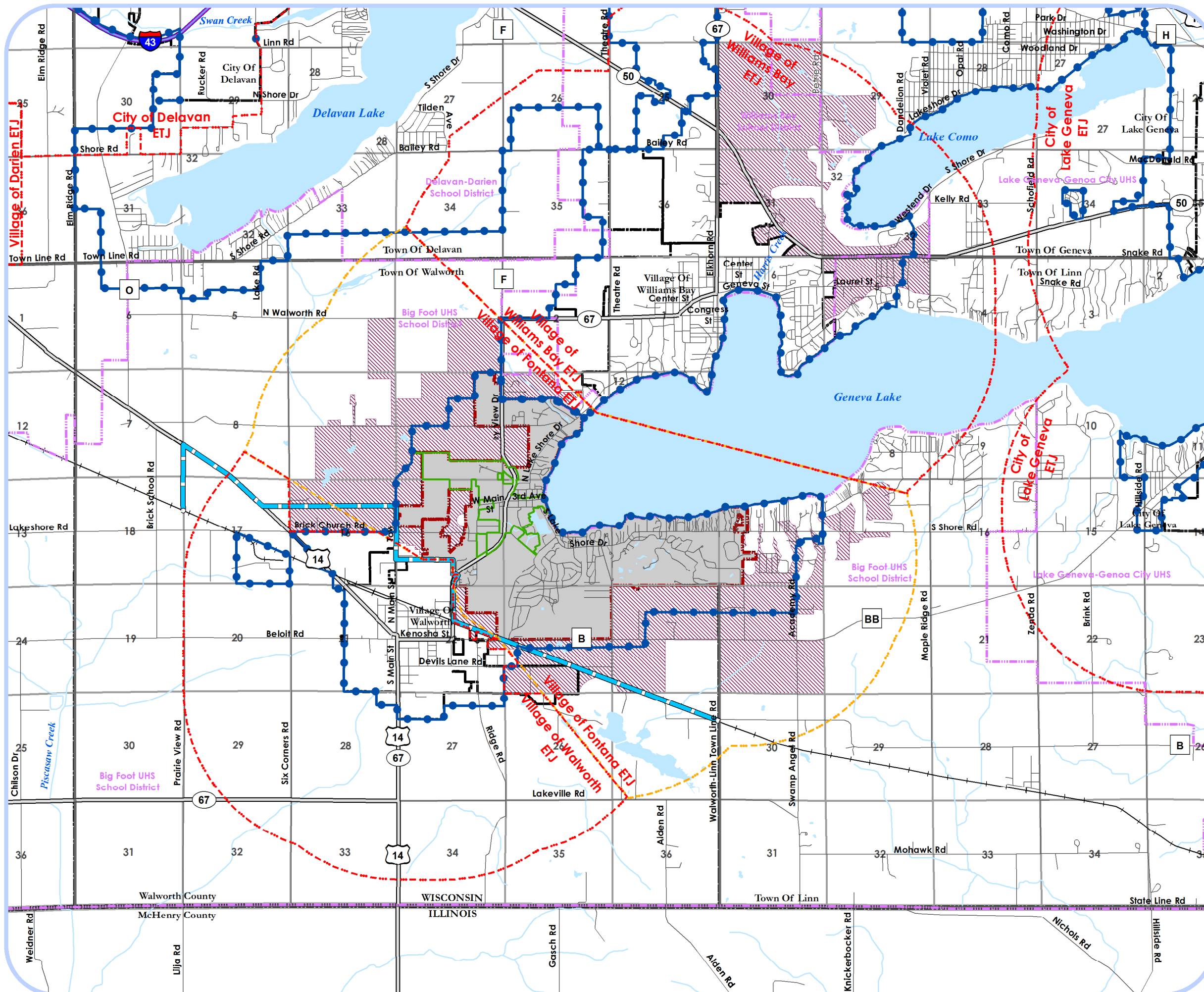


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Jurisdictional Boundaries

Map
1

Fontana Comprehensive Plan



- Village of Fontana
- Other City/Village Boundary
- Town Boundary
- County Boundary
- Section w/Section Number
- Urban Service Area Boundary
- Village of Fontana Extra Territorial Jurisdiction
- Other City/Village Extra Territorial Jurisdiction
- Village of Fontana Extra Territorial Zoning Area
- Village of Fontana/Village of Walworth Future Annexation Boundary
- Village of Fontana Tax Increment District
- School District Boundaries
- Interstate
- Major Road
- Local Road
- Railroad
- Surface Water

0 0.5 1 2 Miles

Source: Walworth Co,
SEWRPC, V&A

Date Created: March 8, 2019

VILLAGE OF
FONTANA
on Geneva Lake

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Shaping places, shaping change

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CHAPTER TWO: ISSUES AND OPPORTUNITIES

This chapter provides an overview of Fontana's key issues and opportunities, demographic trends, population and housing forecasts, and feedback heard throughout the public participation process. This information provides an assessment of the changes taking place locally, regionally, and nationally and explores local and regional opportunities that can be leveraged from those changes. This chapter provides the framework for many of the topic-specific goals, objectives, policies, and recommendations within each chapter.



KEY ISSUES AND OPPORTUNITIES

- Since 1980, the Village's permanent resident population has remained relatively stable, which is projected to continue to 2040. However, it is estimated that the Village's seasonal population has increased by nearly 1,000 people since 2000. It is estimated that only 30% of the peak seasonal population is made up of residents who reside in the Village on a permanent basis.
 - Over the next two decades, the Village must monitor any changes in the ratio of seasonal to permanent residents, especially as more retirees move to the area. If the number of permanent residents dramatically increases, fundamental changes within the community would occur.
- Like many other Midwestern communities, significant demographic shifts are occurring in Fontana in terms of an increasingly aging population, growing number of Latino and Hispanic Origin residents, and decreasing average household sizes.
- A combination of extreme weather events becoming more frequent, the age of some neighborhoods in the Village, grade changes surrounding the lake, and the desire to protect the area's natural resources, have led to a need for increased stormwater management policies and plans for both new and existing development within the Village.
- Balanced long-term growth in the form of some infill and new development that still maintains the small-town, family-friendly feel of the community with options for both permanent and seasonal residents.
- Expand bicycle and pedestrian facilities and connectivity throughout the Village to provide increased multi-modal transportation options.
- Focus continued redevelopment and mixed-use development along Fontana Blvd.
- Maintain and enhance the area's natural resources and open spaces such as the lake, waterfront, beaches, woodlands, wetlands, and overall natural beauty.
- Address key corridors such as North and South Lake Shore Drive and Main Street through improved land use planning and infrastructure enhancements.

DATA ANALYSIS RESULTS

Population and Demographic Trends

Figure 2.1 compares the population of Fontana to neighboring communities, Walworth County, and the state between 1970-2017. The Village's population has been relatively stagnant since 1980 with permanent resident totals ranging between 1,600 – 1,700 for the past 35+ years. This is atypical among neighboring communities, with many experiencing a steady increase over time, especially between 2000-2010. However, it is important to note that this does not account for seasonal residents who expand the Village's population significantly during the summer months. See Figure 2.6.



Figure 2.1 Population Trends

	1970	1980	1990	2000	2010	2017*	Percentage Change 2000-10	Percentage Change 2010-17
Village of Fontana	1,464	1,764	1,635	1,754	1,672	1,713	-5%	2%
Village of Walworth	1,637	1,607	1,614	2,304	2,816	2,845	18%	1%
Village of Williams Bay	1,554	1,763	2,108	2,415	2,564	2,597	6%	1%
Town of Delavan	3,798	4,182	4,195	4,559	5,285	5,307	14%	0%
Town of Linn	1,910	2,064	2,062	2,194	2,383	2,662	8%	10%
Town of Walworth	1,370	1,443	1,341	1,676	1,702	1,791	2%	5%
City of Lake Geneva	4,890	5,612	5,979	7,148	7,651	7,875	7%	3%
Walworth County	63,444	71,507	75,000	93,759	102,228	103,082	8%	1%
Wisconsin	4,417,821	4,705,767	4,891,769	5,363,675	5,686,986	5,795,483	6%	2%

Source: U.S. Census Bureau, 1970-2010 Census.

*Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

Figure 2.2 shows the Village of Fontana's age distribution, compared to surrounding communities, the County, and the state. Fontana's median age is much higher compared to nearby communities, which is also reflected in the Village's very low percentage of the population under 18 and high percentage over 65. Over the years, as the aging population has steadily increased throughout the surrounding communities, state-wide, and nationally, Fontana has experienced a much more dramatic shift. Over the next twenty years, it is important for the Village to recognize this trend and tailor its services, infrastructure, and programs to fit this growing age group. Additionally, it must work to attract new young families in order to maintain and retain the schools, daycares, and other important local family-oriented services and businesses.

Figure 2.3 shows the Village of Fontana's age distribution by age cohort in 2000 compared to 2017. The population pyramid shows in more detail the trends mentioned above.

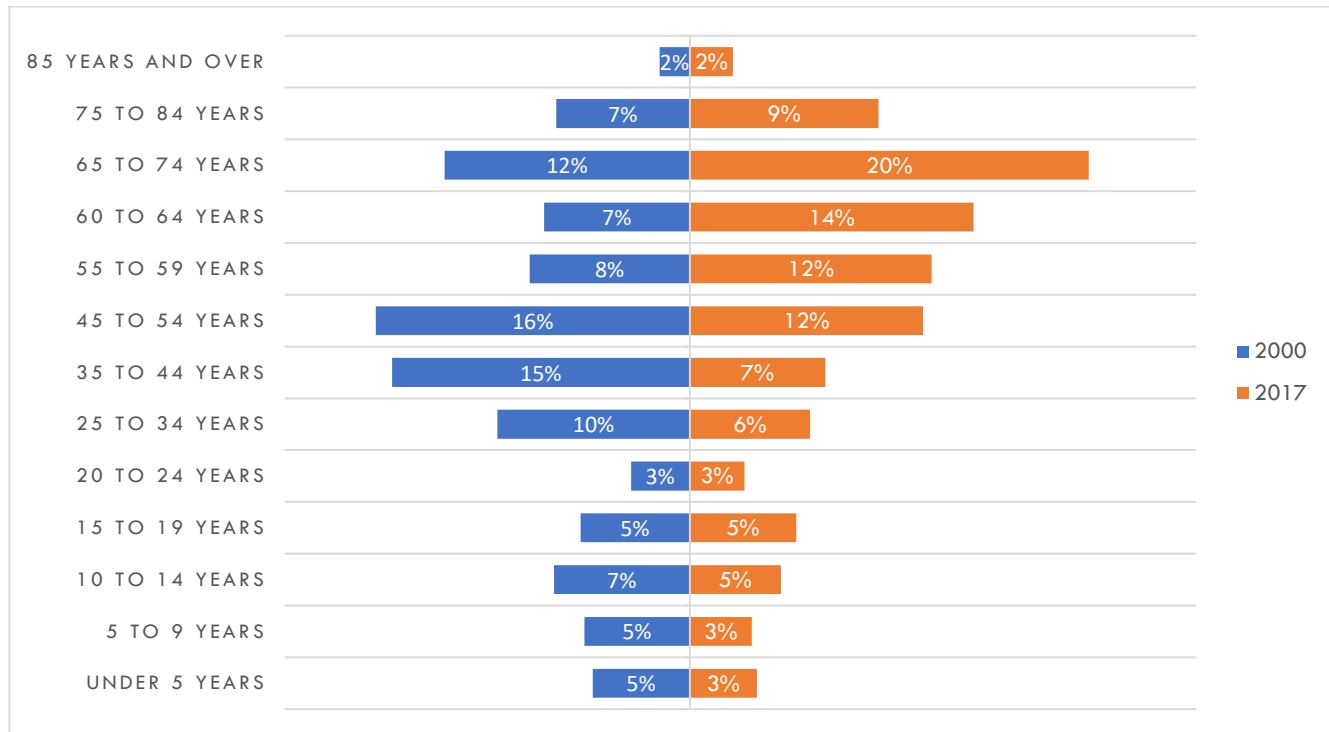
Figure 2.2: Age and Gender Distribution

	Median Age			Percent Under 18			Percent Over 65		
	2000	2010	2017*	2000	2010	2017*	2000	2010	2017*
Village of Fontana	46	51	59	20%	19%	14%	20%	23%	31%
Village of Walworth	37	36	35	27%	28%	72%	18%	15%	14%
Village of Williams Bay	41	44	47	24%	23%	23%	19%	18%	26%
Town of Delavan	38	44	48	25%	23%	18%	14%	18%	23%
Town of Linn	42	47	50	23%	22%	22%	16%	18%	23%
Town of Walworth	41	44	44	25%	24%	25%	16%	13%	15%
City of Lake Geneva	37	40	40	23%	23%	24%	15%	17%	16%
Walworth County	35	38	39	24%	24%	22%	13%	14%	16%
Wisconsin	36	39	39	26%	24%	23%	13%	14%	16%

Source: U.S. Census Bureau, 2000-2010 Census.

*Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

Figure 2.3: Village of Fontana Age Distribution by Cohort, 2000-2017



Source: U.S. Census Bureau, 2000 Census.

*Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

The population within Fontana is not only aging, it is also increasing becoming more ethnically diverse. Since 2000, the percentage of community residents of Hispanic and Latino origin has tripled. While the proportion of the population is still relatively small (3%), it does represent a shift over time. This trend is not surprising because many other nearby communities, such as Delevan, Darien, and Lake Geneva have all experienced the same shift. In fact, Walworth County is now 11% of Hispanic or Latino origin, up from 6.5% in 2000.

Figure 2.4 Race and Ethnicity

	2000	2010	2017*
Race			
White	98.20%	97.90%	96.20%
African American	0.40%	0.00%	1.00%
American Indian	0.00%	0.10%	0.00%
Asian	2.00%	0.70%	0.30%
Other	0.40%	0.80%	0.90%
Two or More	0.10%	0.50%	1.70%
Ethnicity			
Hispanic or Latino	1.10%	2.10%	3.10%

Source: U.S. Census Bureau, 2000-2010 Census.

*Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

Unlike other communities in Southern Wisconsin, Fontana has a relatively low number of people in poverty (4.3%) and that figure has stayed low for the past decade and a half. This is partially due to the community being lake and vacation-oriented with many residents having significant wealth.

Figure 2.5 Poverty Rates

	2000	2017*
Population over 16 Unemployment Rate	1.5%	1.4%
Families in Poverty	2.4%	2.5%
Individuals in Poverty	3.8%	4.3%

Source: U.S. Census Bureau, 2000 Census.

*Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

Population and Household Estimates

The Village of Fontana is a unique community, in that the majority of its population does not reside in the Village over the full course of the year. Population alone, as described in Figure 2.1, does not account for Fontana's large portion of seasonal residents and guests. Figure 2.6 estimates Fontana's actual peak population, which consists of both permanent and seasonal residents. Figure 2.6 uses an approach to estimate the actual population using U.S. Census and American Community Survey figures, in addition to an assumed 4 persons per dwelling unit for seasonal residents. This dwelling unit estimate was derived from analyzing utility rate consumption differences between peak and off season.

Using these figures, it was determined that the Village's estimated 2017 seasonal population was around 6,700 and the Village's total 2017 peak population (consisting of both permanent and seasonal residents) averages approximately 8,400 persons daily (assuming an average of 4 persons per household during the peak season). This is nearly five times larger than the permanent population. Over time, the estimated peak population has increased nearly 1,000 people since 2000 (estimated 7,500).

Figure 2.6: Seasonal Population Estimate

	2010	2017*
Permanent Population*	1,672	1,713
Persons Per Household*	2.24	2.15
Total Housing Units*	2,308	2,411
Permanent Housing Units*	770	739
Seasonal Units*	1,538	1,672
Percentage Seasonal Units		
• Seasonal Units/Total Units	67%	69%
Estimated Seasonal Population (assuming 4 persons per household for seasonal)		
• Seasonal Units*4	6,152	6,688
Estimated Total Peak Population		
• Permanent population + seasonal population	7,824	8,401

Source: U.S. Census Bureau, 2010 Census.

*Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

Population Forecasts

Figure 2.7 shows multiple population projection scenarios for permanent residents of the Village of Fontana in five-year increments through the year 2040. These include:

- DOA Population Projections calculated by the Wisconsin Department of Administration (DOA) in 2013.
- Linear Growth Projection that was calculated by determining the Village's average annual population change for multiple timeframes, and projecting that forward to 2040.
- Compounded Growth Projection that was calculated by determining the Village's percent population change for multiple timeframes, and projecting that forward to 2040.

This approach used multiple calculations and timeframes to create a range of projected population totals over the next 20 years. Based upon these population projection scenarios, the Village's permanent resident population is anticipated to be between 1,630 and 1,856 in the year 2040. These projections are slightly lower than those of the previous comprehensive planning process. This, in part, is due to the economic downturn experienced during the 2008 Recession and subsequent stagnant housing and population trends of the past decade. For the purposes of this planning process, the Village will use the Compounded Projection scenario for 1990-2017, which is based on the increasing rate of population growth over the last 27 years. This projection will be used to calculate future land use and housing demand projections throughout the plan.

Figure 2.7: Permanent Resident Population Forecasts

	2010*	2017**	2020	2025	2030	2035	2040
WisDOA Projections**	1,672	1,713	1,680	1,715	1,730	1,690	1,630
Linear Growth 1990-2017 ⁽¹⁾	1,635	1,754	1,722	1,736	1,751	1,765	1,779
Linear Growth 2000-2017 ⁽¹⁾	1,635	1,754	1,706	1,694	1,682	1,670	1,658
Linear Growth 2010-2017 ⁽¹⁾	1,635	1,754	1,731	1,760	1,789	1,818	1,848
Compounded Growth 1990-2017 ⁽²⁾	1,635	1,754	1,722	1,737	1,753	1,768	1,784
Compounded Growth 2000-2017 ⁽²⁾	1,635	1,754	1,706	1,694	1,683	1,671	1,660
Compounded Growth 2010-2017 ⁽²⁾	1,635	1,754	1,731	1,762	1,793	1,824	1,856

Source: Wisconsin Department of Administration, 2013 population estimate.

*Source: U.S. Census Bureau, 1990-2010 Census.

**Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

1. Extrapolated based on the average annual population change over the given years.
2. Extrapolated based on the average annual percent change over the given years.

Population forecasts are useful for long-term planning related to land use, housing, and community facilities. However, it is important to recognize the limitations associated with population forecasts. Population projections are unable to predict dramatic market fluctuations, natural disasters, or other significant events that could occur over the next 20 years. Additionally, in areas with small permanent populations, such as Fontana, projections are subject to error as minor changes in birth, death, and migration rates can significantly alter growth rates.

As a result of the significant difference between the permanent and seasonal population, the housing situation in Fontana is similar to other lake-oriented communities, but also very different from neighboring communities that are more permanent in nature. The difference in the number of households and number of housing units is key to identifying the gap between permanent and seasonal population. In the Village, there were a total of 2,411 housing units (accounts for both permanent and seasonal populations) in 2017, while there were only 739 households (accounts for just the permanent population). Since 2000, housing units have steadily increased while households have stayed relatively flat. These trends parallel the projected seasonal population totals increasing over time in Figure 2.6.

Another housing figure that helps explain the scale of the seasonal population is the total number of vacant housing units, and how those vacant housing units are being used. In 2017, nearly 70% of Fontana's total housing units were estimated to be vacant, however, 95% of those units were being used on a seasonal basis and only 2% for sale or rent. In comparison, the Village of Walworth had an estimated 9% of its housing stock vacant in 2017, but only 35% were being used on seasonal basis. Essentially, within Fontana, it is estimated that only about a quarter of the total housing stock is being used as a permanent year-round residence.

Other key comparison housing figures include median housing values and average housing costs. As expected with lake-oriented communities that have large seasonal populations, median home values are very high in Fontana. At a little over \$350,000 in 2017, the Village's owner-occupied housing values are nearly twice as expensive as the Walworth County average and almost \$100,000 more than neighboring Williams Bay. Additionally, the median owner-occupied costs per month are also much higher than other surrounding communities at nearly \$2,000 a month and rising. Combined, these trends are positive for the Village's tax base, but also present issues of housing affordability. Other communities in Walworth County are much more affordable and as Fontana seeks to increase its permanent population over the next 20 years, it will be imperative to consider the housing affordability situation.

Figure 2.8 Housing Characteristics

	Total Housing Units			Total Households			Average Household Size		
	2000	2010	2017*	2000	2010	2017*	2000	2010	2017*
Village of Fontana	1,974	2,186	2,411	764	736	739	2.30	2.24	2.15
Village of Walworth	893	1,172	1,195	850	1,068	1,091	2.57	2.58	2.55
Village of Williams Bay	1,772	1,990	2,142	993	1,083	1,107	2.35	2.29	2.28
Town of Delavan	3,054	3,490	3,729	1,798	2,077	2,116	2.53	2.52	2.50
Town of Linn	1,901	2,157	2,189	910	997	1,109	2.41	2.39	2.40
Town of Walworth	586	734	779	529	644	690	2.86	2.64	2.60
City of Lake Geneva	3,757	4,318	4,190	3,053	3,327	3,330	2.33	2.28	2.30
Walworth County	43,783	50,946	51,993	34,522	39,699	40,246	2.57	2.52	2.48

Source: U.S. Census Bureau, 2000-2010 Census.

*Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

Figure 2.9 Housing Characteristics Continued

	Percent Owner-Occupied Households			Percent Housing Units Vacant			Percent Vacant Housing	
	2000	2010	2017*	2000	2010	2017*	For Sale/Rent	Seasonal
Village of Fontana	85%	88%	88%	61%	66%	69%	2%	95%
Village of Walworth	65%	63%	58%	5%	9%	9%	53%	35%
Village of Williams Bay	75%	72%	72%	44%	46%	48%	8%	86%
Town of Delavan	81%	78%	76%	41%	41%	43%	5%	91%
Town of Linn	78%	80%	74%	52%	54%	49%	5%	89%
Town of Walworth	80%	70%	74%	10%	12%	11%	15%	69%
City of Lake Geneva	53%	48%	55%	19%	23%	21%	15%	75%
Walworth County	69%	71%	68%	21%	23%	23%	11%	77%

Source: U.S. Census Bureau, 2000-2010 Census.

*Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

Figure 2.10 Average Housing Costs

	Gross Median Rent			Median Monthly Owner-Occupied Costs (with a mortgage)			Median Value of Owner-Occupied Units		
	2000	2010	2017*	2000	2010	2017*	2000	2010	2017*
Village of Fontana	\$722	\$752	\$870	\$1,321	\$2,102	\$1,978	\$181,900	\$379,100	\$356,400
Village of Walworth	\$562	\$746	\$819	\$1,008	\$1,402	\$1,408	\$113,500	\$170,600	\$172,800
Village of Williams Bay	\$636	\$835	\$883	\$1,297	\$1,595	\$1,675	\$157,000	\$290,500	\$259,400
Town of Delavan	\$680	\$873	\$938	\$1,016	\$1,510	\$1,428	\$120,700	\$168,500	\$188,800
Town of Linn	\$582	\$718	\$947	\$1,279	\$1,851	\$1,673	\$174,500	\$355,600	\$288,300
Town of Walworth	\$550	\$975	\$798	\$1,202	\$1,821	\$1,750	\$155,100	\$283,000	\$265,600
City of Lake Geneva	\$605	\$869	\$901	\$1,129	\$1,613	\$1,469	\$121,200	\$200,300	\$186,800
Walworth County	\$588	\$761	\$833	\$1,125	\$1,554	\$1,513	\$128,400	\$198,000	\$192,500

Source: U.S. Census Bureau, 2000-2010 Census.

*Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

Tax rates are another important factor in determining the Village's long-term attractiveness, affordability, and level of service. Over time, Fontana's tax rate has steadily increased, but is still very low for an incorporated municipality.

In fact, compared to other neighboring cities and villages, Fontana's tax rate is the lowest. In terms of total tax rate, which combines all of a jurisdiction's taxing rates for a given property, Fontana had the lowest of all neighboring communities in 2014-15. Overall, the low rates make the Village much more attractive to new residents and businesses and it's something that can be leveraged in attracting them in the future.

Figure 2.11 Tax Rates

	Municipal Tax Rate				Total Tax Rates	Assessment Ratio
	1995-1996	1999-2000	2009-2010	2014-2015	2014-2015	2018
Village of Fontana	1.01	0.98	1.26	2.98	13.52	0.993947779
Village of Walworth	1.81	2.51	3.17	7.23	20.18	0.951326747
Village of Williams Bay	2.91	1.94	1.29	3.28	14.42	0.961696577
Town of Delavan	6.24	3.64	4.27	2.84	16.91	0.981027332
Town of Linn	1.21	1.71	1.21	1.36	13.82	0.861381461
Town of Walworth	1.93	1.98	1.18	3.18	15.39	0.957068297
City of Lake Geneva	2.3	2.67	2.7	5.77	21.7	0.978782866

Source: Wisconsin Taxpayers Alliance and Wisconsin Department of Revenue

To help predict the future housing demand, household projections were calculated for the Village over the next 20 years. Using the permanent population projections from Figure 2.7 and the WisDOA household size projections, projected total permanent households in 2040 were estimated for the Village. It is estimated that between 2017-2040 the total number of households will increase between 62-158 permanent residents. These projections were then used to calculate the total number of housing units needed in 2040 (permanent and seasonal).

Figure 2.12: Permanent Household Projections

	2010*	2017**	2020	2025	2030	2035	2040	Change Between 2017-2030	Change Between 2017-2040
WisDOA Projections	732	-	769	798	815	808	789	-	-
Linear Growth 1990-2017 ⁽¹⁾	732	739	790	807	826	844	860	87	121
Linear Growth 2000-2017 ⁽¹⁾	732	739	782	788	793	799	801	54	62
Linear Growth 2010-2017 ⁽¹⁾	732	739	794	819	844	870	893	105	154
Compounded Growth 1990-2017 ⁽²⁾	732	739	790	808	827	846	862	88	123
Compounded Growth 2000-2017 ⁽²⁾	732	739	783	788	794	800	802	55	63
Compounded Growth 2010-2017 ⁽²⁾	732	739	794	819	846	873	897	107	158
WisDOA Household Size	2.28	-	2.18	2.15	2.12	2.09	2.07	-	-

Source: Wisconsin Department of Administration, 2013 household projection.

*Source: U.S. Census Bureau, 2010 Census.

**Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

1. Extrapolated based on the average annual population change over the given years.
2. Extrapolated based on the average annual percent change over the given years.

Figure 2.13 Total Housing Unit Projection

	Permanent Projected Households in 2040	Percent Permanent Housing Units*	Projected Total Housing Units 2040**	Total Housing Units 2017***	Projected New Housing Units Needed in 2040****
WisDOA Projections	789	30%	2630	2,411	219
Linear Growth 1990-2017 ⁽¹⁾	860	30%	2865	2,411	454
Linear Growth 2000-2017 ⁽¹⁾	801	30%	2669	2,411	258
Linear Growth 2010-2017 ⁽¹⁾	893	30%	2975	2,411	564
Compounded Growth 1990-2017 ⁽²⁾	862	30%	2873	2,411	462
Compounded Growth 2000-2017 ⁽²⁾	802	30%	2673	2,411	262
Compounded Growth 2010-2017 ⁽²⁾	897	30%	2989	2,411	578

Source: Wisconsin Department of Administration, 2013 household projection.

*Based on U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimate of Percentage of Housing Units Vacant (Seasonal) in the Village of Fontana.

**Projected Households/Percent Permanent Housing Units (Assuming 1 Permanent Household = 1 Permanent Housing Unit)

*** U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimate

****Projected Housing Units in 2040 – Total Housing Units in 2017

1. Extrapolated based on the average annual population change over the given years.

2. Extrapolated based on the average annual percent change over the given years.

Considering the significant number of seasonal housing units in Fontana, a projected 2040 total housing unit demand was calculated using a modified calculation from Figure 2.12. Based on this projection, it is estimated that the total number of housing units in 2040 will be between 2,669 – 2,989 or an additional new 219 – 578 housing units. This, however, assumes that the percentage of permanent housing units stays at its current ratio (30% permanent). Taking into consideration that the proportion of permanent housing units has steadily decreased over the last 17 years, these projections are a conservative estimate. However, they do provide some insight as to how many total new housing units may be needed in the coming decades.

PUBLIC PARTICIPATION RESULTS

In addition to providing sound public policy guidance, a comprehensive plan should incorporate an inclusive public participation process to ensure that Plan recommendations reflect a broadly supported future vision for the community. An extensive process of public participation, review, and approval was critical to this comprehensive planning process. This included the formal requirements outlined in §66.1001, Wisconsin Statutes, as well as more informal mechanisms such as Plan Commission work sessions, a community vision workshop, and a public open house at a local event.

At the outset of this planning process, the Village Board adopted by resolution the Public Participation Plan to ensure that this Plan accurately reflects the vision, goals, and values of its residents. This Public Participation Plan reflects the dedicated commitment of Fontana's Village Board, Plan Commission, and Village staff to inform and receive input from local residents, community and special interest groups, and representatives from neighboring jurisdictions. The following is a summary of each activity and the information gathered from it.

Vision Workshop

In partnership with Village staff, Vandewalle & Associates hosted a community-wide Visioning Workshop in June of 2019. In total, approximately 23 residents were in attendance. The workshop provided an opportunity for members of the community to share their thoughts on Fontana's vision for the future, the issues that were most important to focus on, and helped to identify the assets and opportunities throughout the community. The feedback received during the workshop influenced many different areas throughout the plan. Below is a summary of that feedback:

Top Values

- Lake, waterfront, natural beauty
- Small town feel, family friendly, family values
- Park system, recreational opportunities
- History
- Amenities

- Good infrastructure
- Schools

Top Assets

- Lake, access to water
- Lakefront homes
- Small school
- Greenspace, parks, beach, trees, paths/trails, outdoor recreation
- Comprehensive services
- Safety
- Peaceful environment, quaint
- Low development

Top Challenges

- Stormwater management for new and existing development
- Infrastructure
- Natural resource stewardship, tree ordinance
- Loss of full-time residents
- Keeping the lake clean (free of invasive species)
- Need support for schools – enrollment and funding
- Controlled growth of piers, number of boats on the lake, no wake zones
- Growth, population explosion, over-development, over-crowded lake
- Seasonal revenues for local businesses
- Managing tourism levels/environmental impact on tourism growth
- Lake Shore Drive condition, speed, safety, and land use

Top Opportunities

- Roundabouts on HWY 67 to allow easier left turns
- Expanding curbing on Village streets
- More businesses available
- Pedestrian area at the lakefront
- Walking and biking paths
- Commercial developments
- Parking
- Maintenance
- Work with organizations dedicated to preserving the lake

Top Overall Priorities

- Keep the lake clean
- Lake Shore Drive improvements – safety, stormwater, traffic calming, and land uses
- Stormwater policies, plans, and implementation
- Protect natural areas and open spaces
- Sustainability
- Infrastructure upgrades/maintenance
- Improve bike and pedestrian paths
- Parking demand vs. supply
- Downtown area plans that helps strengthen the Village Center
- Support the educational system and local schools
- Restrict development and control population and commercial growth
- Increasing/improving planning, development, and zoning regulations

- Balance growth and non-growth
- Promote and require quality development
- Attract full time families
- Financing infrastructure
- Bring full time jobs to Walworth County
- Allow everyone to have access to the lake

Local Event Public Open House

In July 2019, Vandewalle and Associates attended the local Lion's Club Lobster Boil and Steak Fry to gather further feedback from residents and discuss the priorities generated during the Vision Workshop. Additionally, there were maps and a set of new priorities in which attendees were able to review and comment on. Overall, there was a strong showing of support with over 50 people stopping to view, comment, and discuss the priorities, maps, and other documents. A few key topics brought up by attendees were:

- Improvements to North and South Lake Shore Drive
- Stormwater management infrastructure upgrades and enhancements
- Future downtown planning
- Keeping the lake clean
- Protecting and preserving the area's natural resources



Plan Commission Meetings

Multiple Plan Commission working sessions were held throughout the process to gather input on different stages of the planning process, including multiple reviews of the draft document and maps.

Public Hearing and Plan Adoption

In November of 2019, a Joint Plan Commission and Village Board public hearing was held on November 4, 2019 date to formally recommend and adopt the Plan. During the Public Hearing, the Plan Commission recommended to the Village Board adoption of the Plan. The Village Board adopted the 2019 Village of Fontana Comprehensive Plan on November 4, 2019.

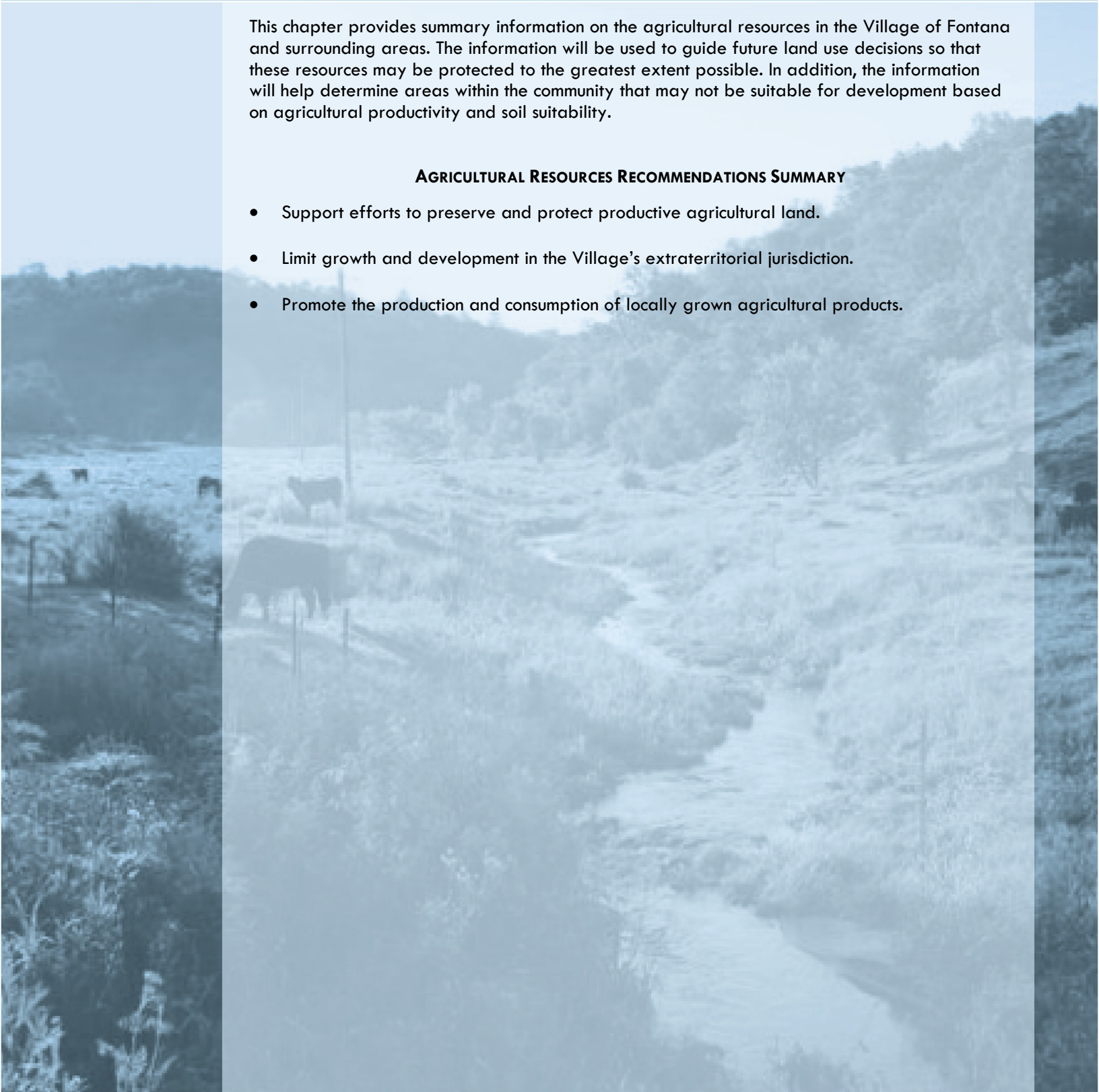
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CHAPTER THREE: AGRICULTURAL RESOURCES

This chapter provides summary information on the agricultural resources in the Village of Fontana and surrounding areas. The information will be used to guide future land use decisions so that these resources may be protected to the greatest extent possible. In addition, the information will help determine areas within the community that may not be suitable for development based on agricultural productivity and soil suitability.

AGRICULTURAL RESOURCES RECOMMENDATIONS SUMMARY

- Support efforts to preserve and protect productive agricultural land.
- Limit growth and development in the Village's extraterritorial jurisdiction.
- Promote the production and consumption of locally grown agricultural products.



AGRICULTURAL RESOURCES

Character of Farming

Agriculture in surrounding areas is an important component of the regional economy. According to a 2019 land use inventory, agricultural land accounts for approximately 5 percent of the Village's total land area. Farmland accounts for 62 percent of the overall land in the County, producing a fairly diverse range of agricultural products including specialty meats, horticulture crops, dairy, and grain. A large number of equine facilities are also located throughout the County.

Assessment of Farmland Viability

The Natural Resources Conservation Service groups soils into classes based on their capability to produce common cultivated crops and pasture plants without deteriorating over a long period of time. These capability classifications are based on numerous criteria that include, but are not limited to, the soil's salinity, capacity to hold moisture, potential for erosion, depth, texture, and structure, as well as local climatic limitations (e.g. temperature and rainfall). Under this system of classification, soils are separated into eight classes. Generally, Class I and Class II soils are the best suited for the cultivation of crops.

Class I soils have few limitations that restrict their use. These soils can sustain a wide variety of plants and are well suited for cultivated crops, pasture plants, range lands, and woodlands. Class II soils have moderate limitations that restrict the types of plants that can be grown or that require simple conservation practices or soil management techniques to prevent deterioration over time. However, these practices are generally easy to apply, and, therefore, these soils are still able to sustain cultivated crops, pasture plants, range lands, and woodlands.

Soils in Class III have severe limitations that, under natural circumstances, restrict the types of plants that can be grown, and/or that alter the timing of planting, tillage, and harvesting. However, with the application and careful management of special conservation practices, these soils may still be used for cultivated crops, pasture plants, woodlands, and range lands.

Soils in capability classes IV through VIII present increasingly severe limitations to the cultivation of crops. Soils in Class VIII have limitations that entirely preclude their use for commercial plant production.

Map 2 depicts the locations of Class I, II, III, and IV-VII soils in the Village and surrounding area. Class I soils account for less than one percent of the Village's land area; however, a large area of Class I soils is located to the southwest of the Village with smaller areas located north of the Village and south of Delavan Lake.

FARMLAND PRESERVATION

Walworth County Farmland Preservation Plan (2012)

Walworth County has a long history of land preservation planning, especially towards the County's rich and productive agricultural lands. The first Agricultural Preservation Plan was adopted in 1978 and was most recently updated in 2012. The plan reaffirms the County's longstanding goals for agricultural resource preservation, supports and incorporates state programs, mirrors the Multi-Jurisdictional Comprehensive Plan for Walworth County: 2035, and supports the County's Farmland Preservation Ordinance.

Walworth County Land and Water Resource Management Plan (2015)

This plan is a strategic update to the 2010 Walworth County Land and Water Resource Management Plan. Specifically, it lays out a 5-Year Work Plan (2016-2020) for implementing the goals of the plan. One of the goals is directly related to agricultural preservation and several other are focused on the preservation of related areas. Some of the key action items include:

- Support the implementation of the Multi-Jurisdictional Comprehensive Land Use Plan for Walworth County and the County Farmland Preservation Plan, through the review of RZ and CUP apps.
- Promote and implement Conservation Design Development Standards for new Residential Subdivision.
- Continue to assist landowners enrolled in State Farmland Preservation Program comply with the conservation requirements, annual certification and noncompliance.
- Continue to explore the potential for establishing a Walworth County agricultural land PDR program, as recommended in the up-dated Farmland Preservation Plan.

- Identify and consider the establishment of “Agricultural Enterprise Areas” as recommended in the up-dated Farmland Preservation Plan.
- Distribute information on soil organic matter, use of soil testing, no-till farming and cover crops, through workshops, one-on-one contacts, newsletters, & web-postings.
- Administer a grant program to prevent wildlife damage to County agricultural crops and a compensate farmers for crop loss caused by wildlife.

Wisconsin Farmland Preservation Program

In the summer of 2009, the Wisconsin legislature signed into law the Wisconsin Working Lands Initiative, also known as the Wisconsin Farmland Preservation Program. Three main components of this program include continuation of the Wisconsin Farmland Preservation Tax Credits program, establishment of Agricultural Enterprise Areas (AEA) program, and the Purchase of Agricultural Conservation Easements (PACE) program. The Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP) administers all three programs under the State’s Working Lands Initiative. Each program is described in greater detail as follows:

- The **Wisconsin Farmland Preservation Tax Credits** program provides landowners with an opportunity to claim farmland preservation tax credits which are applied against tax liability. To be eligible, acres claimed for the tax credit must be located in a farmland preservation area that is identified in a certified county farmland preservation plan.
- An **Agricultural Enterprise Area (AEA)** is defined as a contiguous land area devoted primarily to agricultural use and locally targeted for agricultural preservation and agricultural development. Land eligible for AEA designation must be a contiguous land area, primarily in agricultural use, and located in a farmland preservation area as identified in a certified county farmland preservation plan.
- The **Purchase of Agricultural Conservation Easements (PACE)** program provides state funding for the purchase of agricultural conservation easements to prohibit development that would make the farmland unsuitable or unavailable for agricultural use. The easements are completely voluntary and allow the landowner to be compensated for limiting the development potential of the farmland. Agricultural Conservation Easements are permanent and are carried over to subsequent landowners as property is sold.

Farmland Tax Relief Credit Program

Based on the Wisconsin Working Lands Initiative detailed above, the Wisconsin Department of Revenue offers another important farmland preservation program, the Farmland Tax Relief Credit Program.

- The **Farmland Tax Relief Credit Program** provides direct benefits to all farmland owners with 35 or more acres who yield a certain profit from the land, use the land consistently for farming, and have an established farmland preservation agreement or are in an exclusive agricultural zone. The credit is computed as a percentage of up to \$10,000 of property taxes, with a maximum credit of \$1,500. The program is actively being used in the towns surrounding the Village.

Federal Farm Bill (2018)

In addition to the State programs listed above, local farmers can participate in numerous other Federal programs and initiatives that are intended to encourage long-term farming activities. The 2018 Farm Bill reauthorized and initiated several Federal programs, including the following:

- The **Conservation Stewardship Program (CSP)** is a voluntary conservation program designed to encourage producers to address resource concerns in a comprehensive manner by improving, maintaining, and managing existing conservation activities and by undertaking additional conservation activities.
- The **Environmental Quality Incentives Program (EQIP)** provides a voluntary conservation program for farmers and ranchers that promotes agricultural production and environmental quality as compatible national goals. EQIP offers financial and technical help to assist eligible participants install or implement structural and management practices on eligible agricultural land.
- **Agricultural Management Assistance Program (AMA)** helps agricultural producers manage financial risk through diversification, marketing or natural resource conservation practices. NRCS administers the conservation

provisions while Agricultural Marketing Service and Risk Management Agency implement the production diversification and marketing provisions.

- **Agricultural Conservation Easement Program (ACEP)** helps landowners, land trusts, and other entities protect, restore, and enhance wetlands, grasslands, and working farms and ranches through conservation easements.
- The **Healthy Forests Reserve Program (HFRP)** helps landowners restore, enhance and protect forestland resources on private and tribal lands through easements and financial assistance. Through HFRP, landowners promote the recovery of endangered or threatened species, improve plant and animal biodiversity and enhance carbon sequestration.
- The **Regional Conservation Partnership Program (RCPP)** promotes coordination between NRCS and its partners to deliver conservation assistance to producers and landowners. NRCS provides assistance to producers through partnership agreements and RCPP conservation program contracts.

Source: USDA-NRCS, 2019

AGRICULTURAL RESOURCE GOALS, OBJECTIVES, AND POLICIES

Goals:

1. Preserve and protect agricultural land and other open space areas in the Village's planning area from premature, inefficient, or potentially damaging development.

Objectives:

1. Promote compact development patterns in the Village and maintain a community separation area of undeveloped land between Fontana and nearby communities.
2. Discourage land uses, land divisions, and activities that may conflict with agricultural uses or adversely affect farm investments in long-term farming areas surrounding the Village.
3. Direct new housing development to areas designated for such on the Future Land Use Map (Map 5) and to areas where housing has already occurred and is deemed appropriate for infill development.

Policies:

1. Participate in the updates of the Walworth County Land and Water Resource Management 5-Year Work Plan, Walworth County Farmland Preservation Plan, and any other multi-jurisdictional regional planning efforts to preserve productive agricultural lands and to encourage sustainable agricultural practices that protect ground and surface waters.
2. Work cooperatively with Walworth County and the surrounding towns to explore innovative techniques for preserving agricultural lands in the towns, including participation in the State's various preservation programs.
3. Work with surrounding towns and Walworth County to direct non-agricultural or rural-type residential development into the Village or into other urban communities.
4. Encourage compact development as well as infill and redevelopment within the Village to help preserve lands outside the Village for agriculture.
5. Promote the continuation and expansion of agricultural support businesses and industries in agricultural areas.
6. Support business development and direct marketing opportunities (e.g. farmers market) that enhance local markets for farm products.
7. Continue to utilize extraterritorial land division review procedures and requirements in the Village's Subdivision Ordinance and Extraterritorial Zoning Ordinance to limit development in productive farming areas, in a manner consistent with Walworth County policies.

AGRICULTURAL RESOURCES AND PROGRAMS

Participate in Multi-Jurisdictional Planning Efforts to Preserve Agricultural Lands

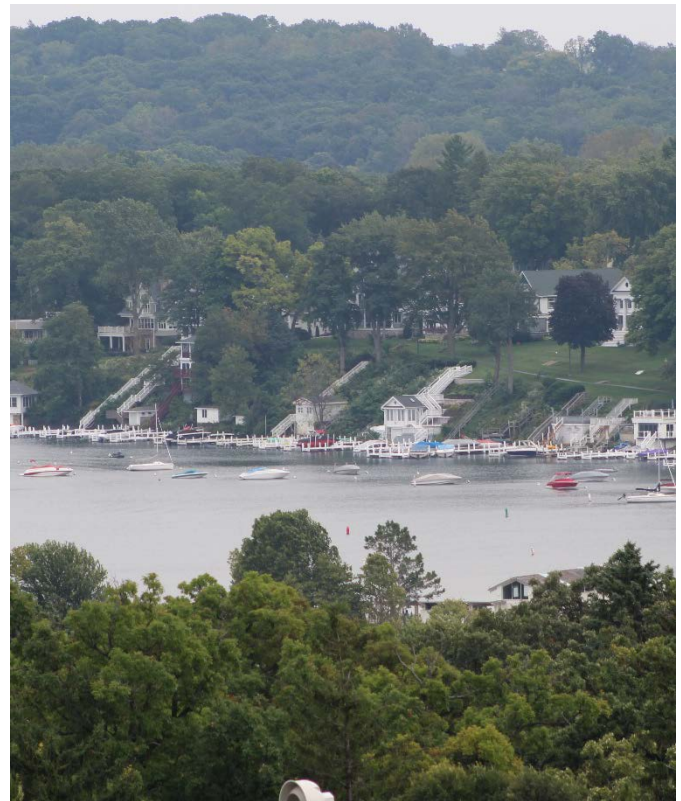
Fontana is centrally located between the metro areas of Chicago, Milwaukee, and Madison. This area of Southeastern Wisconsin is home to some of the State's most productive agricultural land. However, this region of the State is also at the highest risk for degradation of agricultural resources and conversion of farmland to urban

development. The Village of Fontana intends to support current and future efforts to protect farmland viability and preserve working lands in Walworth County.

As noted in previous sections, the Purchase of Agricultural Conservation Easements (PACE) program has been developed by the state over the past decade. The PACE program has been established to provide funding to local governments or non-profit organizations for the purchase of agricultural conservation easements. Under the PACE program, land within an agricultural easement cannot be developed for any purpose that would prevent the land from being used as agriculture.

In addition to the PACE program, the County also has a Farmland Preservation Area Map with designated specific areas and parcels for preservation identified and a dedicated vision and goals for farmland preservation. It also helps administer and support other state programs such as the Agricultural Enterprise Areas program and the Farmland Preservation Tax Credit. All of these programs and initiatives are documented in the County's Farmland Preservation Plan and Land and Water Resource Management Plan.

As of 2018, there were 504 farms in the County participating in the Farmland Preservation Tax Credit Program. Combined, they received over \$300,000 in tax relief. There are further opportunities to leverage and utilize this program and many other programs and policies mentioned to help protect this valuable asset over the next twenty years.



Limit Development within the Village's Extraterritorial Jurisdiction

An important component of farmland preservation is limiting non-farm related development in farming areas. With the exception of agricultural-related commercial or industrial development and limited rural residential development, the Village discourages development in agricultural areas. As shown on the Village's Future Land Use Map (see Map 5), the majority of the land outside the Village's limits have been identified as appropriate for continuation in agricultural use. The Village intends to exercise its subdivision review and extraterritorial zoning authority within its 1.5-mile extraterritorial jurisdiction to limit development in these areas. The Village will instead direct urban development (e.g. residential subdivisions, commercial development) to the Village or other incorporated communities.

Support the Production and Consumption of Local Foods

Most of the food consumed in the United States today is transported many miles before it reaches our tables. Various opportunities to promote locally grown foods could slow this unsustainable trend. The Village will support local efforts to ensure the economic viability of future agricultural operations, even if other entities play more of a lead role. The Village may play a role in promoting local foods through the following initiatives:

- **Farmer's Markets:** The Village supports a small Farmer's Market each Saturday between June and September. The market features local fresh flowers, cheese, herbs, crafts, and more. The market provides a direct means for farmers to sell their products to the consumer, contributes to the local economy, and encourages members of the community to come together. As an added benefit, local products are fresher and more nutritious as they travel a shorter distance from field to consumer.
- **Community-Supported Agriculture (CSA) programs:** CSA programs allow farmers to sell shares of their products directly to consumers in advance of the growing season. Such programs encourage healthful food choices, provide support for local farmers, and relieve some of the burdens and uncertainties associated with conventional marketing approaches. There are a few CSA's within the County that provide both fresh locally

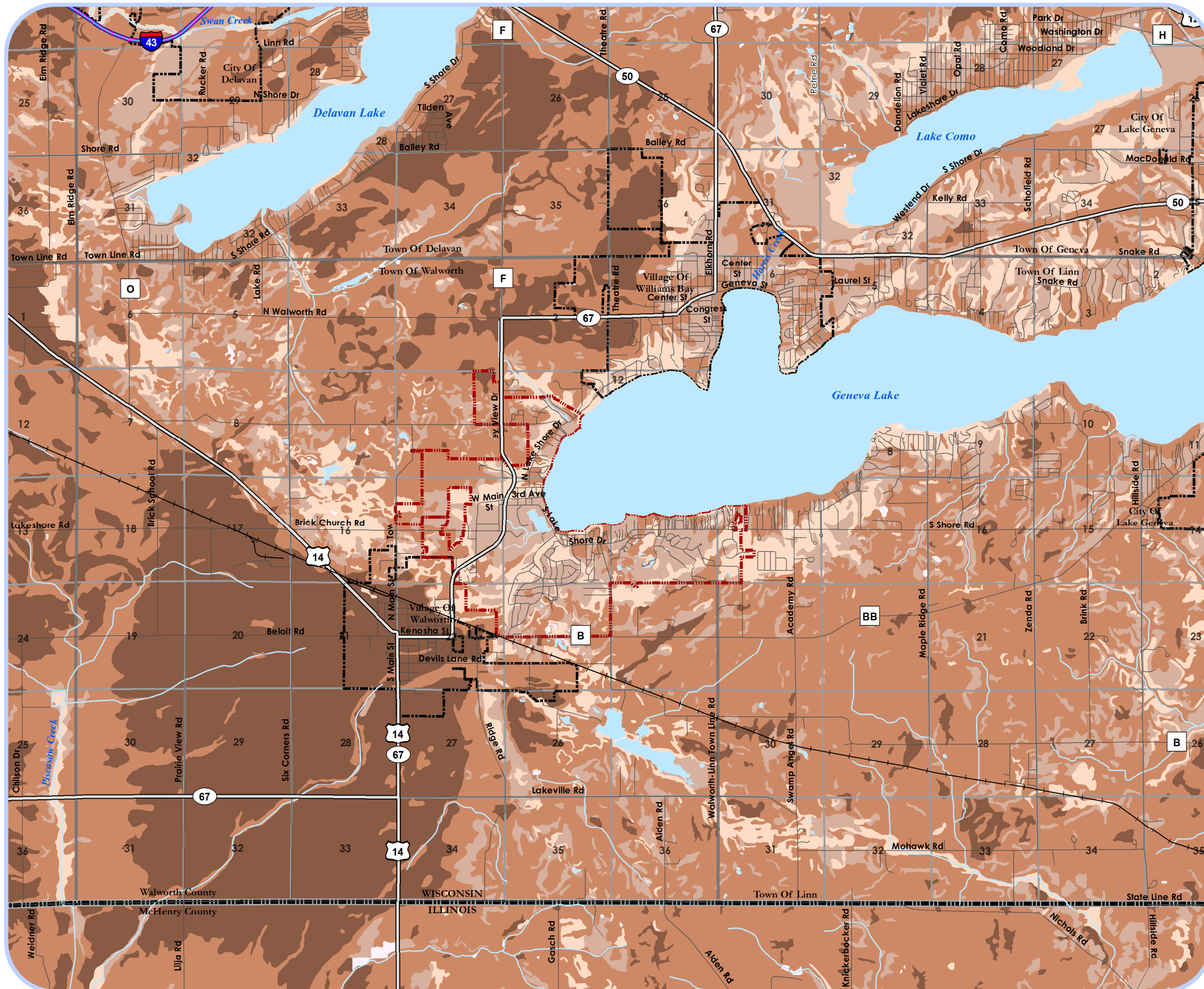
sourced produce and meats. Additionally, there are multiple in the Chicago-land area in nearby McHenry and Boone Counties.

- **Restaurants:** Numerous restaurants, cafes, and bakeries throughout Wisconsin practice purchasing, serving, and promoting locally grown foods. There are restaurants throughout the County that currently participate in utilizing locally sourced products. As it becomes more popular, this can be leveraged to market the Geneva Lake and the County as-a-whole moving forward.
- **Community Gardens:** A great way to use existing land within the Village to promote locally sourced food is the establishment of community gardens. Often these areas become local public gathering spaces for both residents and visitors. Many communities have embraced the idea, especially to improve underutilized land in key areas. The Village should consider adapting its Zoning Ordinance to allow for community gardens in residential districts and potentially establishing a Village-owned site.

Soil Suitability for Agriculture

Map
2

Fontana Comprehensive Plan



- Village of Fontana
- Other City/Village Boundary
- Other Municipal Boundary
- County Boundary
- Section w/Section Number
- Interstate
- Major Road
- Local Road
- Railroad
- Surface Water

- Soil Capability Class
(Most Productive to Least)**
- Capability Class I
 - Capability Class II
 - Capability Class III
 - Capability Class IV - VIII
 - Not Rated or Not Available

Note: This map is for general informational use only, and is not to be used to obtain detailed siting information. Soil classes derived from the USDA-NRCS Land Evaluation System. The system uses three factors to determine a numeric rating from Class I to VIII: prime farmland, soil productivity for corn & alfalfa, & land capability class. Class I soils have the highest crop yield & few limitations that restrict their use for agriculture. Refer to NRCS documentation for further explanation.

0 0.5 1 2 Miles

Source: Walworth Co,
SEWRPC, V&A

VILLAGE OF
FONTANA
on Geneva Lake

Date Created: March 1, 2019
VANDEWALLE & ASSOCIATES INC.
Shaping places, shaping change

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CHAPTER FOUR: NATURAL RESOURCES

The purpose of this chapter is to identify strategies to preserve and protect the Village's natural resources. A survey of Fontana's natural resources provides an important framework for guiding several elements of the comprehensive planning process. Maintenance of environmentally sensitive areas and natural features is important for both the visual attractiveness of the community, as well as the integrity and sustainability of the environment.

NATURAL RESOURCES RECOMMENDATIONS SUMMARY

- Conserve the existing land use and development pattern of the lakeshore within the limits of existing development regulations.
- Preserve and protect the Village's natural resource base; and in particular the quality and integrity of Geneva Lake.
- Develop strategies and techniques to prevent overuse of Geneva Lake within the guidelines established by the Wisconsin DNR.
- Link natural resource preservation with recreational opportunities.
- Utilize the existing Stormwater Management Plan to implement stormwater management best practices throughout the Village for all new development and redevelopment.

Environmental Corridors and Isolated Natural Resource Areas

According to Southeastern Wisconsin Regional Planning Commission (SEWRPC), environmental corridors and isolated natural resource areas consist of the following elements: 1) lakes, rivers, and streams, and their associated shorelands and floodplains; 2) wetlands; 3) woodlands; 4) remnant prairies; 5) wildlife habitat areas; 6) wet, poorly drained, or organic soils; 7) rugged terrain and high-relief topography; 8) existing park and open space sites; 9) potential park and open space sites; 10) sites of historic and archaeological value; 11) significant scenic areas and vistas; and 12) natural and scientific areas. Primary environmental corridors include a wide variety of these resource elements and are at least 400 acres in size, two miles in length, and 200 feet in width. Secondary environmental corridors generally connect with primary environmental corridors, and are at least 100 acres in size and one mile in length. Isolated natural resource areas contain some of these resource and resource-related elements, are separated physically from environmental corridors by intensive urban or agricultural land uses, and are at least 200 feet in width.

Environmental corridors generally lie along major stream valleys, around major lakes, and in the moraine areas of southeastern Wisconsin. Almost all of the remaining high-value wetlands, woodlands, wildlife habitat areas, major bodies of surface water, and delineated floodplains and shorelands are contained within these corridors. Protection of environmental corridors from intrusion by incompatible land uses, and thereby from degradation and destruction, should be an essential planning objective for the preservation of open natural spaces. These corridors should be preserved and protected as natural, open land uses.

Metallic and Non-Metallic Resources

There are currently no metallic mining operations in Walworth County. There are, however, 22 non-metallic extraction sites within Walworth County. The closest of these operations is a site just bordering the Village boundary located north of Fontana Elementary. Under §295.20, Wisconsin Statutes, landowners who want to register their property as a non-metallic mining deposit are required to notify each county, city, village and/or town that has zoning authority over their property. Registrations must be recorded at the County Register of Deeds in the county where the mineral deposit is located. State law limits the ability of a municipality or a county to rezone or otherwise interfere with the future extraction of a mineral resource from a registered non-metallic mineral deposit. It is important to note that zoning changes prohibiting mining on land registered as a marketable non-metallic mining deposit cannot take effect during the registration period. Registration is effective for ten years and renewable for an additional ten years. In addition, registration on property with active mining operations can be renewed for as long as mining is ongoing. Zoning changes may take effect after the registration has expired.

Soils

The Miami-McHenry is the most common soil association found within the Village. This association is characterized by well-drained soils that have a subsoil of clay loam and silty clay loam. Permeability is moderate. The central-most area of the Village is characterized by a combination of the following soil types: rolling, houghton, and adrian muck. The adrian muck is subject to ponding after heavy rains—surface draining is often needed to remove the water rapidly in this soil type.

Steep Slopes

The northern and central portions of the Village and the extraterritorial jurisdiction are mostly flat with gently rolling slopes less than 6 percent. As one enters the Village from the north and south, slopes range from 6 to 12 percent, with isolated areas of slopes greater than 12 percent, especially along the lakeshore. Slopes of greater than 20 percent can generally be found in two locations in Fontana. The first is located in the northeastern section of the Village, generally following North Lake Shore Drive and North Lower Gardens Stream. The second follows to the south of the Potawatomi Creek in the downtown. This mix of topography reflects the rolling till plains and rolling to steep terminal moraines created by glacial movement.

Topography

The topography of southeastern Wisconsin was shaped over 10,000 years ago during the most recent period of glacial activity. This glacial activity created the lake basin and shaped the landscape. The geological formation of Geneva Lake began with the melting of the Troy Valley glacial lobe. The Troy Valley was a depression that ran from Troy to Lyons, then Lake Geneva and Beloit. This activity led to the formation of present lakes Como, Delavan, and Geneva. As a result of this glacial activity, the landscape is now characterized by glacial till plains and moraine ridges.

Wildlife

Species of wildlife common to the southeastern Wisconsin region are rabbits, squirrels, woodchucks, raccoons, muskrats, and beavers. Larger mammals such as white-tailed deer, coyotes, and foxes also inhabit the region. Common bird species include cardinals, robins, woodthrushes, great blue herons, wrens, blue jays, cranes, hawks, and killdeer.

Woodlands and Natural Vegetation

Woodlands are generally located in areas of steep topography or along water features. Existing woodlands that have not been broken up by residential development are invaluable to the Village's character and natural beauty. As such, remaining woodland areas should be preserved, and any development in and around them should take special care not to destroy these resources.

WATER BASED RESOURCES

Drainage Basins and Watersheds

The Village of Fontana is located within the southwestern-most edge of the Southeast Fox River Basin, which is divided into seven watersheds. The Village is located almost entirely within the westernmost edge of the Geneva Lake—White River Watershed which drains 168 miles and contains 128 miles of streams and 9 named lakes. The greatest threats to this watershed include urban and agricultural runoff, habitat modification, invasive species, and ditching/channelization. A small segment at the north end of the Village is located within the Delavan Lake Watershed, which flows into Turtle Creek and the Rock River. A small portion at the south end of the Village is located in the Lawrence Creek and the Piscasaw Creek Watersheds, which flow into the Kishwaukee and Rock Rivers.



Floodplains

The Federal Emergency Management Agency (FEMA) designates floodplains, which are predicted to be inundated with flood waters in the 100-year storm event (e.g. a storm that has a one percent chance of happening in any given year). The Village of Fontana is fortunate to have less than one percent of its land area located within a floodplain. Floodplains are generally located along streams and the lakeshore.

Groundwater

Groundwater is comprised of the portion of rainfall that does not run off to streams or rivers and that does not evaporate or transpire from plants. This water percolates down through the soil until it reaches the saturated zone of an aquifer. Drinking water in the basin comes from three main groundwater aquifers; the sand and gravel, dolomite, and sandstone. In the rural areas located throughout Walworth County, a potential groundwater contaminant is nitrate-nitrogen, which can come from improperly functioning on-site wastewater systems, animal feedlots, livestock waste facilities, sludge and septage application, lawn and agricultural fertilizers, and decaying plant debris.

Surface Water

The Village surrounds the western shores of Geneva Lake. The 5,262-acre lake has a maximum depth of 135 feet, is 2.1 miles wide, 7.6 miles long, and 21 miles around. Geneva Lake is the largest and deepest water body in the Southeast Fox River Basin, and is the most prominent surface water resource in the Village and the region. Geneva Lake is a deep spring lake and contains a diverse fish population including smallmouth bass, largemouth bass, walleye, brown trout, and two species of special concern: the least darter and the lake herring (also known as cisco). Threats to lake quality include exotic species, excess nutrients, heavy boating pressure, stormwater runoff, urban development along the shoreline, and issues related to septic systems.

Van Slyke Creek and Potawatomi Creeks are tributaries to Geneva Lake. Both creeks are considered to be a high-quality spring-fed trout streams and classified as Class I trout streams by the Wisconsin DNR.

Wetlands

Wetlands are important ecological features that help protect and enhance regional water quality by preventing pollutants from reaching lakes, rivers, streams, and groundwater. Wetlands protect shorelines from erosion and reduce potential flood damage by storing and infiltrating runoff from rainstorms and snow melt. Additionally, wetlands provide critical habitat for many native plant and animal species.

According to SEWRPC, wetland habitats comprise approximately four percent (97 acres) of the Village's total land area. These ecosystems play significant roles in maintaining the quality of groundwater and surface water and provide valuable habitats for fish, birds, and other wildlife. Wetland areas are located in the center of the Village to the east of Main Street, and surrounding Van Slyke Creek and Potawatomi Creek. Occurrences of wetland areas coincide with occurrences of environmental corridors.

RECREATIONAL RESOURCES

State Parks and Natural Areas

- Walworth County is home to **Big Foot Beach State Park**, a 271-acre park on the southeastern shore of Geneva Lake which offers 100 campsites, a sand beach, picnic areas, and six miles of hiking trails through forest and open meadow.
- The **Kishwaukee Conservancy Natural Area** was established in 1989. "Kishwaukee," meaning "sparkling water," is a 231-acre wetland area with more than four miles of trails. Kishwaukee is located in Williams Bay along Highway 67 just north of Geneva Street. Kishwaukee is the most intact, undisturbed wetland area of Geneva Lake.
- **Fontana Fen and Prairie** is one of Wisconsin's rare wetland communities consisting of calcareous fen. The conservation area consists of ten acres and is located between the Villages of Fontana and Walworth along Highway 67. This area was slated for a mall development in the 1970s; however, it was recognized by environmentalists as a rare wetland community and was eventually purchased and donated to the Lake Geneva Land Conservancy.
- The **Hildebrand Nature Conservancy** is a 14-acre forested tract of land owned by the Village of Fontana Community Development Authority. Van Slyke Creek, which flows through the Conservancy and into Geneva Lake, is considered to be a high-quality spring-fed trout stream and is classified as a Class I trout stream by the Wisconsin DNR.
- Other natural areas in Walworth County which are easily accessible from Fontana include Beulah Bog, Lulu Lake, Young Prairie, Pickerel Lake Fen, Clover Valley Fen, and Bluff Creek.

State Wildlife Areas

- The **Turtle Valley Wildlife Area** is a 1,900-acre property located in western Walworth and eastern Rock Counties. This property straddles four areas of Turtle Creek within a ten-mile segment of the waterway, beginning just west of CTH P outside of the City of Delavan. The habitat consists of sedge meadow, shrub carr, hardwood forest, and small prairie remnants. Large fall and winter concentrations of Canada Geese can be seen at Turtle Valley. It is also home to a number of rare fish and reptile species. Permitted activities include wildlife viewing, hiking, fishing, paddling, hunting, trapping, and berry picking. Hunting/viewing opportunities include deer, waterfowl, small game, and partridge.
- **Lyons Wildlife Area** is located approximately 12 miles from Fontana to the north of the City of Lake Geneva. This 135-acre property consists of grasslands, lowland brush, and wetlands. Recreational opportunities include hunting, trapping, fishing, hiking, canoeing, and berry-picking.
- The **Bloomfield Wildlife Area** is located off Highway 12 between Lake Geneva and Genoa City. This 1,203-acre property consists of wetlands, grasslands, and scattered woodlots. The numerous wetlands and grassy areas present a favorable opportunity for pheasant and deer hunting. Other activities include hiking, wildlife watching, and berry-picking.

NATURAL RESOURCE PLANS

Walworth County Land and Water Resource Management Plan: 5-Year Work Plan (2016-2020)

This plan is a strategic update to the 2010 Walworth County Land and Water Resource Management Plan. Specifically, it laid out a 5-Year Work Plan (2016-2020) for implementing the goals of the plan. Several of the goals directly relate to preservation, protection, and mitigating negative impacts on natural resources. Each goal has individual related objectives, action items, responsible parties, targets, costs, and funding. The seven goals of the Work Plan are:

- Protect Walworth County Lakes, Streams, Wetlands and Groundwater from Agricultural Runoff Pollution.
- Protect Walworth County Streams, Lakes, Wetlands, Groundwater and other Environmental Resources from the Adverse Impact of Urban Development & Nonmetallic Mining.
- Prevent the Introduction and Dispersal of Aquatic Invasive Species (AIS) in Walworth County Lakes, Streams and Wetlands.
- Preserve Walworth County's Productive Agricultural Lands.
- Preserve and Restore Walworth County's Environmental Corridors, Natural Areas, Critical Species Habitat Sites, Wetlands, Springs, Floodplains and Groundwater
- Protect Walworth County Watersheds by Seeking Collaboration and Supporting Partnerships.
- Initiate Solution-based Information and Education Outreach Programs to Land Users, Youth, Residents, Businesses, and Elected Officials to Encourage the Use of Sustainable Conservation Practices.

Multi-Jurisdictional Comprehensive Plan for Walworth County: 2035

As of the writing of this plan, SEWRPC was in the midst of a full update of this document. It was originally written by SEWRPC and adopted in 2009 as a county-wide plan with specific land use plans for each Township and municipality. The plan provides county data and projections, an existing conditions report, inventory of regional plans, a county-wide land use plan, and future implementation plan.

Specifically, it identified 3 key sites for acquisition within the Village that have natural areas of local significance or have critical species habitat:

- North Shore Woods 38 acres (Village proposed to acquire it)
- Fontana Prairie and Fen 10 acres (already acquired)
- Lyons Woods 35 acres (Private conservancy group proposed to acquire it)

Walworth County Park and Open Space Plan 2014

This plan was written by SEWRPC and adopted by the County Board of Supervisors in 2014. As of the writing of this plan, it too was being updated. It documents a full inventory of the parks system, objectives, principals, and standards for the future, in addition to establishing future standards and park-specific plans. It mirrors the recommendations of the Walworth County Comprehensive Plan and identifies the same key sites for acquisition.

Walworth County Natural Hazard Mitigation Plan 2014-2018

To qualify for federal funding for hazard mitigation projection, a community must have an approved hazard mitigation plan. The goal of the plan is to not only be eligible for federal funds, but also minimize damage from natural disasters, save money on post-disaster recovery, and help communities respond and recover more quickly have disasters strike. The first plan for Walworth County was completed in 2009 and an update was completed in 2014. Both were Federal Emergency Management Agency (FEMA) approved. Some of the key implementation strategies directly related to Fontana include:

- Implement hazard mitigation education programs
- Create educational displays to use at public events
- Identify and analyze feasible mitigation options for those properties which may be designated as a repetitive flood property
- Apply for funding to help flood proof repetitive loss sites or remove them through acquisition followed by demolition or relocation.
- Identify those culverts and bridges that are undersized or are otherwise unable to handle expected flood flows

- Prepare a strategy to prioritize road improvements for public roadways that are susceptible to flooding.
- Identify undeveloped areas of the county, if any, that have flood mitigation value and develop appropriate strategies to protect them.
- Distribute National Flood Insurance Program information.
- Evaluate the support for and the feasibility of becoming part of the Community Rating System (CRS) to lower flood insurance premiums for property owners.
- So as to continue compliance with state and federal requirements, revise existing floodplain regulations to ensure they comply with the most recent model floodplain regulations developed by the Wisconsin Department of Natural Resources.
- Amend land development regulations to require a storm shelter in mobile home parks when the number of mobile homes exceeds a threshold as established by the jurisdiction.
- Publicize available programs that help low-income residents pay for their utility expenses.
- Develop a set of procedures for water distribution during drought to those in need.
- Provide education to county and municipality personnel about federal cost-share and grant programs, fire protection agreements, and other related federal programs so the full array of assistance available to local agencies is understood.

Lake Management Plan for Geneva Lake, 2008

There is a long history of efforts to protect and improve the quality of Geneva Lake. The very first lake organization in the State was formed in 1891. Since then, other organizations have been founded to manage lake levels and water quality, most recently the Geneva Lake Environmental Agency in 1971, and the Geneva Lake Conservancy in 1981. More recently, SEWRPC prepared a Lake Management Plan for Geneva Lake in May 2008. Key recommendations of that plan include:

- Maintenance of the historic low- and medium-density residential character of the already-developed portions of the Geneva Lake shoreline.
- Implementation of structural stormwater management measures and vegetative shoreline protection measures where higher density development exists.
- Limitation of large-lot residential development in the Geneva Lake tributary area. Lakefront communities should consider modifying development codes to include maximum lot sizes and clustering requirements to reduce the amount of land consumed and to preserve open space.
- Careful review of lakefront developments by Geneva Lake communities to ensure compliance with shoreland zoning requirements and to encourage the use of shoreland buffers, environmentally friendly landscaping practices, and stormwater management practices.
- Promotion of urban non-point pollution abatement through the use of stormwater management planning programs and consideration of non-point source control measures.
- Public acquisition of some wetlands and woodlands in the area surrounding Geneva Lake.
- Continued enforcement of boating regulations and maintenance of public access sites.

Village of Fontana 2016 Park and Open Space Plan

The two overarching goals of the Village's Park and Open Space Plan are:

- Ensure the provision of a sufficient number of parks, recreational facilities, and open space areas to enhance the health and welfare of Village residents (both permanent and seasonal) and visitors. Such facilities should accommodate special groups such as the elderly, the handicapped, and young children.
- Preserve the Village's natural resources and amenities, particularly the lakefront, for the benefit of current and future residents.

Additionally, the plan recommended that a minimum of 5 new acres of parkland will be needed in 2035 to accommodate future population totals. It was also recommended:

- Maintain and preserve all open space, waterways, and parkland
- Preserve critical natural resources
- Improve coordination between the state, county, and other nonprofit organizations to continue to acquire and

- preserve open spaces
- Future outdoor recreational facilities be focused in the southeastern section of the Village
- New hiking and bicycle trails/paths
- Improved pedestrian access to existing facilities

NATURAL RESOURCES GOALS, OBJECTIVES, AND POLICIES

Goals:

1. Preserve, protect, and enhance the unique natural resource base of the Village and the surrounding planning area.

Objectives:

1. Uphold and improve the water quality of both surface and subterranean resources in the Village and planning area.
2. Protect sensitive environmental areas including wetlands, floodplains, woodlands, steep slopes, drainageways, and habitat areas.

Policies:

1. Support multi-jurisdictional and interagency approaches to natural resource protection and management.
2. Continue to prohibit development in wetland, floodplain, drainageway, steep slope, woodland, and environmental corridor areas through overlay zoning districts.
3. Require detailed environmental impact assessments for any project within 100-feet of an environmental corridor.
4. Implement the recommendations of the Lake Management Plan developed by SEWRPC to protect the quality and integrity of Geneva Lake.
5. Link the preservation of natural resources with passive recreational opportunities for residents and visitors.
6. Discourage the establishment of new mineral extraction operations within the Village limits, except where they are associated with a development project on the same site and are operated according to safe and clean standards.
7. Pursue the applicable strategies in the existing Walworth County Land and Water Resource Management Plan, Walworth County Natural Hazard Mitigation Plan, and Walworth County Park and Open Space Plan. Participate in the next update of each plan.
8. Prohibit any new private well and septic systems within Village boundaries.
9. Enhance and enforce progressive erosion control and stormwater best management standards.
10. Promote and support environmental stewardship efforts of local organizations and residents.
11. Manage tourism levels to protect potential negative environmental impact on the lake through enforcement of lake rules and by prohibiting “pyramiding” of lake access and pier rights.

NATURAL RESOURCES PROGRAMS AND RECOMMENDATIONS

Preserve and Protect the Quality and Integrity of Geneva Lake

Geneva Lake is the defining natural feature of the Village and the region. Several sections of this Plan address the importance of protecting the Lake as a significant asset to the community and region. Central to all of these efforts is ensuring that the water quality of Geneva Lake and the Village’s watershed areas are preserved, protected, and improved. The Village will consider the following initiatives aimed at achieving that goal:

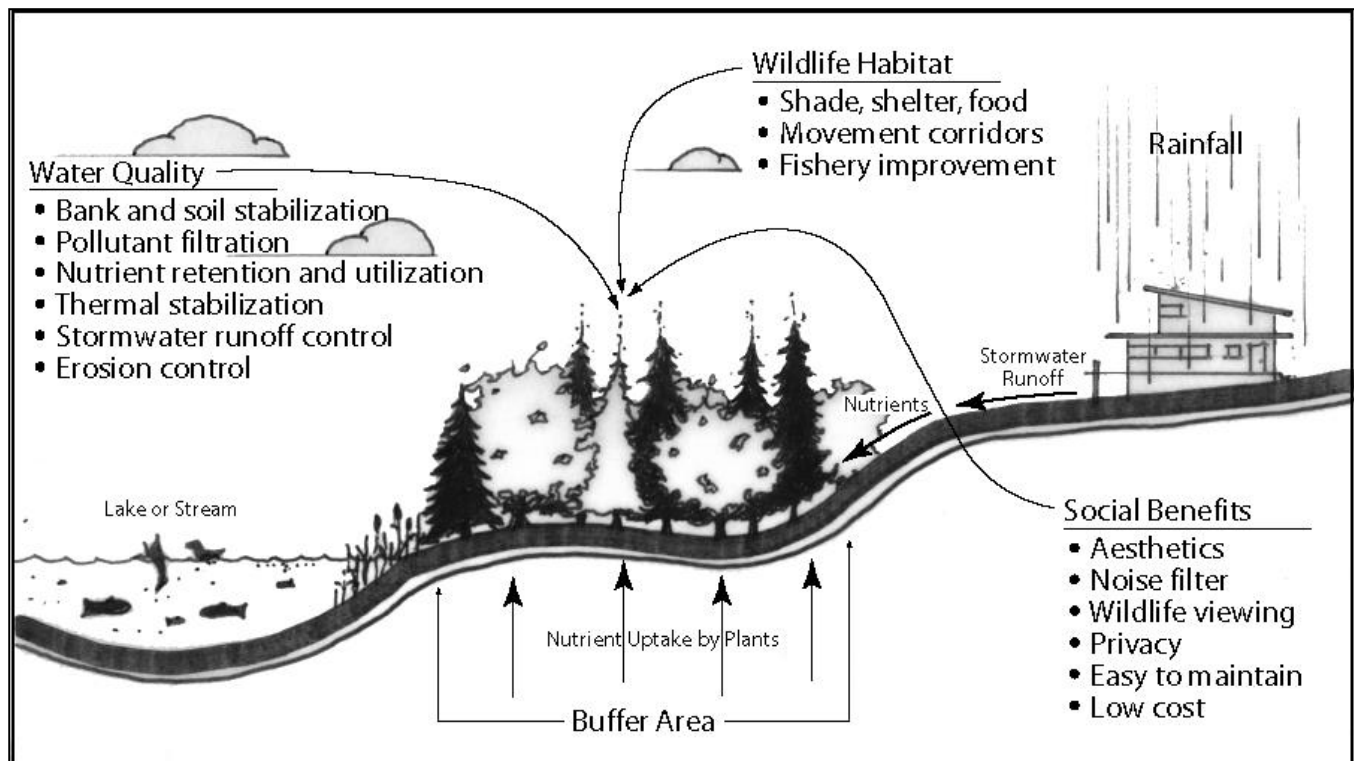
- Continue to partner with the Geneva Lake Conservancy, the Geneva Lake Environmental Agency, WisDNR, Walworth County, and other Geneva Lake communities to form a committee that evaluates and spearheads an environmental awareness campaign, developing strategic lake protection and enchantment plans.
- Encourage measures to minimize point and non-point source pollution. Raise awareness of point source dischargers and work to minimize non-point source pollution, particularly from agricultural sources, through best

management practices.

- Support continued studies and data gathering for Geneva Lake. Collaborate with the Geneva Lake Conservancy, the Geneva Lake Environmental Agency, WisDNR, Walworth County, and neighboring communities on efforts to understand lake conditions, become aware of future threats to lake quality, and ensure that the lake continues to be a treasured and protected natural resource.
- Advance stormwater best management practices in the Village. To mitigate the negative impacts stormwater can have on waterways and downstream properties, a set of stormwater best management practices should be implemented. These practices aim to control run-off volume by managing precipitation as close to where it hits the ground as possible to facilitate infiltration into groundwater or evaporating back into the atmosphere. This approach decreases peak stormwater quantities and improves the overall quality of the stormwater that does end up entering streams and lakes.

In 2009, the Village adopted a Stormwater Management Plan which analyzed existing conditions, established design criteria, identified areas of concern, and created recommendations and implementation actions. The plan also recommended a Stormwater Utility be created to help cover the cost of creating new and maintaining existing stormwater facilities. The utility is yet to be implemented but should be prioritized to help fix many of the larger stormwater issues that persist throughout the Village.

Figure 4.1: Example of a Vegetative Buffer



Develop Strategies and Techniques to Manage Lake Overuse

Nationwide, the demand to live near and recreate on water has never been higher. The broad appeal of Geneva Lake's pristine waters amplifies this trend in Fontana. As the number of boats registered in the U.S. increases every year, so does the average size of boat engines. While aquatic recreational demands increase, the amount of the resource stays the same. As a result, crowding and conflicts over lake uses are common.

An important step in lake management is the identification of the primary use of a particular lake, and then managing the lake for that use. Many lakes simply cannot support all uses. For example, because meso-eutrophic lakes (those between a mesotrophic and eutrophic condition) generally support the highest sport fish populations, a good fishing lake will have slightly green water with abundant rooted plants. Lake residents who demand clear

water and abundant fish cannot have it both ways. Likewise, motorboats should not be permitted in lakes, or in lake areas, where the primary use is swimming or aesthetic enjoyment. Useful techniques to manage recreational overuse include time zoning and space zoning. With time zoning, some uses are restricted to certain times of the day. For example, to allow residents or anglers peace and quiet at dawn and dusk, water skiing might be limited to the hours between 10:00 a.m. to 5:00 p.m. With space zoning, different areas of the lake are designated for particular uses such as swimming, idle speed zones for motorboats, or protected fish and wildlife refuges.

A complete list of recommended strategies and techniques for Geneva Lake can be found in the 2008 Lake Management Plan for Geneva Lake.

Protect Greenspace and Environmental Corridors

This document promotes the continuation of greenspace and environmental preservation and protection. Environmental corridors provide significant ecological, recreational, and aesthetic benefits to a community. In addition, these areas offer natural stormwater management and flood control, and protect and improve water and air quality. Further, as environmental corridors are often comprised of wetlands, floodplains, steep slopes, and other environmentally sensitive features, these areas generally present severe limitations to development. The Village will continue to protect environmental corridors by:

- Discouraging new buildings (that do not replace old buildings) or significant expansions to existing building footprints within identified environmental corridor areas.
- Prohibiting filling or draining of floodplains or wetlands.
- Encouraging conservation practices, such as reforestation and wetland restoration.

Existing development and farming uses may continue within mapped environmental corridors.

Link Natural Resource Preservation with Recreational Opportunities

The Village of Fontana and surrounding area is rich with an array of unique and sensitive natural resources. The Village's ongoing dedication to protecting these resources has preserved, and in many cases enhanced, several of these important environmental features.

Over the planning period, the Village will continue to be challenged to balance the protection of natural resources while providing access and recreational opportunities without degrading habitat, ecological functions, or natural beauty. To accomplish these goals, the Village will continue to link natural resource preservation activities with recreation opportunities and facilities planning. When siting new parks and considering improvements to existing park facilities, the Village will identify areas that can accommodate both active recreation (e.g. playgrounds, fields, jogging trails) and passive recreation (e.g. picnicking, nature walks, bird watching). Natural resource preservation areas can serve as important components of the Village's overall park system, providing opportunities for outdoor education, relaxation, and exercise. Such areas also maintain and enhance the beauty of a community or neighborhood and serve a variety of ecological functions such as providing habitat for wildlife, enhancing water and air quality, and providing natural flood control.

The Village has two main priorities for integrating and interconnecting natural resource preservation and recreational trails. First, utilize existing environmental corridors to create more trails to increase the use of existing spaces. Second, improve connections between the Shore Path that encircles Geneva Lake and the Fontana lakeshore. It is recommended that the Village pursue both initiatives over the next twenty years to further enhance connections between the areas many natural resources and recreational amenities.

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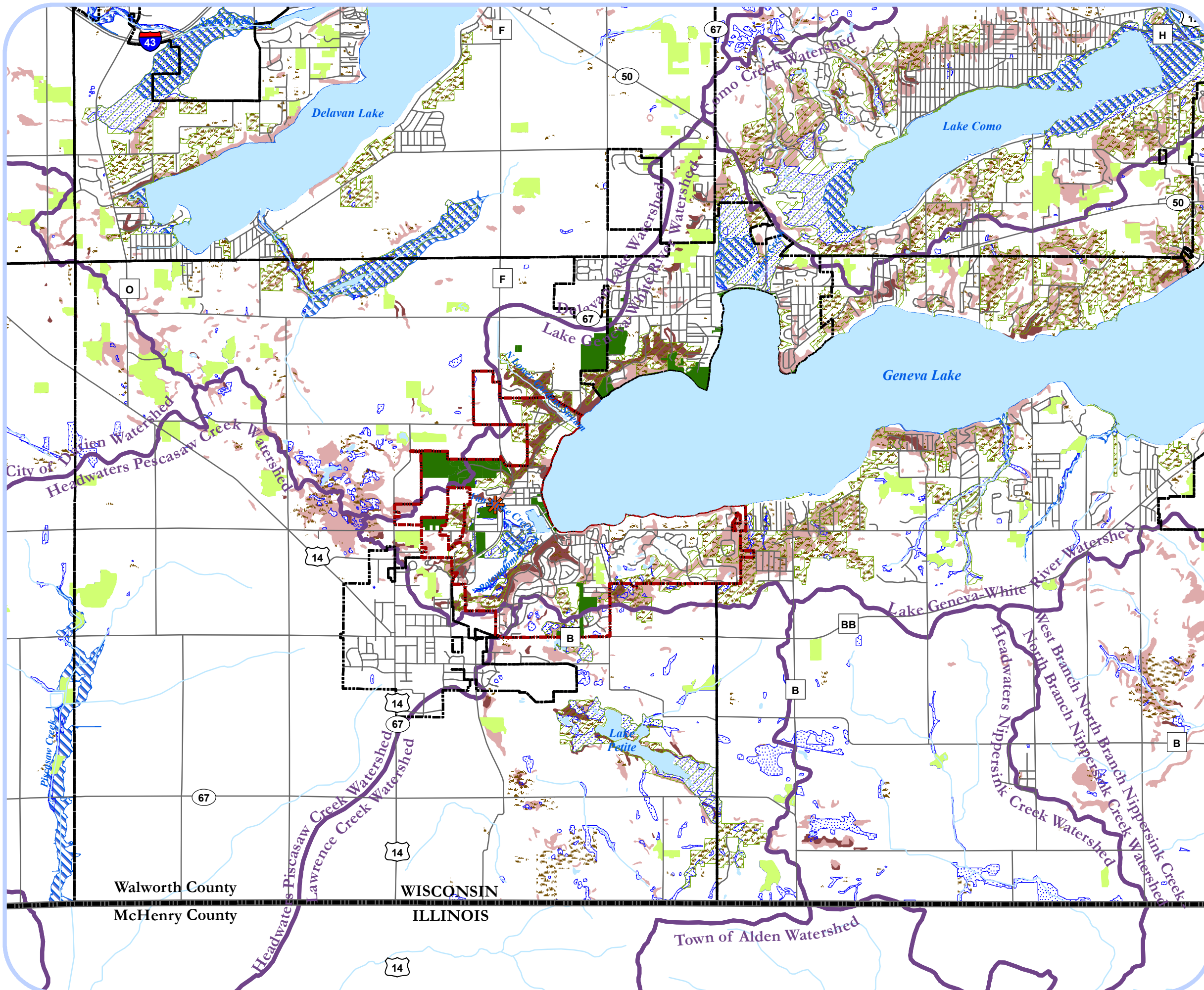
2019 Fontana Comprehensive Plan

- Village of Fontana
- Walworth County
- Surrounding Jurisdictions
- Roads
- National Register of Historical Places
- Watersheds
- Village of Fontana Parks
- SEWRPC Isolated Natural Areas
- SEWRPC Environmental Corridors
- SEWRPC Woodlands
- SEWRPC Wetlands
- 100-Year Floodplain
- Slopes 12-20
- Slopes <20
- Water



Source: SEWRPC, National Register of Historic Places, Walworth County, and V&A

Date Created: March 8, 2019



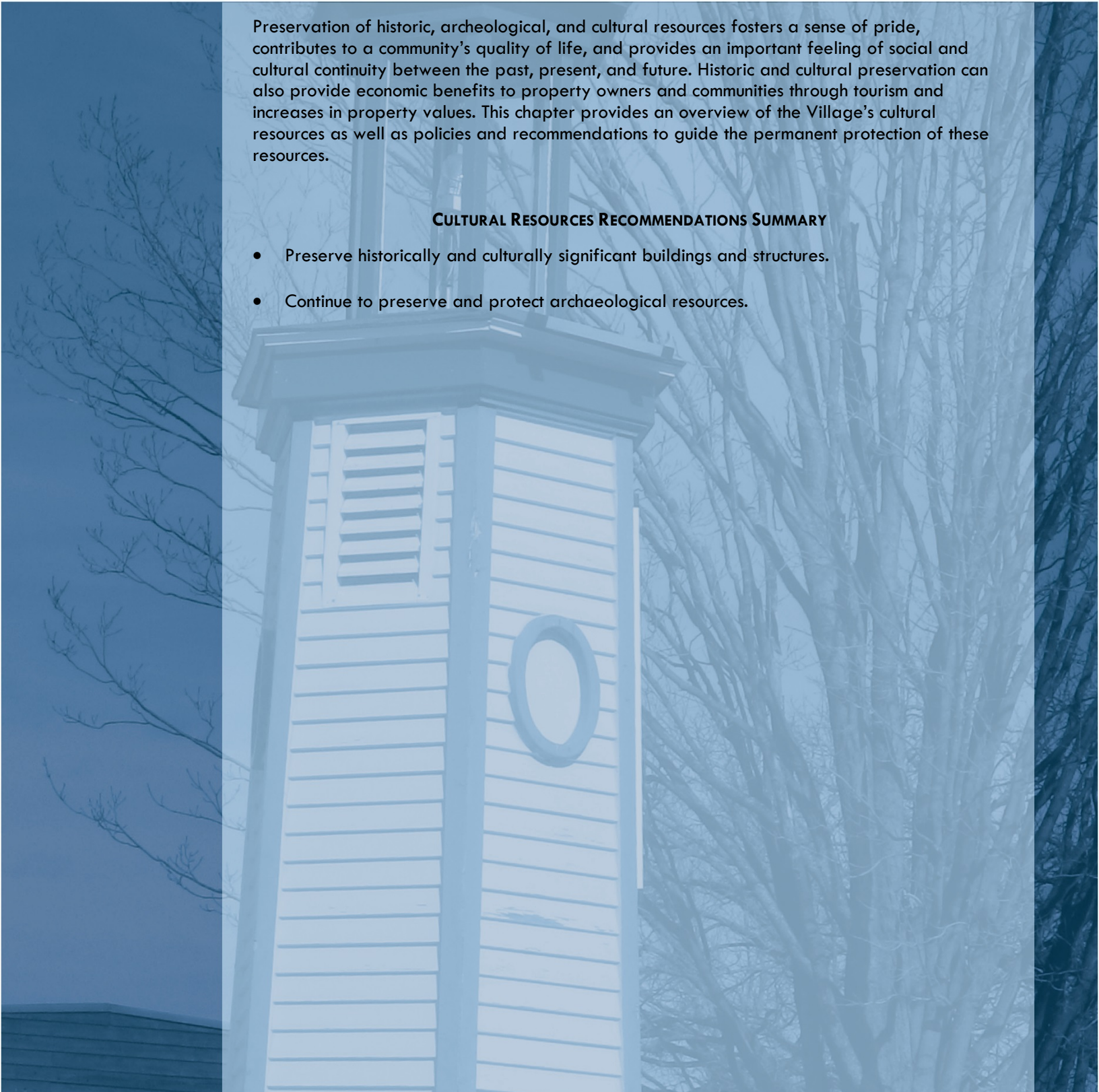
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CHAPTER FIVE: CULTURAL RESOURCES

Preservation of historic, archeological, and cultural resources fosters a sense of pride, contributes to a community's quality of life, and provides an important feeling of social and cultural continuity between the past, present, and future. Historic and cultural preservation can also provide economic benefits to property owners and communities through tourism and increases in property values. This chapter provides an overview of the Village's cultural resources as well as policies and recommendations to guide the permanent protection of these resources.

CULTURAL RESOURCES RECOMMENDATIONS SUMMARY

- Preserve historically and culturally significant buildings and structures.
- Continue to preserve and protect archaeological resources.



HISTORIC SITES AND RESOURCES

The Wisconsin Historical Society's Architecture and History Inventory (AHI)—a collection of information on historic buildings, structures, sites, objects, and historic districts throughout the state. According to the inventory, there are over 400 AHI documented structures in Fontana including Fontana Village Hall, Community Church of Fontana, Jesse R. Embree House, St. Benedict Catholic Church, C.L. Douglas Barn, and the Abbey Resort.

The National Register of Historic Places is the official list of the Nation's historic places worthy of preservation. The Douglas-Stevenson House, located at the intersection of Main and Mill Streets, is listed on the State and National Register of Historic Places. This property was listed on the National Register on April 3, 1986, and the State Register on January 1, 1989. Its location is depicted on Map 3.

ARCHEOLOGICAL SITES AND RESOURCES

The Wisconsin State Historical Society lists archeological sites throughout the State in its Archeological Sites Inventory (ASI). These sites include cemeteries/burial sites, effigy mounds, and campsites/villages. At this time, eleven archeological sites are listed in Fontana.

Under Wisconsin law, Native American burial mounds, unmarked burials, and all marked and unmarked cemeteries are protected from encroachment by any type of development. Many of these sites are located on private land, and may not be viewed by the general public. The National Historic Preservation Act of 1966 requires federal agencies to ensure that their actions do not adversely affect archeological sites on, or eligible for listing on, the National Register of Historic Places. Archeological sites can be protected during the course of State agency activities if the sites have been recorded with the Office of the State Archeologist.

Other Cultural Resources and Attractions

- Fontana Public Library. Located on the lower level of Village Hall is the Fontana Public Library. The library, a member of the Lakeshores Library System, offers an extensive collection of books, audio books, public computers, historical archives, and wireless internet access. It also hosts numerous programs, clubs, and local events throughout the year and has seven total staff members.
- Geneva Lakeshore Path. The 26-mile path follows the shores of Geneva Lake, encircling the entire lake. The path of the trail has been used since the Native Americans inhabited the area and has been historically preserved overtime through public easements. Today the trail takes hikers through wooded areas, along the shoreline, past historic mansions, and through multiple lake front communities. It is one of the most popular tourist attractions of Geneva Lake and travels directly through the Village of Fontana.
- Fontana Beach. The Village of Fontana Beach is located on Geneva Lake directly adjacent to the Abbey Resort. It is open to the public, with wide grassy and sandy areas, a concession stand, and changing rooms. A small fee is required. Additionally, on Friday nights throughout the summer, movies under the stars are shown on the beach.
- The Waterfront at the Abby Resort. The Abby Resort brings people to Fontana from all over the Midwest. Its unique location on Abbey Harbor provides a large private marina and waterfront restaurant. The resort is the most significant tourism destination in the Village.

CULTURAL RESOURCES GOALS, OBJECTIVES, AND POLICIES

Goals:

1. Preserve, enhance, and protect Fontana's cultural and historic resources that contribute to the Village's identity.

Objectives:

1. Protect and promote unique historic and archaeological areas within the Village's planning area.

Policies:

1. Promote the restoration and rehabilitation of historic buildings where appropriate, particularly in and around downtown and in the central neighborhood areas.
2. Work with local historic preservation organizations and property owners to protect historic and cultural resources that contribute to the Village's character.
3. Ensure that new development is compatible with the historic context and the form, height, and setbacks of existing buildings.

4. Require sensitive design for the remodeling and renovation of historic commercial and residential structures.
5. Enhance the beautification of downtown, commercial clusters, and other key places throughout the community with increased landscaping, signage, public infrastructure, and public art.

CULTURAL RESOURCES PROGRAMS AND RECOMMENDATIONS

Support Local Events and Attractions

Fontana and the entire Geneva Lake area is already a well-established tourism and seasonal destination, but it is important that the Village continues to work with local and regional groups and organizations to continue to promote the area, enhance existing attractions and events, and increase the number of family-friendly activities in the area. This not only helps the tourism economy but is also key to attracting and retaining year-round residents.

Preserve Historically and Culturally Significant Buildings

The Village will continue to coordinate with property owners to clearly mark existing buildings and sites that are listed on the State or National Register of Historic Places, and to nominate other buildings and sites that may be appropriate for historical designation. The Village will also attempt to make property owners aware of resources to assist with historically-sensitive remodeling projects, including the following:

- **Federal Investment Tax Credit (ITC):**

Property owners can qualify for a 20% federal Investment Tax Credit (ITC) to rehabilitate their historic commercial, industrial, and rental residential properties. Preservation tax incentives are available for buildings that the Secretary of the Interior has listed on the National Register of Historic Places.

- **Historic Tax Credit Program:**

At the state level, the Wisconsin Economic Development Corporation administers an annual Historic Tax Credit Program. It allows for a state tax credit of 20% of qualified rehabilitation expenditures for income producing properties that either contribute to a National Register-listed historic district or that are individually listed—or eligible for listing—with the National or State Register. However, this program can only be applied to projects exceeding \$50,000 in rehabilitation. All work must comply with federal guidelines established in the Secretary of the Interior's Standards for Historic Building Rehabilitation.

- **Wisconsin Investment Tax Credit (ITC):**

Another state-level tax relief program provides a 25% Wisconsin ITC for the rehabilitation of owner-occupied structures that are certified historic or contribute to a historic district. To qualify, rehabilitation expenditures must exceed \$10,000 and the State Historical Society must certify that the work is compatible with the historic character of the building. Applications for both Wisconsin programs must be made to the State's Division of Historic Preservation, where required forms and additional information can be obtained.

Protect Archeological Resources

There are eleven known archaeological sites in the Village of Fontana. To avoid disturbing any known archaeological site during development, it is recommended that the Village make a specific request to the State Historical Society for more detailed information when a specific development proposal is offered on land in an area where a known archaeological site has been mapped, if its location is not readily apparent.



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CHAPTER SIX: LAND USE

This chapter is intended to guide land use decision making in and around the Village. Implementing land use planning policies allows the Village to guide development and redevelopment in a manner that promotes economic health, maintains community character, and protects sensitive environmental features.

LAND USE RECOMMENDATIONS SUMMARY

- Prioritize the protection of the existing development pattern and character of the Geneva Lake lakeshore.
- Maintain the Village as a predominantly single-family residential and natural resource-based, recreational community.
- Promote infill and redevelopment of key sites, particularly in the downtown.
- Enforce high-quality building and site design and performance standards for all new development.
- Diversify the Village's housing options while maintaining the small-town, family-friendly feel of the community for both permanent and seasonal residents.

LAND USE MAP CATEGORIES

The following land use categories are depicted on the Existing Land Use Map (Map 4) and the Future Land Use Map (Map 5a and 5b). On the Existing Land Use Map, these categories indicate how land was being used at the time this Plan was written. On the Future Land Use Map, these categories indicate the Village's desired future land uses. Note that not all land use categories described below are represented on both maps, as some may not be appropriate or desired for future land uses.

- **Agriculture:** Agricultural lands and uses, farmsteads, other open lands, and single-family residential homes at or below one dwelling unit per 35 acres.
- **Vacant:** Open lands and vacant parcels, typically not being farmed and typically in the Village limits
- **Single-Family Residential (Septic):** Single-family detached residential development served by individual on-site wastewater treatment (septic) systems.
- **Single-Family Residential (Sewered):** Single-family residential development served by public utilities at densities averaging between one and five dwelling units per acre.
- **Two-Family/Townhouse Residential:** Two-family/townhouse residential development (duplexes, twin homes, townhouses, flats) at densities averaging between one and five dwelling units per acre.
- **Mixed Residential:** A variety of residential units, including single-family, two-family, and multi-family, at densities up to eight dwelling units per acre.
- **Manufactured Residential:** Single-family-oriented parks or subdivisions with manufactured or mobile homes.
- **Neighborhood Commercial:** Small-scale, neighborhood supporting office, retail, and service uses that preserve and blend with surrounding residential character through appropriate building scale, building appearance, landscaping, and signs.
- **Central Mixed Use:** Pedestrian-oriented indoor commercial, office, institutional, and second story residential units in a "downtown" setting with streetscaping and minimal building setbacks.
- **Planned Mixed Use:** A carefully designed blend of residential, retail, service, office, and community facilities. Planned Mixed Use areas are intended as vibrant urban places that should function as community gathering spots.
- **Community Commercial:** A wide range of indoor and outdoor retail, service, office, and community facilities outside of the downtown area, and are generally larger and/or more intensive than businesses in the Neighborhood Commercial and Central Mixed Use categories.
- **General Industrial:** Indoor industrial land uses and controlled outdoor storage facilities. This land use category is shown on the maps within the boundaries of neighboring communities.
- **Community Facility:** Large- and small-scale public buildings such as health clinics, schools, churches, power substations, and special care facilities.
- **Resort:** Lands currently developed that are used for vacation/resort functions and/or boat storage facilities.
- **Public Park and Recreation:** Publicly owned parks devoted to playgrounds, play fields, play courts, trails, picnic areas, and related active recreational activities.
- **Private Park and Recreation:** Large, privately owned outdoor recreation facilities such golf courses.
- **Woodland and Open Space:** Public and privately-owned forest lands, open space areas, and stormwater management facilities.
- **Mineral Extraction:** Quarries, gravel pits, clay extraction, peat extraction, and related land uses.
- **Right-of-Way:** Publicly-owned land used for transportation and other related utility facilities.

EXISTING LAND USE PATTERN

An accurate depiction of the Village's existing land use pattern is the first step in planning for a desired future land use pattern. The Village of Fontana encompasses approximately three and a half square miles. Figure 6.1 summarizes the existing acreage allocated to each of the various land use categories within the municipal boundaries. The Existing Land Use pattern is also depicted on Map 4.

Figure 6.1: Village of Fontana Existing Land Use Totals

Land Use Category	Acres	Percentage
Agricultural	119	5%
Single-Family Residential (Sewered)	763	31%
Mixed Residential	624	25%
Commercial (includes Community Commercial, Neighborhood Commercial, and Central Mixed-Use)	49	2%
Industrial	4	0.2%
Community Facility	41	2%
Public Park and Recreation	141	6%
Private Park and Recreation	492	20%
Resort	35	1%
Woodland and Open Space	126	5%
Mineral Extraction	7	0.3%
Rights-of-Way	20	1%
Vacant	25	1%
Total	2,446	

Source: V&A, 2019

Existing Residential Development

The Village of Fontana is predominantly a single-family residential community consisting of both seasonal and permanent residential units served by sanitary sewer and public water. Approximately one third of the Village's land area consists of single-family homes. Most of this is located in areas along the lakefront and in subdivisions along North Lake Shore Drive and South Lake Shore Drive. An older, single-family residential area is located in the historic core of the Village, bounded by Fontana Boulevard to the south, the STH 67 corridor on the west, First Avenue on the north, and Lake Street on the east. Another older neighborhood is located near the downtown along Main Street, Mill Street, Fontana Avenue, and Dewey Avenue. There are a few small parcels of two-family residential development in the Village, generally between Second Avenue and Kinzie Avenue on the lakefront and along CTH B near the golf course. Mixed residential development is located in the west end of the Village along STH 67, and within the Abbey Resort area.

Existing Non-Residential Development

Fontana's downtown functions as the commercial corridor area, which is located from the intersection of Mill and Main Streets to the intersection of Main Street and Dewey Avenue. This area accommodates most of the Village's existing commercial and office development. Key community facilities include Fontana Elementary on Main Street, the Fire and Police Department along Fontana Boulevard, the Post Office along Second Avenue, and the Village Hall/Library facility at the intersection of Kinzie Avenue and STH 67. The 40-acre Abbey Resort and Fontana Spa complex are located in the southeastern corner of the Village.

EXISTING AND POTENTIAL LAND USE CONFLICTS

There are very few existing land use conflicts in the Village of Fontana. This is largely due to its compact downtown area, isolated commercial development, ample park, recreation, open space, and woodland areas, and very few private driveways accessing STH 67 or CTH B. Homeowners may have occasional conflicts with traffic, noise, and lighting during the summer months when tourism in the Village is at its peak. This Comprehensive Plan is focused on minimizing future land use conflicts through the thoughtful placement of new development and the use of high-quality design. Thoughtful landscape design and buffering is also recommended to mitigate potential land use conflicts.

LAND VALUES

Figure 6.2 shows the equalized value of all land and improvements in the Village of Fontana from 2000 to 2018. During this time, the Village has experienced an increase in total equalized value over 50%, however since 2010 values have decreased slightly. This is mirrored in nearly all nearby communities due to the loss of value and lack of new construction experienced during the Great Recession and subsequent years. The Village did experience a 4% increase between 2017-18, suggesting that the economic recovery is underway and total equalized values may soon reach pre-Recession totals again in the near future.

Figure 6.2: Total Equalized Value of Land and Improvements, 2000-2018

	2000	2005	2010	2015	2018	2000-2018 Change	2010-2018 Change
Village of Fontana	\$547,775,600	\$855,038,200	\$1,251,245,100	\$1,134,293,800	\$1,176,212,800	53%	-6%
Village of Walworth	\$129,264,200	\$188,279,200	\$211,970,700	\$197,741,300	\$228,313,700	43%	7%
Village of Williams Bay	\$333,682,300	\$558,789,900	\$761,502,600	\$701,191,900	\$759,500,300	56%	0%
Town of Delavan	\$510,860,300	\$883,400,800	\$1,088,724,000	\$884,660,400	\$979,391,100	48%	-11%
Town of Linn	\$717,886,800	\$1,240,283,000	\$1,923,603,800	\$1,539,339,400	\$1,847,775,200	61%	-4%
Town of Walworth	\$142,715,000	\$179,319,500	\$239,219,400	\$220,794,000	\$236,170,400	40%	-1%
City of Lake Geneva	\$626,868,800	\$974,801,100	\$1,287,968,100	\$1,177,142,500	\$1,339,707,300	53%	4%

Source: Wisconsin Department of Revenue

LAND DEVELOPMENT TRENDS

New development in the Village has almost entirely been residential, mainly occurring on the Village's west side. Examples include new townhomes recently completed east and south of Village, new condominiums have been constructed in the downtown between Main Street and STH 67, and new single-family condominium housing is also being developed in the Cliffs of Fontana subdivision. This neighborhood constitutes redevelopment of a former quarry site. Additionally, the Highlands subdivision north of Brick Church Road was platted for single-family homes pre-Recession, but never ended up being developed. In 2019, the Village was approached by a developer proposing family-oriented single-family homes on the property.

OTHER LAND USE PLANS

Vision 2050: A Regional Land Use and Transportation Plan (SEWRPC, 2016)

Southeastern Wisconsin Regional Planning Commission completed its region-wide plan for future land use and transportation in 2016 called Vision 2050. Some of the key land use recommendations include:

- Encouraging sustainable and cost-effective growth
- Preserving the Region's most productive farmland and primary environmental corridors, which encompass the best remaining features of the Region's natural landscape
- Encouraging more compact development, ranging from high-density transit-oriented development to traditional neighborhoods with homes within walking distance of parks, schools, and businesses
- Develop urban service areas with a mix of housing types and land uses, while also limiting low-density development outside of those areas.
- Focus new urban development in areas that can be efficiently served by essential municipal facilities and services
- Provide neighborhood parks in developing residential areas
- Preserve primary and secondary environmental corridors and natural resource areas
- Preserve productive agricultural land through farmland preservation plans
- Preserve areas with high groundwater recharge potential
- Manage stormwater through compact development and sustainable development practices

Multi-Jurisdictional Comprehensive Plan for Walworth County: 2035

As of the writing of this plan, SEWRPC was in the midst of a full update of the document. It was originally written by SEWRPC and adopted in 2009 as a county-wide plan with specific land use plans for each Township and municipality. The plan provides county data and projections, an existing conditions report, inventory of regional plans, a county-wide land use plan, and future implementation plan.

A few of the Plan's implementation action items that involve the Village include:

- Towns and their neighboring cities and villages should continue efforts to establish boundary agreements.
- Cities and villages should involve towns when considering actions in the extraterritorial areas.
- Better coordinate provision of services and shared-services.
- Participate in the Walworth County Intergovernmental Cooperation Council.
- Work with Walworth County and the Regional Planning Commission in updating the jurisdictional highway plan and County Park and Open Space Plan.

LAND USE DEMAND FORECAST

The interaction of local and regional dynamics, such as population change and household size, will continue to drive the balance of residential and non-residential uses and the density of development in the Village. These factors, in turn, determine the demand for land development.

The following land use demand projections were calculated in five-year increments based on the housing and population forecasts described in Chapter 2. To accommodate future growth and land development, the Village must determine the amount of land needed to fulfill future development demand. The projected land needed to accommodate future growth is shown in Figure 6.3, which includes the land needed for roads, utility easements, and stormwater management.

In 2040, it is projected that the Village of Fontana will need approximately 66 new acres of land to accommodate permanent future population and housing demand. To note, only the projected future number of permanent households was utilized in the future land demand projections because of the unpredictability of future seasonal demand. Considering that it was estimated that in 2017 only 30% of Fontana's housing stock was occupied by permanent residents, the land use projection in Figure 6.3 is conservative. Additionally, as changing housing preferences, demographic shifts, and the potential of more retirees who permanently reside in the Village over the coming decades, the total number of future dwelling units and land demand will shift. It is important for the Village to consider revisiting these projections and the permanent versus seasonal population on a frequent basis in order to be the most prepared for dramatic shifts in the services needed in the future.

Over the planning period, agricultural and vacant lands within the Village's planning area are projected to decrease slightly as these areas are developed to accommodate new residents and businesses; however, it is anticipated that the majority of new development will occur as redevelopment or infill development.

Figure 6.3: Projected Land Demand for New Development

		2020	2025	2030	2035	2040
A	Projected Number of NEW Permanent Households (Adjusted ^(1.) Based on Figure 2.13)	31	23	24	24	21
B	Acreage Demand for NEW Permanent Dwelling Units (Avg. 5 du/acre) (A/5)	6	5	5	5	4
C	Percentage of Land in Residential Uses*	85%	85%	85%	85%	85%
D	Percentage of Land in Non-Residential Uses*	15%	15%	15%	15%	15%
E	Acreage Demand for NEW Non-Residential Uses (B*0.15)	1	1	1	1	1
F	Acreage Demand for NEW Residential AND Non-Residential Uses (B+E)	7	5	5	6	5
G	Development Market Flexibility Factor (100%)	100%	100%	100%	100%	100%
H	Acreage Demand for NEW Residential AND Non-Residential Uses Accounting for Flexibility** (G*2)	14	11	11	11	10
I	Acreage Demand for Right-of-Way*** (B*0.33+E*0.33)	2	2	2	2	2
J	Total Acreage Demand for New Development	17	12	13	13	11
	Total Combined Acreage Demand for New Development in 2040 (only factoring in new permanent resident population projections)					66 acres

1. Household projections were adjusted to reflect more evenly distributed growth over the 20-year period to account for decreasing household size in the permanent resident population. The same total number of new projected permanent households calculated in Figure 2.13 for the year 2040 (123 households) was used.

*Based on existing land use percentages for single-family and two-family compared to commercial, industrial, community facility, and park and open space land.

**Assumed 2x the preliminary acreage demand total as a margin of error

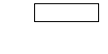
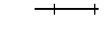
***Assumed 33% additional acreage needed in every new development for roads, sidewalks, parks, stormwater management, infrastructure, etc.

SMART GROWTH AREAS

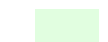
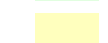
“Smart Growth Areas” are defined by the State of Wisconsin as “areas that will enable the development and redevelopment of lands with existing infrastructure and municipal, State, and utility services, where practical, or that will encourage efficient development patterns that are both contiguous to existing development and at densities which will have relatively low municipal, State governmental, and utility costs.”

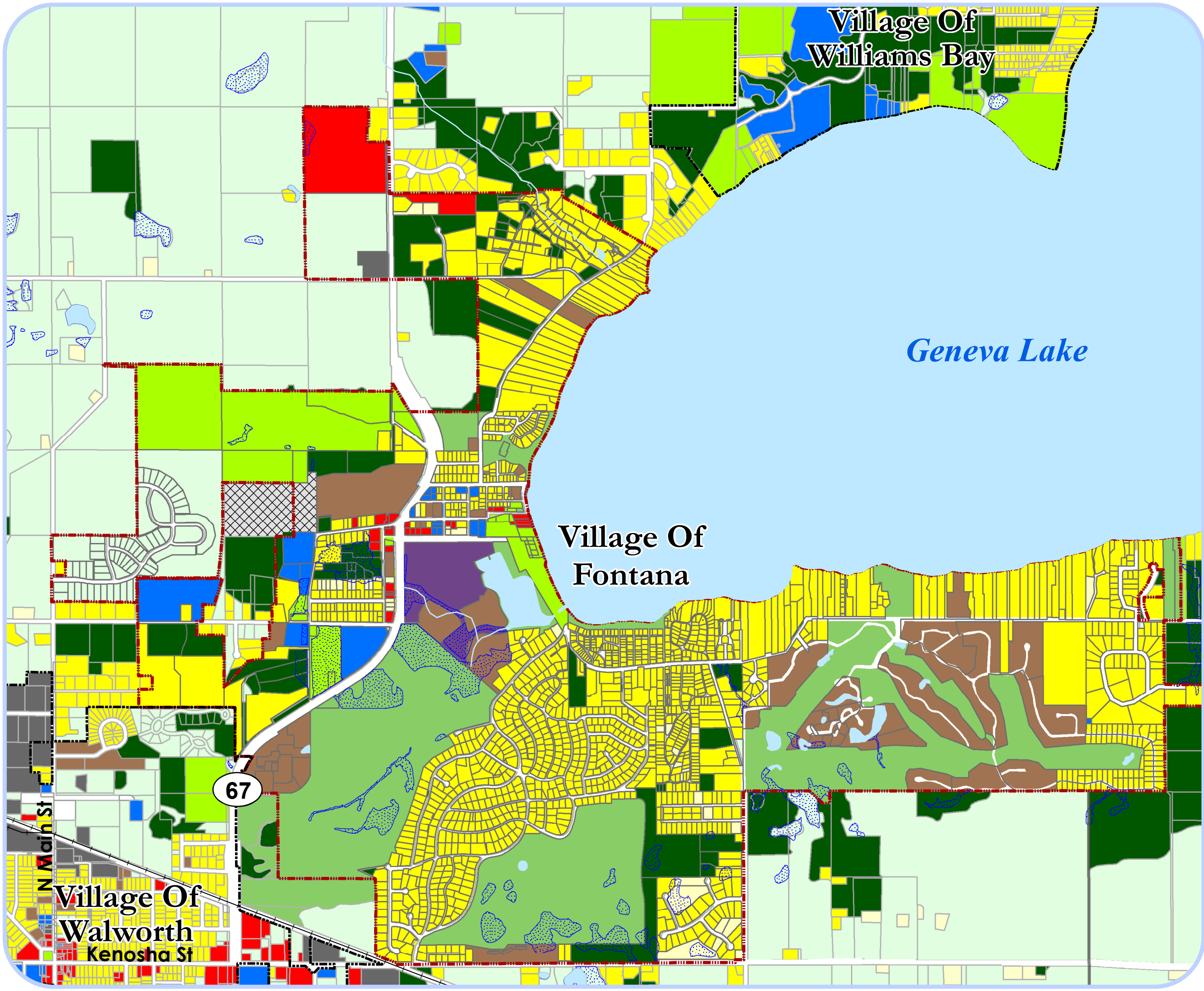
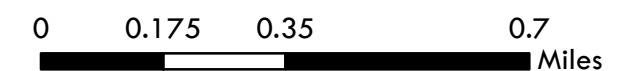
This Comprehensive Plan recommends that any and all new development within the Village should occur in “Smart Growth Areas.” In Fontana, Smart Growth is further defined as growth in areas and on specific sites that present unique opportunities for redevelopment in order to preserve the undeveloped natural landscape and to further enhance the community character of the Village. Under this definition, Smart Growth Areas include the downtown (defined as the area between First Avenue, Fontana Boulevard, STH 67, and the lakefront), the southwest corner of Dewey Street and Main Street, the Highlands subdivision north of Brick Church, and key sites along STH 67 corridor.

Fontana Comprehensive Plan

-  Village of Fontana
-  Other Cities & Villages
-  Town Boundary
-  Urban Service Boundary
-  Road/Rail Right of Way
-  Railroad

Existing Land Use Categories

-  Agricultural/Vacant
-  Single-Family Residential (Septic)
-  Single-Family Residential (Sewered)
-  Two-Family/Townhouse Residential
-  Mixed Residential
-  Neighborhood Commercial
-  General Commercial
-  General Industrial
-  Community Facility
-  Resort
-  Public Park & Recreation
-  Private Park & Recreation
-  Woodland & Open Space
-  Wetland
-  Mineral Extraction
-  Surface Water



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LAND USE GOALS, OBJECTIVES, AND GENERAL POLICIES

Goals:

1. Promote a future land use pattern that is harmonious with the natural landscape, features visually attractive development, and is economically viable.

Objectives:

1. Ensure a desirable balance and distribution of land uses.
2. Maintain high standards in the Village's zoning ordinance for buildings, landscaping, signage, building materials, and parking lots.
3. Minimize conflicts between neighboring land uses via the use of logical land use transitions and bufferyards.
4. Utilize existing utilities and community facilities to serve new development whenever possible.
5. Coordinate land development with transportation system improvements.
6. Encourage landowners to open up suitable undeveloped areas for new residential development as the need arises.

Policies:

1. Direct new housing development in locations with convenient access to commercial and recreational facilities, transportation systems, schools, employment opportunities, and other necessary facilities and services.
2. Pursue mixed-use infill opportunities where feasible and prioritize development of planned/approved dwelling units before additional future residential areas are taken out of agriculture, open space, woodland, or other such uses.
3. Require all new development within the urban service area to be served with the full array of municipal services (e.g. sanitary sewer, storm sewer, municipal water, police, fire, etc.).
4. Coordinate Village planning and development with the school district to help ensure that schools have sufficient capacity to accommodate new students and to ensure a sufficient student population to enhance and maintain high-quality district services.
5. Strengthen existing neighborhoods through maintenance of the existing housing stock, creative reuse of vacant or under-utilized buildings, and infill on vacant parcels.
6. Require all proposed residential developments to dedicate land, or pay a fee in lieu thereof, for public park, recreation, and open space acquisition and development.
7. Strive for compatibility of adjacent land uses by requiring site plan review for all mixed residential, commercial, office, industrial, recreational, and community facility land uses.
8. Require new development and redevelopment projects to include high quality building design, landscaping, and signage; and to meet at least the minimum landscaping and performance standards as codified in the zoning ordinance.
9. Insist that new residential development comply with the Village's historic housing mix. The desired mix of residential uses in any neighborhood should be mostly single-family (at least 65 percent), generally with no more than 15 percent of dwelling units being two-family units and not more than 20 percent being multi-family units.
10. Require detailed development plans for all new residential neighborhoods that include: (1) proposed land use pattern; (2) recommended zoning; (3) recommended lot pattern; (4) location of necessary municipal utilities; (5) location of parks and public amenities; (6) proposed multimodal transportation system; and (7) a development phasing timetable so the Village can coordinate capital improvements with the development of the area.
11. Continue to limit development and redevelopment of the lakeshore area by maintaining the current standards of the RS-1 zoning district and ensure that variances and exceptions of these zoning and land divisions are minimized.
12. Balance historic property rights with longstanding concerns about natural resource protection and community character of the lakeshore between Geneva Lake and North and South Lake Shore Drives.
13. Complete an update of the Village of Fontana Master Plan for the downtown area plan aimed at strengthening the area long-term through the integration of land use, transportation, aesthetics, parking, and infrastructure.
14. Maintain the Village's small-town feel by continuing to balance future growth and no growth options.
15. Update the Zoning Ordinance, Sign Ordinance, and Subdivision Ordinance to become compliant with all state statutory changes.
16. Require stormwater and water quality regulations in the Subdivision Ordinance.

EXPLANATION OF THE FUTURE LAND USE MAP

The feature component the Land Use Chapter is the Future Land Use Map, which shows recommended future land uses within the Village boundaries and planning area, and specific policies guiding development decisions within each of these land use categories.

The Village's Future Land Use Map is intended to guide development within the Village's municipal boundary and in the planning area. The Future Land Use Map is intended to graphically depict locations and specific types of development that may occur over the course of the 20-year planning period. The recommended future land use pattern depicted on the map is based on the Village's own desires for future growth over the 20-year planning horizon, while respecting and reflecting the plans of neighboring communities to the extent they are consistent with Village policies.

This Plan has been designed to accommodate a future population; however, it does not assume that all areas depicted on the Future Land Use Map will develop during the 20-year planning period. Instead, the Future Land Use Map shows those areas in and around the Village that are the most logical for development to occur, regardless of the absolute timing of development. This Plan does not specifically state or recommend when these areas will develop, although development should first be guided to areas that can be most efficiently served with urban services and that do not encroach upon sensitive natural areas.

Each of the future land use categories listed and shown on the Future Land Use Map are described below. Included are an explanation of each category, where it should be promoted, and policies related to future development in areas designated as that specific future land use.

URBAN SERVICE AREA

The Village of Fontana advocates for a development pattern that focuses growth in areas that can most efficiently be served by transportation and infrastructure facilities—specifically the areas within the Village's urban service area that are designated for redevelopment and, in a few limited cases, new development, on the Future Land Use Map.

The urban service area represents the outer limits of the area planned for urban growth over the next 20 years, and includes more than enough land to accommodate anticipated growth. Lands within the urban service area are the most logical for future development based on the locations of environmentally sensitive areas and the Village's ability to provide municipal services. Rural development on septic systems should be limited in the urban service area. Instead, future development in the urban service area should be provided with a range of urban services, which generally include public water supply and distribution; public sanitary sewer; urban storm drainage; urban levels of police and fire protection; garbage and recyclables collection; streets with curbs and gutters, street lights, and sidewalks; and public facilities like parks and schools.

When reviewing development proposals within the urban service area, the policies associated with the Agricultural and Vacant future land use category (described below) should be applied.

AGRICULTURAL AND VACANT

Areas shown in this future land use category are intended for agricultural uses, farmsteads, and rural housing where the cumulative development density will not exceed one dwelling unit for every 35 acres of land. The majority of land in the rural areas surrounding the Village has been mapped as agricultural and vacant, with the exception of some areas where residential development has been planned or has already occurred.

Recommended Zoning

The AH-35 District in the Village's Zoning Ordinance and the A-1, ETZ Prime Agricultural Land District in the Village's Extraterritorial Zoning Ordinance is the most appropriate to implement this future land use category.

Policies

1. Fully exercise the Village's authority to review proposed land divisions and implement its Official Map within the Village's extraterritorial jurisdiction to help ensure the implementation of this desired future land use category.
2. Support land developments in this area only when they are clearly consistent with the category description and when proposed housing density is not greater than one residence (or other non-farm use) per 35 acres.

3. Do not extend sanitary sewer service or public water service into agricultural and vacant areas until and unless the Village has designated a development-oriented future land use category for such areas through a Comprehensive Plan amendment (see the Implementation Chapter).
4. Work with adjacent communities and Walworth County to implement these policies and programs in a cooperative manner, particularly in relation to the Village's extraterritorial powers within its ETJ.

SINGLE-FAMILY RESIDENTIAL (SEPTIC)

This future land use category is intended to accommodate areas of existing single-family detached residential development served by on-site wastewater treatment (septic) systems. This area is mapped in the Village's extraterritorial jurisdiction only in areas where development of this type has already occurred.

Recommended Zoning

The following Village Extraterritorial Zoning Districts are generally most appropriate to accommodate these future land use categories:

- A-5, ETZ Rural Residential District
- RCE, ETZ Country Estate District
- C-2, ETZ Upland Resource Conservation District
- C-3, ETZ Conservancy-Residential District

Policies

1. Exercise the Village's extraterritorial land division review authority to ensure that new Single-Family Residential (Septic) development is limited within the Village's extraterritorial jurisdiction.
2. Only permit land divisions in these areas where local zoning and subdivision ordinances allow for them.
3. Require sensitivity towards natural resources and water quality with new development projects, including assurances that concentrations of on-site waste treatment systems will not negatively affect groundwater quality and that stormwater will be properly managed according to best practices.
4. Assure that new development in these areas does not impede the logical future extension of municipal utilities or Village growth.

SINGLE-FAMILY RESIDENTIAL (SEWERED)

This future land use category is intended for single-family detached residential development in current or future Village boundaries and served by public water and sanitary sewer systems. Most developed residential neighborhoods within the Village are shown in this land use category. New single-family residential neighborhoods are recommended to be located on the north side of the Village east and west of STH 67, and north of Brick Church Road to the east of Town Hall Road.

Recommended Zoning

The following are the most appropriate zoning districts to implement this future land use category:

- LR-0, Lakefront Residential
- SR-1, Exurban Residential
- SR-2, Estate Residential District
- SR-4, Neighborhood Residential District
- SR-5, Village Residential District

Policies

1. Plan for interconnected road and open space networks in residential areas and between individual subdivisions. Discourage the use of cul-de-sacs in new neighborhoods whenever possible.
2. Encourage the construction of narrow streets in new neighborhoods and require sidewalks on both sides of all streets. This increases the safety of neighborhoods for pedestrians and children, reduces impervious surfaces, and reduces the need for grading and vegetation removal.

3. Prohibit higher density residential (e.g. two flats, duplexes, apartments) or high-density non-residential land uses (e.g. commercial and industrial uses) in single-family residential (sewered) areas.
4. Minimize the potential for incompatible land uses (e.g. high traffic generators, noisy users, etc.) within or next to single-family neighborhoods. Where such uses do occur in close proximity, the Village should encourage the use of landscape buffers to mitigate the impacts that such land uses could have on residential neighborhoods.
5. Continue to enforce the Village's property maintenance requirements to uphold the quality and character of the Village's existing residential neighborhoods.
6. Thoughtfully locate community facilities such as sidewalks, paths, parks, schools, and churches in order to provide convenient access to residential areas.
7. Require grading and stormwater management plans for all new development.

Origer Property Development

A unique situation presents itself in the platted subdivision near the intersection of Town Hall Road and Brick Church Road on the Village's west side. As of 2019, a concept plan had been presented to the Village Plan Commission in which the property owner is seeking a replat for a new subdivision with single-family homes and both a potential indoor and outdoor boat storage area. Due to the proposed neighborhood outdoor recreational equipment storage and indoor recreational equipment storage uses being included in the concept plan during the update process of this Plan, both future control and flexibility were needed for the site. In this Plan the entire site is identified with a future land use as Single-Family (sewered), however on Map 5a and 5b, it has also been identified that up to two acres of the site may be used for future neighborhood outdoor recreational equipment storage (for residents only) and indoor recreational equipment storage (for both residents and nonresidents). Neither of the proposed uses would normally be an acceptable use within the Single-Family (sewered) future land use category. This categorization with a special exception provides flexibility for the developer in continuing through the concept phase of the development. However, the property will still be subject to zoning and platting approvals through the Village Plan Commission and Village Board to confirm the exact location of the indoor and outdoor storage and the details associated with it.

TWO-FAMILY/TOWNHOUSE RESIDENTIAL

This future land use designation is primarily intended to allow two-flats, duplexes, and townhouses that are in current or future Village boundaries and served by public sanitary sewer system. Single-family residences and small public and institutional uses—such as parks, schools, churches, and stormwater facilities—may also be built within this designation.

Recommended Zoning

The Village's AR-6 Attached Residential District is most appropriate to implement this future land use category.

Policies

1. Generally, limit two-family residential units to no more than three adjacent structures.
2. Encourage new housing designs and single-family conversions that are attractive and emphasize the house from the street, rather than the garage.
3. Support the construction of narrow streets in new neighborhoods and require sidewalks on both sides of all streets. This increases the safety of neighborhoods for pedestrians and children, reduces impervious surfaces, and reduces the need for grading and vegetation removal.
4. Minimize the potential for incompatible land uses (e.g. high traffic generators, noisy users, etc.) within or next to Two-Family/Townhouse Residential areas. Where such uses do occur in close proximity, the Village should encourage the use of landscape buffers to mitigate the impacts that such land uses could have on residential neighborhoods.
5. Plan for interconnected road and open space networks in new residential areas and between individual subdivisions. Discourage the use of cul-de-sacs in new neighborhoods whenever possible.
6. Require grading and stormwater management plans for all new development.

MIXED RESIDENTIAL

This future land use designation is intended to provide a compatible variety of residential units as well as recreational and community facilities, with a focus on providing multiple family housing (three or more unit buildings). Mixed residential developments may be developed at densities up to eight dwelling units per acre within current or future Village boundaries. Mixed residential developments will be served by a public sanitary sewer system. Single-family residences, two-family residences, and small public and institutional uses—such as parks, schools, churches, and stormwater facilities—may also be included within this designation.

Recommended Zoning

The Village's MR-8 Small Multi-family Residential District and MR-12 Large Multi-family Residential District is most appropriate to implement this land use category.

Policies

1. Disperse mixed residential development throughout the Village, rather than creating large concentrations of this type of development in just a few areas.
2. Require a detailed site plan, building elevations, landscape plan, lighting plan, grading/stormwater management plan, and signage plan for all residential buildings containing three or more dwelling units prior to development approval.
3. Require mixed residential housing developments to provide on-site open space areas that serve the needs of the project's residents, in addition to public park land requirements applicable to all residential development.
4. Include facilities for bicyclists (bike storage racks, bike paths, etc.) in all mixed residential development designs.
5. Link parking lots to building entrances by pedestrian walkways that are physically separated from vehicular movement areas.
6. Encourage the use of balconies, porches, stoops, garden walls, varied building and facade setbacks, varied roof designs, bay windows, and similar design features in new mixed residential project designs. In general, multi-family dwelling units should be designed so that they appear to be a grouping of smaller residential units.
7. Promote architectural design of new mixed residential development that is compatible with the surrounding neighborhood including building and facade materials, building height, building bulk, setbacks, window and door styles and placements, roof designs, and colors.

NEIGHBORHOOD COMMERCIAL

This future land use category includes small-scale neighborhood supporting retail, office, service, and institutional uses which preserve the residential character through building scale, building appearance, landscaping, and signage. Neighborhood commercial is primarily designated downtown along Third Avenue and the corner of West Main Street and STH 67.

Recommended Zoning

The Village's NB, Neighborhood Commercial District is most appropriate to implement this land use category.

Policies

1. Encourage pedestrian-oriented retail, office, and service businesses in areas that will conveniently serve residential neighborhoods.
2. Require high quality development that is compatible with the character, scale, site arrangement, and architectural style of the adjacent structures and neighborhood.
3. Require that all projects submit and have approved detailed building elevations and site plans showing parking, signage, landscaping, and lighting prior to development approval.
4. Consider the use of "build-to" lines and street-oriented customer entrances to encourage walking and neighborhood connections.
5. Generally, adhere to the design guidelines listed below when reviewing proposals for Neighborhood Commercial developments:

- Encourage small-scale, multi-story buildings, generally with building footprints less than 5,000 square feet and more active uses on first floor, with multi-family residential uses above the ground floor.
- Promote residential architectural features and materials.
- Encourage minimal front setbacks.
- Design buildings and sites for pedestrians not automobiles.
- Locate parking on streets, to rear of buildings, and/or within parking structures.
- Orient building entrances to the street.

CENTRAL MIXED USE

This future land use category is intended for pedestrian-oriented retail, office, service, community facility, and upper story residential uses in a “downtown” setting, with on-street parking and minimal building setbacks. The central mixed-use category is intended to facilitate infill and redevelopment that will enhance the Village’s visual and thematic connection to the lakefront. The central mixed-use category includes the Village’s historic downtown located along Third Avenue and Fontana Boulevard.

Recommended Zoning

The following Zoning Districts may be appropriate to implement this land use category:

- NB – Neighborhood Business Commercial District
- VC – Village Center Commercial District

Policies

1. Require that all projects submit and have approved detailed building elevations and site plans showing the proposed locations of the building(s), parking, storage, loading, signage, landscaping, and lighting prior to development approval.
2. Orient development towards the street with reduced front yard setbacks and parking in the rear of structures away from the street.
3. Continue to retain community facilities in the downtown including Village Hall, Fire Department, Police Department, and the Public Library.
4. Preserve the “Nantucket” architectural style of historic buildings that emulate the desired lakefront character of the Village.
5. Encourage infill development and redevelopment in the downtown to facilitate commercial and professional office land uses as well as upper story residential uses.
6. Encourage continued revitalization of the downtown through streetscape enhancements and the redevelopment of key properties along Third Avenue, Fontana Boulevard, and STH 67.

PLANNED MIXED USE

This future land use category is intended to facilitate a carefully controlled mix of land uses which may include any combination of the following: office, retail, residential, community facilities, and high-quality industrial that is compatible with neighboring uses. Planned mixed use areas are vibrant urban places that function as community gathering spots. This category is also intended to encourage and facilitate the conservation of open land and other natural resource features.

Recommended Zoning

The Village’s PD, Planned Development District is most appropriate to implement this future land use category.

Policies

1. Approve developments only after submittal, public review, and approval of site, landscaping, building, signage, lighting, stormwater, erosion control, and utility plans.

2. Delay rezoning any area designated for planned mixed use development until the provision of public sanitary sewer and water service is ensured and the Village has approved an overall conceptual development plan and covenants.
3. Encourage environmentally sustainable site and building design, including stormwater best management practices and the integration of bicycle and pedestrian facilities and green spaces.
4. Develop conceptual plans for planned mixed use areas as a starting point for individual redevelopment plans and actual redevelopment for each of these areas.
5. Adhere to the following design guidelines when reviewing proposals for planned mixed use developments:
 - Multi-story buildings, generally with more active uses on the first floor.
 - Buildings and sites designed for pedestrians and not automobiles.
 - Parking located on streets, to the rear of buildings, and/or in parking structures.
 - Building entrances oriented to street with minimal front setbacks.

COMMUNITY FACILITY

This future land use category is designed to facilitate large-scale public buildings, schools, religious institutions, medical clinics, and special care facilities. Community facilities are generally mapped in locations where such facilities currently exist. Future small-scale community facilities may be located in areas planned for residential or commercial.

Recommended Zoning

The Village's IN, Institutional District would be appropriate for most community facilities. However, most of the Village's zoning districts are generally appropriate for small, neighborhood-scale community facilities. In general, the zoning district should reflect the predominant zoning of nearby properties and/or the desired character of the subject property.

Policies

1. Require site plan review and high-quality site design, building design, landscaping, lighting, and signage for all community facilities.
2. Integrate community facilities into new residential areas and provide an adequate distribution of community facilities throughout the Village.
3. Buffer nearby residential uses from community facilities via the use of decorative fencing, vegetative screening, berms, or similar features.
4. Minimize the potential negative effect on existing traffic flows and volumes in the surrounding neighborhood by requiring all parking needs for large-scale community facilities to be met on site.
5. Design community facilities to be easily served by bicycle routes and pedestrian paths.

SPECIAL USE/RESORT

This future land use category includes the Village's unique vacation and recreational facilities including vacation rentals, the Abbey Resort, and boathouse storage areas. The boathouse area provides storage for boats and other recreational equipment for both local residents and non-local persons.

Recommended Zoning

The Village's RB, Resort Business District is the most appropriate zoning to facilitate this land use category.

Policies

1. Encourage the continuation of resort and lake-based recreational activities.
2. Protect the integrity of the Abbey Resort as distinct land use within Fontana's downtown.

PUBLIC PARK AND RECREATION

This future land use category includes public parks and open space facilities devoted to playgrounds, play fields, trails, picnic areas and related recreational activities, conservation areas, and land use buffer strips.

Recommended Zoning

Any of the Village's residential zoning districts would be appropriate to implement this future land use category.

Policies

1. Update the Village's Park and Open Space Plan and follow the recommendations of that plan when acquiring new parkland or making changes to current parks.
2. Maintain a system of trails and pathways so that all residential neighborhoods will have safe and efficient pedestrian and bicycle access to parks, schools, neighborhood commercial districts, public open spaces, and conservancy areas.
3. Strive to provide neighborhood parks within safe walking distance of all residential neighborhoods. One-quarter mile is a preferred walking distance, with maximum distance of one-half mile between residences and neighborhood parks.

PRIVATE PARK AND RECREATION

This future land use category includes private recreation facilities such as private natural areas, golf courses, and marinas.

Recommended Zoning

The Village's RB, Resort Business District and PD, Planned Development District may be the most appropriate to implement this land use category.

Policies

1. Recognize private park and recreation uses in the Fontana planning area such as Abbey Springs Golf Course, Big Foot Country Club, Country Club Estates Golf Course, and the Lake Geneva Yacht Club as a critical component of the Village's resort and recreation identity.

WOODLAND AND OPEN SPACE

This future land use category is depicted in areas of existing large stands of woodlands, open space areas including stormwater management facilities, and environmentally sensitive and unique lands.

Recommended Zoning

The following districts in the Village's zoning ordinance are most appropriate to implement this future land use category:

- AH-35, Agricultural Holding District
- IN, Institutional District
- EC, Environmental Corridor Overlay District

Policies

1. Preserve woodlots and other environmental areas that protect wildlife and vegetative resources.
2. Where compatible with natural resource and farmland preservation objectives, permit passive cropping, grazing, and passive recreational activities such as trails and athletic fields.
3. Work collectively with surrounding and overlapping governments and non-profit agencies on the preservation and enhancement of woodlands and open space areas.
4. Update and utilize the Natural Resource Conservation Ordinance to protect and replace trees throughout the community.

MINERAL EXTRACTION

This future land use category is intended to allow the continuation of quarries, gravel pits, clay extraction, and related land uses. Lands within this future land use category may be converted to recreational and open space uses in the long-term or other land uses if detailed reclamation or other plans have been approved by the Village.

Recommended Zoning

The Village's PD, Planned Development Zoning District is the most appropriate to implement this land use category.

Policies

1. Require uses mapped in the mineral extraction category to go through the appropriate approval and permitting processes, including the preparation and approval of site operations plans and a site reclamation plan.
2. When preparing and updating reclamation plans for areas mapped in this future land use category, consider and implement appropriate measures to safely prepare these sites for its long-term use (i.e. future residential, recreational, commercial, or industrial development sites).

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Fontana Comprehensive Plan

- Municipal Boundary

Town Boundary

Village of Fontana Extra Territorial Jurisdiction

Urban Service Boundary

Village of Fontana/Village of Walworth

Future Annexation Boundary

Road/Rail Right of Way

Railroad

- Future Land Use Categories

Agricultural/Vacant

Single-Family Residential (Septic)

Single-Family Residential (Sewered)

Two-Family/Townhouse Residential

Mixed Residential

Neighborhood Commercial

Central Mixed Use

Planned Mixed Use

General Commercial

General Industrial

Community Facility

Special Use/Resort

Public Park & Recreation

Private Park & Recreation

Woodland & Open Space

Mineral Extraction

Surface Water



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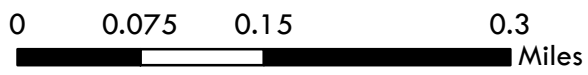
Future Land Use

Map 5b

Fontana Comprehensive Plan

- Municipal Boundary
- Town Boundary
- Road/Rail Right of Way
- Railroad

- Future Land Use Categories
- Agricultural/Vacant
 - Single-Family Residential (Septic)
 - Single-Family Residential (Sewered)
 - Two-Family/Townhouse Residential
 - Mixed Residential
 - Neighborhood Commercial
 - Central Mixed Use
 - Planned Mixed Use
 - General Commercial
 - General Industrial
 - Community Facility
 - Special Use/Resort
 - Public Park & Recreation
 - Private Park & Recreation
 - Woodland & Open Space
 - Mineral Extraction
 - Surface Water



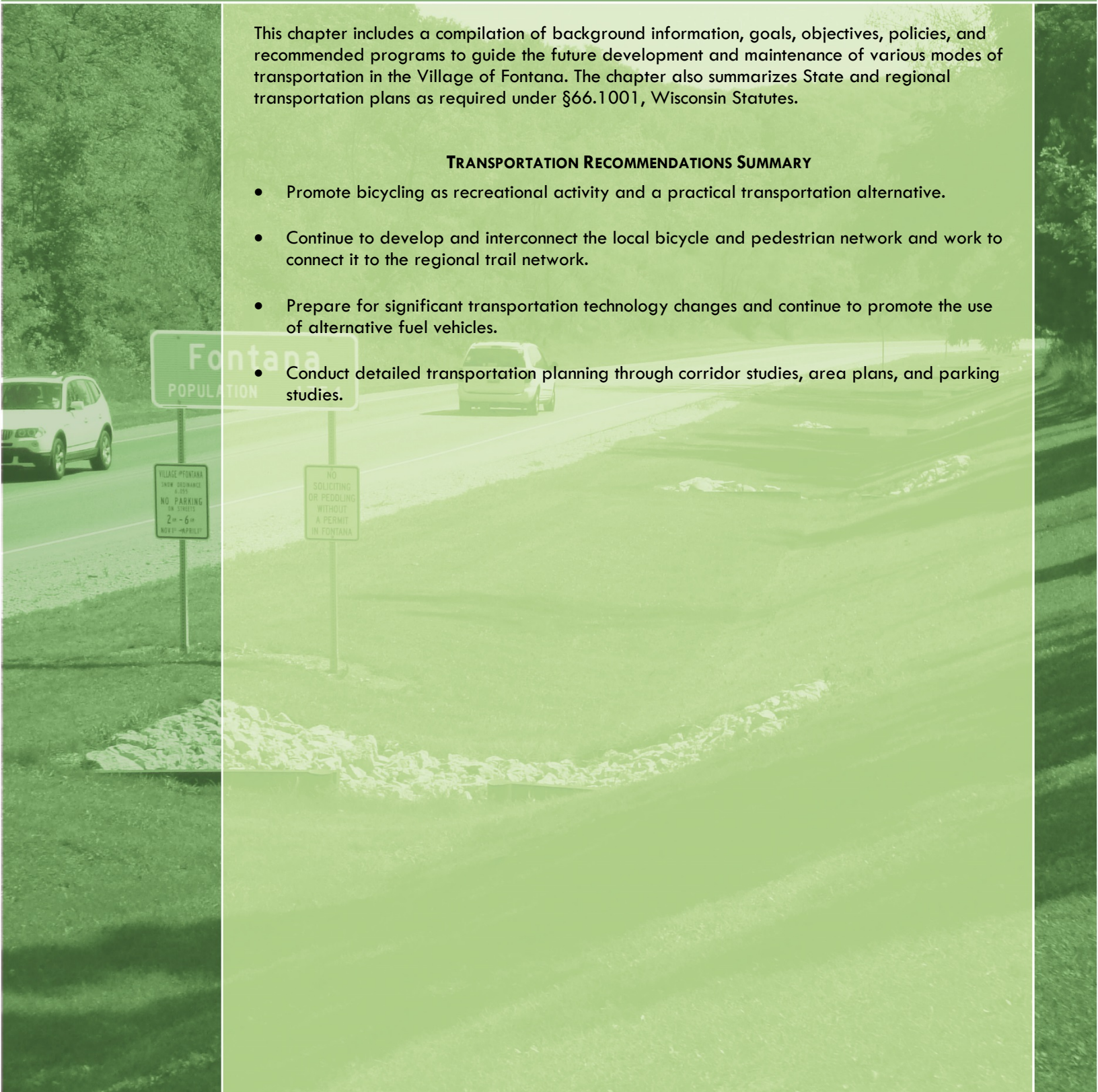
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CHAPTER SEVEN: TRANSPORTATION

This chapter includes a compilation of background information, goals, objectives, policies, and recommended programs to guide the future development and maintenance of various modes of transportation in the Village of Fontana. The chapter also summarizes State and regional transportation plans as required under §66.1001, Wisconsin Statutes.

TRANSPORTATION RECOMMENDATIONS SUMMARY

- Promote bicycling as recreational activity and a practical transportation alternative.
- Continue to develop and interconnect the local bicycle and pedestrian network and work to connect it to the regional trail network.
- Prepare for significant transportation technology changes and continue to promote the use of alternative fuel vehicles.
- Conduct detailed transportation planning through corridor studies, area plans, and parking studies.



TRANSPORTATION NETWORK

This section describes the existing conditions of transportation facilities in the Village.

Road Functional Classification System

Wisconsin's functional classification system groups roads and highways according to the character of service they offer, ranging from rapid through access to local land access. The purpose of functional classification is to enhance overall travel efficiency and accommodate traffic patterns and land uses by designing streets to the standards suggested by their functional class. The four main functional classes include:

Principal Arterials: Serve longer inter-urban type trips and traffic traveling through urban areas, including interstate highways and other freeways.

Minor Arterials: Provide intra-community continuity and service trips of moderate length, with more emphasis on land access than principal arterials.

Collectors: Provide both land access and traffic circulation within residential neighborhoods, commercial areas, and industrial areas. These roadways collect traffic from local streets in residential neighborhoods and channel it onto the arterial system.

Local Streets: Provide direct access to abutting land and access to collectors. Local roads offer the lowest level of mobility. Through traffic movement on this system is usually discouraged.

Source: WisDOT, *Facilities Development Manual, Procedure 4-1-15*

Roadways

Interstate Highway 43 is located about eight miles to the north of Fontana. This roadway serves as a regional, controlled-access facility within Wisconsin, connecting Milwaukee and Beloit. USH 14 bypasses the Village to the west, connects Fontana to Darien and I-43 to the northwest, and connects Fontana to Harvard, Illinois, to the south. STH 67 serves as the Village's principal arterial, connecting Fontana to Williams Bay and Walworth. STH 67 intersects with STH 50 just north of Williams Bay and provides access to Elkhorn, the County seat. Fontana Boulevard and Lake Shore Drive function as collector streets within the Village. Kinzie Avenue and High Street are examples of Fontana's local streets.

Rail

The Wisconsin and Southern Railroad Company owns a freight rail spur line that serves Walworth County. This line runs through the Village of Walworth, connects to Janesville, and terminates at Fox Lake in McHenry County, Illinois. The nearest commercial passenger rail service is the Amtrak Hiawatha line which provides service between Milwaukee and Chicago. The Amtrak train stations nearest Fontana are located near Racine, Mitchell International Airport, and downtown Milwaukee. Chicago's Metra passenger rail service is available at Harvard and Woodstock, Illinois.

Public Transportation and Para-Transit

Public bus service is currently not provided in Fontana; however, three park and ride facilities and rideshare programs are available to residents in Walworth County. The closest park and ride facility to Fontana is the Elkhorn Park and Ride Lot 64-20, located near the US 12 and STH 67 interchange. This facility offers parking for 40 vehicles. Parking is free for up to 48-hours.

WisDOT's free RIDESHARE program for residents in southeastern Wisconsin matches individuals based on origins, destinations, and work hours. The rideshare program is available for those commuting anywhere within the state and northern Illinois. Vanpool options are also available to residents who commute to Madison.

On-demand transportation service is also provided by Walworth County. Wal-to-Wal DIAL-a-RIDE is available to any resident of the County for any trip within the County. Rates and fares are dependent on the type of rider and length of trip, and are reduced for people over 60, children under 18, and people with a disability. VIP Services, Inc. (a non-profit company located in Elkhorn) operates the program funded by Walworth County.

There are no taxi services within Fontana, but private rideshare through Uber and Lyft are available within Walworth County.

Bicycle and Pedestrian Transportation

The Village has prioritized the expansion of the Village's pedestrian and bicycle transportation network. Recently completed segments include the Joint Pedestrian Path and the Country Club Estates Pedestrian Path.

The Joint Pedestrian Path connects to the Fontana Pedestrian Pathway that ended at the Fontana Fen to a Pedestrian Path at the edge of the Village of Walworth's White Tail Ridge subdivision. This pathway allows residents of both communities the opportunity to walk or bicycle between Fontana and Walworth without traveling on the heavily trafficked STH 67.

The Country Club Estates Pedestrian Path is a permanent walking path within the Country Club Estates subdivision that extends from Shabbona Drive to Arrowhead Drive.

Other Village pedestrian and bicycle facilities include access to the 21-mile Geneva Lake Shore Path. The path is fully accessible to the public through an 1883 Indian treaty that guarantees public access in perpetuity. Approximately 3 miles of the path traverse through Fontana.

Truck and Water Transportation

USH 14 is the designated heavy truck route around Fontana. STH 50 and STH 67 are the designated access routes for vehicles up to 75 feet in length. This provision allows tractor/semi-trailer combinations access to locations within 15 miles of 75-foot restricted routes to reach fuel, food, maintenance, repair, rest, staging, and points of loading/unloading. Loads are limited to 13,000 pounds. There is no waterborne freight transportation in the Village.

REVIEW OF STATE AND REGIONAL TRANSPORTATION PLANS

The following is a review of State and regional transportation plans and studies related to Fontana. The policies and programs described later in this chapter are consistent with these State and regional plans.

Six-Year Highway Improvement Program for Southeast Wisconsin, 2018-2023

WisDOT maintains a six-year improvement program for State and Federal highways within the Southeastern Wisconsin Region. The State of Wisconsin has over 115,000-miles of public roads, from Interstate freeways to city and village streets. The highway improvement program covers only the 11,745 -mile State highway system that is administered and maintained by WisDOT. The other nearly 104,000 miles are improved and maintained by the cities, towns, counties, and villages in which the roadways are located. The State highway system consists of over 800 miles of interstate freeways and nearly 11,000 miles of State and U.S. marked highways. At this time, there are no projects planned for the Village of Fontana, but near the Village, resurfacing on USH 14 and bridge rehab is planned for Interstate 43 over the next six years.

Regional Transportation Improvement Program for Southeastern Wisconsin, 2017-2020

SEWRPC maintains a Regional Transportation Improvement Program (TIP) which provides a comprehensive listing of all arterial highway and public transit improvement projects proposed to be carried out by State and local governments over a four-year period (2017-2020). The TIP covers projects in the seven-county Southeastern Wisconsin Region, which includes Walworth County. At this time, there are no projects planned for the Village of Fontana in the regional TIP program.

Vision 2050: A Regional Land Use and Transportation Plan

Adopted by the Southeastern Wisconsin Regional Plan Commission (SEWRPC) in 2016, this plan recommends a long-range vision for land use and transportation in the seven-county Southeastern Wisconsin Region. It makes recommendations to local and State government to shape and guide land use development and transportation improvement, including public transit, arterial streets and highways, freight, and bicycle and pedestrian facilities, to the year 2050. Recommendations specific to Walworth County include widening STH 50 between Delavan and Williams Bay and creating a new arterial roadway that connected Whitewater and Elkhorn. No specific recommendations are within the Village.

Connections 2030: Wisconsin's Long-Range Transportation Plan

Connections 2030 is the state's long-range transportation plan adopted in 2009. This plan focuses on strategies to maintain and enhance the State's transportation system to support future mobility and economic growth. The policies in this plan will aid transportation decision-makers when evaluating transportation programs and projects. Through implementation of this plan, WisDOT aims to:

- Ensure transportation system safety and security;
- Preserve the existing and future transportation system;
- Optimize investment in the system for continued safety, enhance mobility and efficiency;
- Respond to local, regional, national, and international economic trends to maintain State economic competitiveness;
- Consider environmental issues to maintain Wisconsin's quality of life; and
- Provide users with transportation choices.

Wisconsin Bicycle Transportation Plan, 2020

This plan presents a blueprint for improving conditions for bicycling, clarifies the WisDOT's role in bicycle transportation, and establishes policies for further integrating bicycling into the State's transportation system. While there are no Fontana-specific recommendations, the plan map shows existing State trails and future "priority corridors and key linkages" for bicycling along the State Trunk Highway system in Wisconsin.

Wisconsin Pedestrian Policy Plan, 2020

Adopted in 2001, this plan highlights the importance of maintaining and expanding walking and pedestrian facilities throughout the State. Additionally, the plan outlines measures to increase walking and to promote pedestrian comfort and safety. This plan provides a policy framework for addressing pedestrian issues and clarifies WisDOT's role in meeting pedestrian needs.

Multi-Jurisdictional Comprehensive Plan for Walworth County: 2035

As of the writing of this plan, SEWRPC was in the midst of a full update of the document. It was originally written by SEWRPC and adopted in 2009 as a county-wide plan with specific land use plans for each Township and municipality. The plan provides county data and projections, an existing conditions report, inventory of regional plans, a county-wide land use plan, and future implementation plan.

Many of the goals, objectives, and policies of the Walworth County Comprehensive Plan are reflected in this Plan for roadways, public transit, bicycle facilities, and pedestrian facilities. There are no specific recommendations for future projects within the Village of Fontana in this plan, but the following table is the Functional Improvement Recommendations for Walworth County.

Walworth County does not have a dedicated Bicycle and Pedestrian Plan at this time.



Figure 7.1 Infrastructure Improvement Recommendations for Walworth County

	Improvement Type	Facility	Termini	Improvement Description
State Jurisdiction	Widening	USH 12	Rock County line to CTH P	Widen from two to four traffic lanes
		STH 50	STH 11 to Washington Street	Widen from two to four traffic lanes
		STH 50	North Shore Drive to CTH F (north)	Widen from two to four traffic lanes
		STH 89 Willis	Ray Road to Janesville Street	Widen from two to four traffic lanes
	Expansion	USH 12 extension	STH 67 to CTH P	Construct four lanes on new alignment
		USH 12 extension	CTH H to Illinois State line	Construct four lanes on new alignment
		STH 11/36 (Burlington Bypass)	CTH DD to Racine County line	Construct four lanes on new alignment
County Jurisdiction	Expansion	CTH DD relocation	STH 11 to CTH DD	Construct two lanes on new alignment
		STH 36 relocation	STH 36 to STH 11/36 (Burlington Bypass)	Construct two lanes on new alignment
		West Market Street extension	Voss Road to CTH H	Construct two lanes on new alignment
Local Jurisdiction	Widening	Janesville Street	STH 59 to Whitewater Street	Widen from two to four traffic lanes
	Expansion	East Market Street extension	Planned New Facility ("outer" ring road) to STH 11	Construct two lanes on new alignment
		Indian Mound Parkway extension	Walworth Street and STH 59	Construct two lanes on new alignment
		New Facility	Main Street to Tratt Street	Construct two lanes on new alignment
		New Facility ("outer" ring road)	Planned East Market Street Extension to CTH H (south)	Construct two lanes on new alignment
		Starin Street extension	Fremont Street to Newcomb Street (STH 59)	Construct two lanes on new alignment
		West Market Street extension	CTH H (north) to Planned East Market Street Extension	Construct two lanes on new alignment

Source: Multi-Jurisdictional Comprehensive Plan for Walworth County: 2035

TRANSPORTATION GOALS, OBJECTIVES, AND POLICIES

Goal:

1. Develop a complete transportation system that facilitates safe, convenient, and efficient traffic flow that is compatible with the low-density residential character of the Village.

Objectives:

1. Ensure that transportation system improvements are coordinated with land development.
2. Continue to utilize the Village's official mapping authority within the Village limits and its extraterritorial planning area to map future roads and pedestrian routes.
3. Coordinate multi-jurisdictional transportation improvements in the planning area.
4. Continue to improve safety and enhance the overall appearance of the STH 67 corridor.

Policies:

1. Establish appropriate street design standards that will provide adequate service for pedestrian, bike, and vehicular traffic.
2. Ensure that schools, parks, playgrounds, and activity centers are well served by bicycle routes and sidewalks or pedestrian pathways.

3. Assure that pedestrian crossings at major intersections (e.g. Highway 67 and Fontana Blvd.) are properly designed to provide maximum safety to those crossing these streets.
4. Amend the Official Map as necessary to reserve sufficient rights-of-way for new arterial, collector, and local streets; future roadway expansions; and bicycle and pedestrian pathways.
5. Continue the development of a pedestrian and bike trail system through the Village that links various destination points such as the lakefront, downtown, and existing and future park sites, as well as larger regional systems.
6. In all future roadway facility maintenance or reconstruction, consider incorporating new multi-modal facility such as expanded shoulders, bike lanes, sidewalks, multi-use trails, and improved crossings.
7. Complete an update of the Village of Fontana Master Plan for the downtown area plan aimed at strengthening the area long-term through the integration of land use, transportation, aesthetics, parking, and infrastructure.
8. Develop a curb and gutter policy for future construction and reconstruction of Village roads.
9. Complete a Village-wide Bicycle and Pedestrian Plan.
10. Develop a 5-Year Capital Improvements Plan to help implement the recommendations of this and other facility-related plans through a dedicated funding schedule and planning process.
11. Encourage aesthetic improvements such as canopy shade trees along terraces, pedestrian scale theme lighting, landscaped boulevards, traffic circles, banners, or benches in all arterial and collector street construction and reconstruction projects.
12. Discourage the use of cul-de-sacs except in very limited situations (e.g. existing topography or development pattern necessitates their use) to a maximum of 10% of all lots in any new subdivision.
13. Actively participate in multi-jurisdictional transportation system planning and improvements, particularly with Walworth County and WisDOT.

TRANSPORTATION PROGRAMS AND RECOMMENDATIONS

Past Plan for the Establishment of a Future STH 67 Bypass

In SEWRPC's past transportation plan, Regional Transportation System Plan for Southeastern Wisconsin 2035, a potential new arterial highway route that would bypass the Village of Fontana was proposed. The proposed route was planned along Town Hall Road with a connection to STH 67 to the north of the Village. In SEWRPC's latest Regional Transportation Plan, Vision 2050, the proposed STH 67 Bypass was removed. Since 2009, the STH 67 has been reconstructed with significant aesthetic improvements and pedestrian facilities within the Village. The bypass is no longer a priority for the Wisconsin Department of Transportation as of 2019.

This Plan recommends the continued collaboration and cooperation between the Village and SEWRPC, WisDOT, Walworth County, and neighboring jurisdictions to implement all future transportation projects. .

Promote Bicycling as a Practical Transportation Alternative

The Village recognizes the importance of multi-use trail facilities to the overall transportation system and intends to enhance and facilitate the walkability and bikability of the Village through the installation of new trails, paths, sidewalks, and on-street bike lanes. The Village also intends to:

- Promote or provide bicycle rental facilities to encourage bicycle use by both residents and tourists in an effort to redistribute traffic loads to other transportation modes to reduce congestion, particularly in the summer months.
- Employ street design standards that emphasize safety, enhance connectivity, and restore the role of streets as "places" within the communities.
- Integrate artful and convenient bicycle parking facilities and pedestrian furniture in the downtown and as components of community gathering places and commercial development projects throughout the Village.
- Work with Walworth County, SEWRPC, and the Village of Walworth to establish a bicycle route or trail connection between Fontana and the Village Walworth.
- Continue to incorporate conceptual bike and pedestrian routes (see Map 6), existing and future park locations, school sites, and neighborhood retail centers into the Park and Open Space Plan.
- Continue to implement the various bike and trail system plan recommendations of this Plan and other plans as funds become available and as opportunities arise (e.g., install bike lanes at the time of street upgrades).

Conduct Detailed Multi-Modal Transportation Planning

Throughout the planning process the need for new detailed transportation plans within the Village was prioritized. Specifically, these plans would provide an opportunity for the community to analyze key corridors, infrastructure, and future demand, help identify and prioritize specific upgrades, and implement industry best practices. It is recommended that several of these planning processes be completed over the next twenty years. Combining several of these plans into a larger planning process may provide time and resource efficiencies, rather than doing each process individually. It is also recommended that each process be a collaborative initiative that involves community members, local businesses, neighboring jurisdictions, technical experts, and elected officials. The following is a list of the future transportation plans the Village should consider undertaking:

- Village Bicycle and Pedestrian Plan
- Downtown Area Plan (update)
- 5-Year Capital Improvements Plan
- Village Official Map (update)

North and South Lakeshore Drive Corridor Study

Throughout the planning process, one of the most discussed topics was the future of North and South Lakeshore Drive. This roadway is one of the most significant gateways in the Village and connects almost all lakefront homes to neighboring communities and downtown Fontana. In 2019, the Village Board approved the reconstruction of South Lakeshore Drive from the area just east of the bridge to the Village limits. The work consists of moving/replacing utilities, replacing the water main, laying storm sewer, conducting a stormwater study, and paving the road. The cross section approved by the Village Board is 12-foot traffic lanes, 3 foot buffer, and 24 inch curb and gutter where necessary (probably for most of the road) and to leave no curbing and instead use drainage swales where feasible. The utility work will begin in early 2020 and the remaining construction work will commence in late Spring, 2020. The roadway's existing 25 miles per hour speed limit is expected to remain in place following construction to promote safety along this heavily used stretch of road.

As for North Lake Shore Drive, it is expected to be resurfaced in the coming years and a complete reconstruction, like South Lake Shore Drive, is also expected within the next 5-10 years.

Continue to Implement the Recommendations of the Official Map

The Village adopted an Official Map in 2004 that identifies CTH B and CTH BB as an arterial Highway Route. Currently, CTH B and CTH BB serve as the major east/west Village arterial streets providing access to the community from both the Village of Walworth and the City of Lake Geneva. Care should be taken to prevent the proliferation of driveways along this roadway. Strip commercial development should be prohibited along this corridor so that it will be able to function as a convenient and safe bypass route around the Village in the years to come.

Willow Bend Road on the northwest side of the Village, Brick Church Road on the west side of the Village, Indian Hills Road on the east side of the Village, and Academy Road are linked with arterial roadways including USH 14, STH 67, CTH B, and CTH BB, which provide direct vehicular access to various parts of the Village. Each of these should be planned to function as collector streets and noted as such on future Official Map amendments.

Continue to Promote the Use of Neighborhood Electric and Alternative Fuel Vehicles

The Village will continue to promote the use of alternative fuel vehicles to increase energy efficiency and reduce the Village's dependence on fossil fuels. The Village will consider use of incentives for fueling stations that support alternative fuel vehicles (e.g. bio-diesel, E85, hydrogen); and convert the Village's vehicle fleet to more energy efficient, alternative fuel models. As defined by the National Highway Traffic Safety Association, a neighborhood electric vehicle (NEV) travels at 20-25 mph, weighs less than 3,000 pounds, and is self-propelled by electric power. NEVs charge through a standard 110v or a 220v outlet, for between three to eight hours depending on the outlet voltage. A golf cart or a low-speed vehicle powered other than by an electric engine, is not considered an NEV. Many communities, including Fontana, have adopted ordinances to allow NEVs on local streets with posted speeds of 35 mph or less.

Another opportunity for the Village to promote alternative fuel vehicles is through the incorporation of electric car charging stations. As electric cars become more prevalent, the demand for strategically located charging stations continues to grow. Installation of an electric car charging station in a public parking lot not only promotes electric vehicle usage, but can also be a revenue generator for the Village. Additionally, small changes to the Zoning

Ordinance to allow new or existing private parking lots to incorporate these facilities is also recommended. As the technology evolves, and electric vehicles become cheaper and more popular, the Village should consider both of these options.

Prepare for Transportation Technology Changes

As transportation technology continues to rapidly evolve overtime, it will be important for the Village to be prepared to accommodate these changes. Over the past few years, bike-share, ride-share, and car-share have all become prevalent throughout the country, and potentially the most revolutionary change is also rapidly approaching, automated self-driving vehicles. While it is impossible to know what the outcomes of this new technology will be, the Village can continuously evolve its ordinances, procedures, and planning to accommodate these changes. An example of this could be as simple as an ordinance change to allow car-sharing or electric car re-charging stations in public parking lots, or it could be as significant as redesigning public facilities and infrastructure to better accommodate self-driving vehicles. The next two decades will see rapid changes in the way people use transportation and Fontana will have to be prepared and flexible enough to continuously evolve as new challenges arise.

While it is currently unknown exactly what transportation will look like in the coming years or its potential implications, there are some preliminary considerations for the Village to plan for:

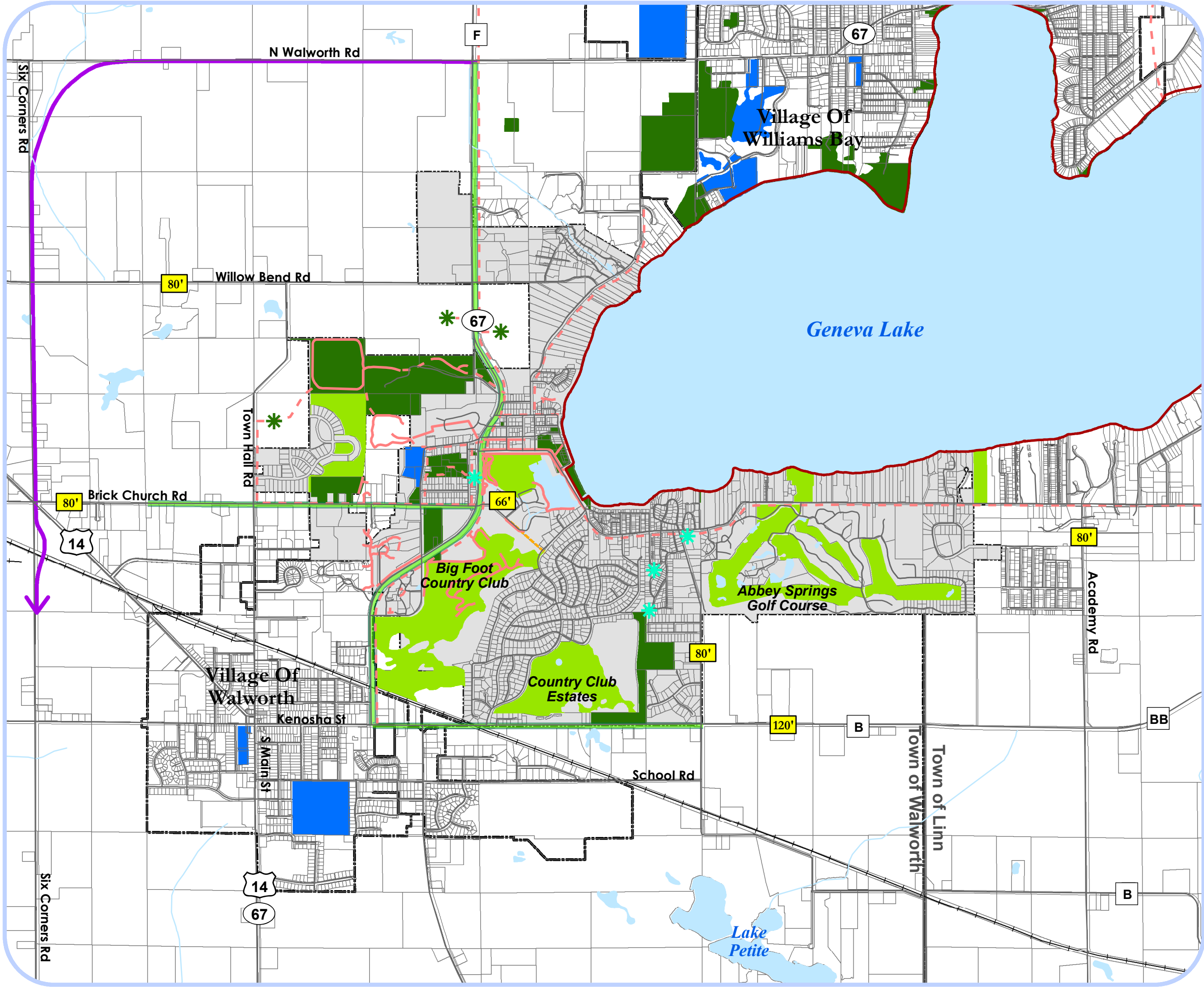
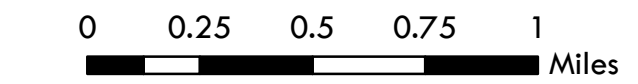
- **Infrastructure.** It may be increasingly important to uniformly upgrade and maintain lane striping and signage to accommodate autonomous vehicles because they significantly rely on these infrastructure elements to navigate and function effectively. Additionally, in future roadway projects, considerations could be made for off-street or on-street staging facilities for vehicle pick-up and drop-off, instead of traditional on-street parking, parking lots, or parking garages.
- **Changing Revenue Sources.** Incorporating high-capacity electric vehicle charging stations within municipal lots could be a new revenue generating source for the village, in addition to promoting and accommodating ridesharing. Also, overtime, traffic violation revenue may decrease significantly because of overall safer roadways. It may be appropriate to intermittently budget for lower revenue totals from this source to avoid dramatic changes to local resources.
- **Inequities.** The initial phase of autonomous vehicle integration may disproportionately disadvantage lower-income individuals who may not be able to afford the technology. Potential adjustments to traffic enforcement practices and/or wheel tax policies may be necessary to curb this inequity.
- **Technology Systems.** As many larger governing bodies increasingly integrate intelligent transportation systems (ITS), it will be important for the village to participate in data collection and sharing, in addition to utilizing wireless and cloud-based technologies within their own practices.

Transportation & Community Facilities

Map 6

Fontana Comprehensive Plan

- Village of Fontana
- Surrounding Jurisdictions
- Parcels
- Right-of-Way
- Roads
- Railroads
- Future Conservation Park
- Future Park
- Existing Geneva Lake Shore Path
- Existing Trails
- Future Trails and Bike & Ped Facilities
- Green Gateway
- Planned Roads
- Recommended Improvements
- Road Bypass
- Village of Fontana Parks
- Private Recreation
- School Facilities
- Water
- Proposed Right-of-Way Widths Over 66'



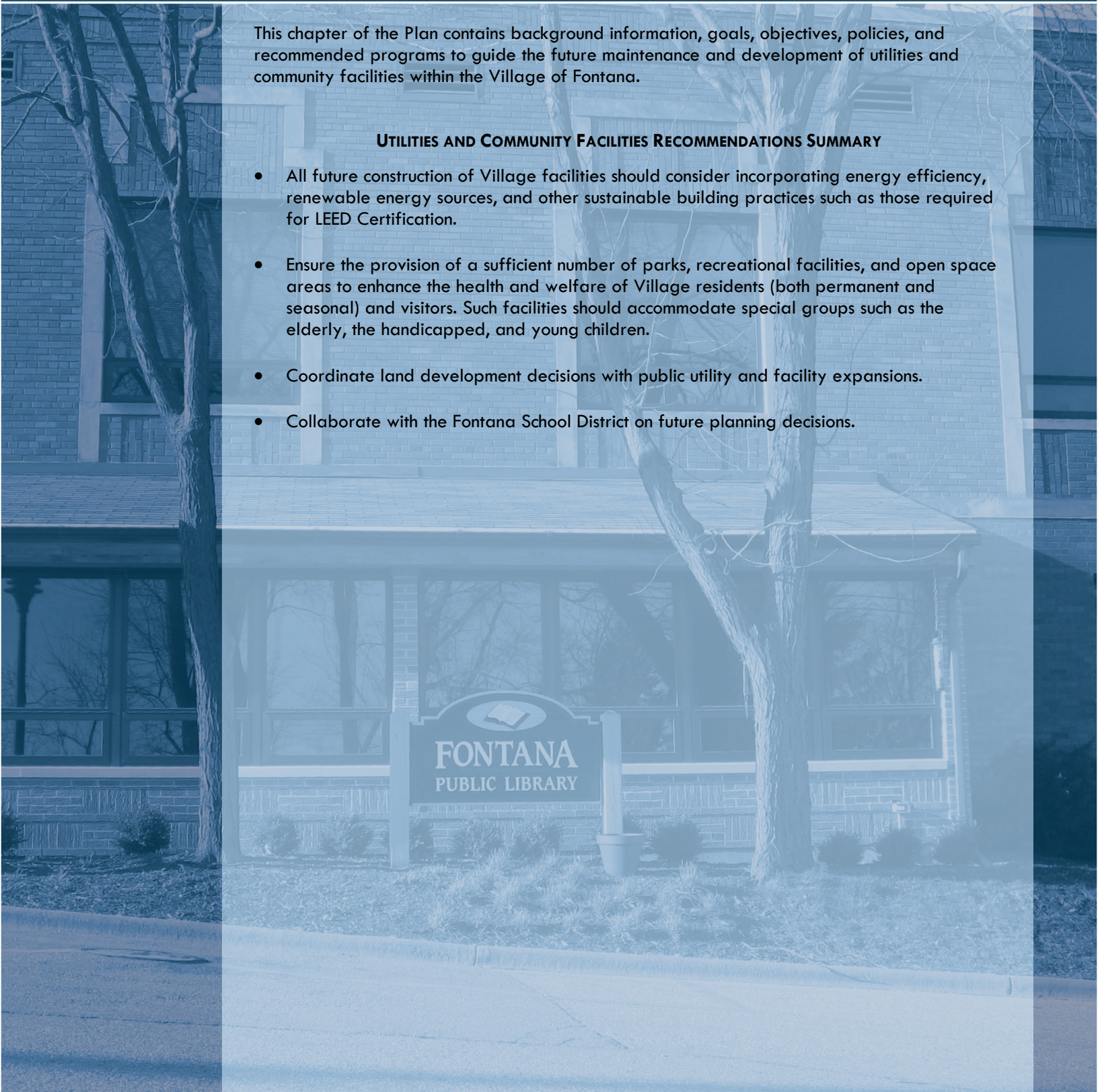
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CHAPTER EIGHT: UTILITIES & COMMUNITY FACILITIES

This chapter of the Plan contains background information, goals, objectives, policies, and recommended programs to guide the future maintenance and development of utilities and community facilities within the Village of Fontana.

UTILITIES AND COMMUNITY FACILITIES RECOMMENDATIONS SUMMARY

- All future construction of Village facilities should consider incorporating energy efficiency, renewable energy sources, and other sustainable building practices such as those required for LEED Certification.
- Ensure the provision of a sufficient number of parks, recreational facilities, and open space areas to enhance the health and welfare of Village residents (both permanent and seasonal) and visitors. Such facilities should accommodate special groups such as the elderly, the handicapped, and young children.
- Coordinate land development decisions with public utility and facility expansions.
- Collaborate with the Fontana School District on future planning decisions.



EXISTING UTILITIES AND COMMUNITY FACILITIES

Village Administrative Facilities

Fontana Village Hall is located at 175 Valley View Drive. This historic building was constructed in 1934, renovated in 1995, and now houses the offices of the Village administrator, Clerk, Deputy, Clerk-Treasurer, Building Inspector, Municipal Court, and the Geneva Lake West Chamber of Commerce Visitors Center. The Fontana Public Library occupies the lower level of this building and is accessible from Second Street. Currently the administrative functions of this facility are operating at capacity. To plan for and accommodate future staffing and space needs over the planning period, the Village is in the process of conducting a facility needs study.

Police Department

The Village of Fontana Police Department provides 24-hour coverage and employs seven full-time sworn officers, one part-time sworn officer, an administrative assistant, and a seasonal community service officer. In 2018, the Fontana Police Department handled 5,158 calls for service. Calls for service include crimes, ordinance violations, traffic violations, traffic accidents, public relation functions, animal complaints, medical emergencies, residential and commercial alarms, etc. The Fontana Police Department is dispatched through the Walworth County Sheriff's Department's shared dispatch center. The Fontana Police Department works closely with its citizens, local businesses, and private associations. The Fontana Police Department has a regular presence at the Fontana Elementary School and provides mentoring to students through our "Wise Choices" and "Cops and Bobbers" programs. The Fontana Police Department offers a college internship program, a citizen ride-along program, and a neighborhood walk and talk program.

The Fontana Police Department's staffing is based heavily on the community's population. The seasonal changes in population make staffing difficult. At current population and staffing levels, the Police Department is able to provide an appropriate level of service during the off-season and an adequate service level to meet the needs of the summer population. As a result of changing service needs associated with the fluctuating population, the Police Department faces challenges in retaining officers or finding qualified candidates to fill part-time positions.

The Fontana Public Safety Building houses both the Fontana Fire Department and the Fontana Police Department. Due to this building's unique construction, the 40-year old facility cannot be expanded or undergo significant remodeling. The Police Department has reached the office and storage capacity of this facility. A new safety building would improve the Department's efficiency and the overall safety of the community. Future community growth will require an evaluation of the Department's facility needs. Therefore, a facility needs study is underway to evaluate the Department's equipment and staffing needs.

Fire and Emergency Medical Services

The Village of Fontana's volunteer Fire Department and Rescue Squad is located in the Merle Robinson Fontana Safety Building on Fontana Boulevard. The Fire Department is funded by the Village. The Rescue Squad is funded through citizen and business contributions.

The department has thirty total volunteer members, two fire engines, one ladder truck, two boats, two ambulances, and small brush fire vehicle. They provide fire protection, fire prevention, public education, and fire inspection services to the residents of Fontana. On a yearly basis, the department runs approximately 320 total calls and assists neighboring departments through various agreements.

Health Care Services and Child Care Facilities

Fontana residents are served by the Aurora Health Center located in Walworth, Mercyhealth Hospital and Medical Center-Walworth in Lake Geneva, and the Aurora Lakeland Medical Center in Elkhorn. Chiropractic and dental care is available at Fontana Family Chiropractic and Fontana Family Dentistry, both located in Fontana.

There are no childcare services within the Village, however there are available facilities throughout the region at Little Professors Learning Center in Walworth, Lakeland Preschool in Williams Bay, United Childcare Center in Lake Geneva, and Countryside Daycare in Delavan.

Library

Located in the lower level of Village Hall, the Fontana Public Library provides print and non-print materials and programs to meet the educational, informational, and recreational needs of the public. The library's extensive collection includes fiction, non-fiction, children's books, large-print books, audio books, and compact discs; and features art exhibits and local history archives. Wireless internet access is available for public use.

The Fontana Public Library offers a variety of programs including toddler time, a summer reading program for children, author events, book clubs, and educational programs for adults. The Library is a member of the Lakeshores Library System which allows members to borrow materials from the collections of 23 libraries in Walworth, Racine, Rock, and Kenosha Counties.

Like many of the other community facilities in Fontana, the library is also currently operating at capacity. It is also being evaluated as part of the study of the safety building and village hall.

Parks and Open Space

The Village of Fontana offers approximately 160 acres of parkland and recreational facilities available for the enjoyment of visitors and local residents. The Village's latest Park and Open Space Plan was completed in 2016 and plans for the future maintenance and expansion of these facilities. Figure 8.1 on the following page lists and describes Fontana's existing park and recreational facilities. The two overarching goals of the Plan include:

- Ensure the provision of a sufficient number of parks, recreational facilities, and open space areas to enhance the health and welfare of Village residents (both permanent and seasonal) and visitors. Such facilities should accommodate special groups such as the elderly, the handicapped, and young children.
- Preserve the Village's natural resources and amenities, particularly the lakefront, for the benefit of current and future residents.

The Village's current park standards provide 11.1 acres of existing park acres per 1,000 residents and 19.6 total park and open space area acres per 1,000 residents. Both exceed national standards. Additionally, through the planning process, it was determined that the Village's current community park distribution serves most Village residents, however its neighborhood parklands are all centrally located and not easily accessible to residents in the far north, south, and east sides of the Village.

Based on existing park facilities and projected future population (as calculated in 2016), the Village will need an additional 5 acres of parks in 2035 to maintain its current park acreage provision. A complete list of the prioritized recommended action items can be found in the 2016-2021 Village of Fontana Park and Open Space Plan.

Figure 8.1: Park and Recreational Sites

Park	Description	Acres	Ownership
Duck Pond Recreation Area	Duck Pond Recreation Area, located off Highway 67 on Wild Duck Road, features a recently constructed pavilion, numerous hiking trails, baseball and soccer fields, and a Frisbee golf course.	109.0	Village
Mohr Public Park	Located at the end of Mohr road, this park provides pedestrian access to the Geneva Lake Shore Path.	0.2	Village
Pioneer Park	Pioneer Park, located off Lake Street across from the Village Boat Launch, offers an unobstructed view of Geneva Lake.	0.5	Village
Fontana Elementary School	Play fields and equipment are available on school grounds.	>1.0	School District
Hildebrand Nature Conservancy/Mill House Pavilion	Hildebrand Nature Conservancy supports a natural spring and coldwater creek, woodlands, and wetland areas. There is also an existing pedestrian trail system through the forested area south of the school building that is accessible from the Mill House Pavilion Outdoor Education Facility.	14.0	Village
Well No. 3 Natural Area (Big Foot Nature Study Area)	Located on Brick Church Road, the Big Foot Nature Study Area is a man-made prairie and oak savanna developed to serve educational purposes. The area is open to the public.	15.0	Village
Fontana Fen	Fontana Fen is located between Main Street and Dewey Avenue. This park features restored fen and prairie land and is also used as an educational exhibit.	10.0	Village
Fontana Beach	Fontana Beach is the only public beach in the Village of Fontana. Changing rooms and restrooms are available. Lifeguards are present in summer months.	6.0	Village
Reid Park	Reid Park is located along the lakefront between 3 rd Avenue and Fontana Boulevard. The park features the Little Foot Playground, baseball diamond, restrooms, and a gazebo.	5.0	Village
Boat Launch Site	Located on Lake Street just south of Bay View Avenue, this is the only public boat access in the Village.	1.0	Village
Lakeview Park	Located adjacent to the beach house on Lake Street, Lakeview Park provides seating and a viewing area for the lake.	0.5	Village of Fontana
Geneva Lake Shore Path	The Lake Shore Path around Geneva Lake is a 21 mile shoreline trail that is fully accessible to the public. An Indian treaty signed in 1833 guarantees this access in perpetuity. Approximately 3.13 miles traverses through Fontana.	16,500 linear feet	Public Easement
Headwaters Park	This area opposite the Fen on Main Street and Dewey Avenue contains the headwaters of Van Slyke Creek. There is a walking trail into the park area.	2.6	Village
Cemeteries	No cemeteries are located in the Village of Fontana.	0	N/A
Total Acres (excluding trails)		163.97	

Source: Village of Fontana on Geneva Lake Park and Open Space Plan, 2016

Private Park and Open Space Sites

The Village of Fontana is also home to a variety of public park and open spaces. While these facilities are not counted in the average acres per 1,000 resident calculation used to determine future park and open space needs because of their limited access, it does offer residents and visitors additional outdoor recreational opportunities. Table 8.2 lists the sites, total acres, and ownership of the various private park and open spaces in the Village.

Figure 8.2: Private Park and Recreational Sites

Site Name	Acreage	Ownership
Abbey Springs Country Club	152	Private
The Abbey	70	Commercial
Big Foot Country Club	231	Private
Country Club Estates Golf Course	80	Semi-Private
Seven Sacred Ponds	1	Private

Source: Village of Fontana on Geneva Lake Park and Open Space Plan, 2016

Schools

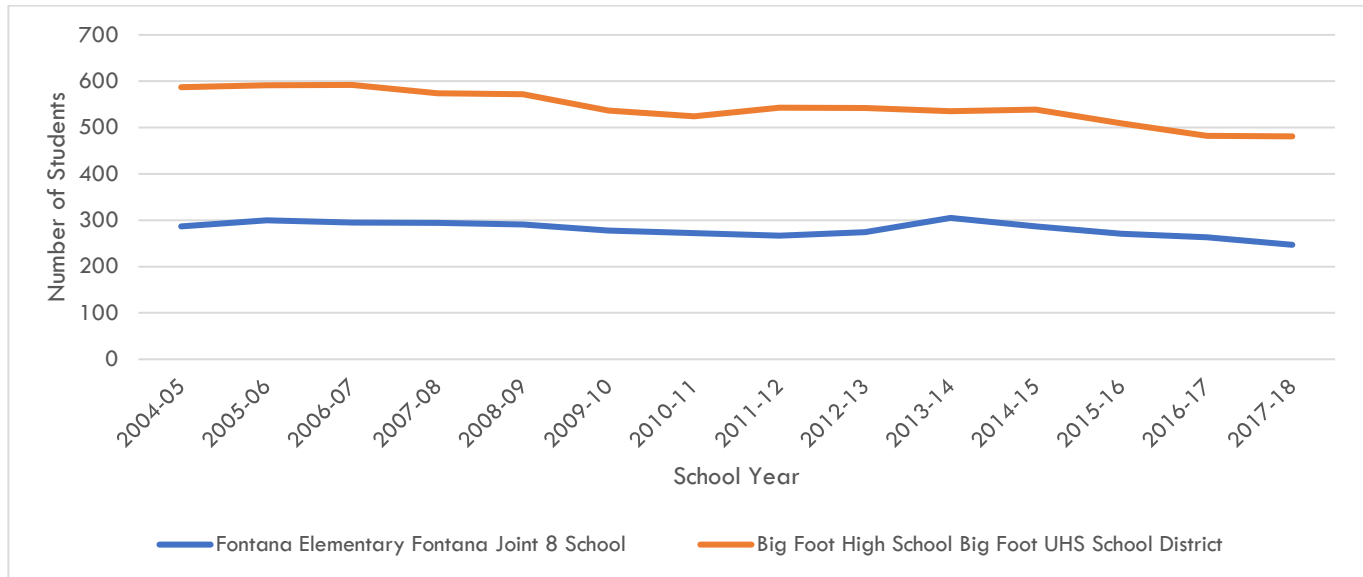
The Village of Fontana is served by the Fontana Joint 8 School District and the Big Foot UHS School District which is comprised of one elementary school and one high school. Fontana Elementary serves students in four-year-old kindergarten through grade eight. Grades nine through twelve attend Big Foot High School. Big Foot High School, located in the neighboring Village of Walworth, was recently renovated and expanded. The new facility comprises approximately 200,000 square feet.

Enrollment for both districts is shown in Figure 8.3. According to Wisconsin Department of Public Instruction, high school enrollment has declined by 22 percent and Fontana Elementary School has declined by 16 percent since 2004, which reflects Fontana and the area's overall decreasing family population as discussed in Chapter 2. Moving forward, it is important for the village to continue to work with the school district on their enrollment projection and facility planning efforts to identify and adapt to the many different trends that emerge over time.

The Wisconsin Department of Instruction ranks schools every year on whether they are meeting expectations or not using an Accountability Rating. Any Accountability Rating above an 83 significantly exceeds expectations, between 82-73 exceeds expectations, 72-63 meeting expectations, and 62-53 meets few expectations. According to the 2017-18 School Report Card for Fontana Elementary School, the school scored 83, an increase from 69 in the 2011-12 school year. This means that the school exceeds expectations for student achievement, student growth, educational equity, and preparing students for educational milestones, including college and career readiness. Big Foot High School over that same time period did not see the same dramatic increase. Its scores stayed flat, with an Accountability Rating of 67 in 2017-18 and 71 in 2011-12. This means that the school meets expectations.

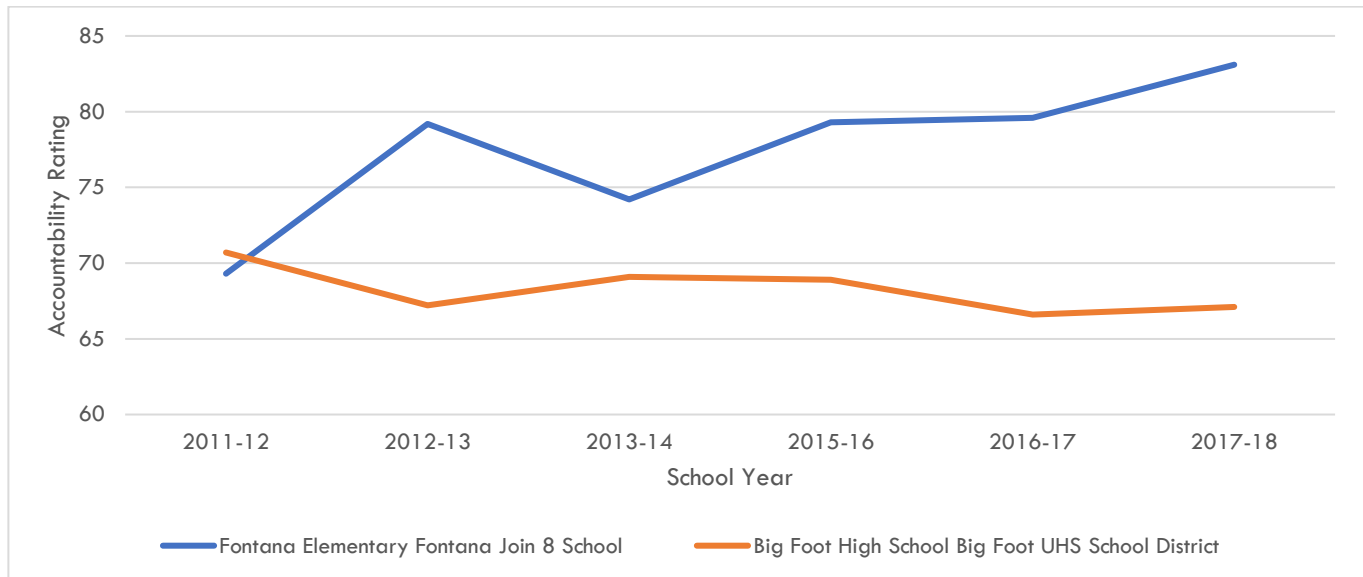
There are no private parochial schools located in Fontana.

Figure 8.3: School Enrollment, 2004-2018



Source: Wisconsin Department of Instruction

Figure 8.4: School Achievement, 2011-2018



Source: Wisconsin Department of Instruction. School Accountability Rating

The Village of Fontana is located within the Gateway Technical College District, which offers campuses in Burlington, Racine, Kenosha, Pleasant Prairie, Sturtevant, and Elkhorn. Gateway offers technical certificates in financial planning, multimedia, network security, psychosocial nursing, telecommunication engineering, and websphere programming. In addition, the Aurora University's George Williams College (GWC) campus is located in nearby Williams Bay.

Solid Waste Disposal and Recycling

The Village of Fontana contracts with Keizer and Sons to provide weekly refuse removal service for local residents. Weekly recycling service is provided by John's Disposal Service. Fontana's recycling is "single-stream," meaning that all recyclable items can be combined into one container without prior sorting. Additional curbside services include yard waste, leaf vacuuming, and curbside chipping. The Village of Fontana also owns and maintains a municipal compost facility.

Telecommunications and Power Distribution

Both Verizon and Charter Communications offer telephone, internet, and cable services to the Village of Fontana. Electric is provided by Alliant Energy and natural gas service is provided by WE Energies.

Municipal Water Supply

The Village of Fontana provides municipal water service via four active wells, a 100,000-gallon mixing reservoir, a 200,000-gallon elevated storage tank, and a 1,000,000-gallon standpipe. It is expected that the existing water system facilities will meet the Village's anticipated population growth.

Municipal Wastewater Treatment

The Fontana-Walworth Water Pollution Control Commission (FWWPCC) treats the Village's wastewater. The plant is located west of Fontana along the Piscasaw Creek. The Fontana-Walworth sanitary sewer service area encompasses the corporate limits of the Village of Fontana and the Village of Walworth and includes portions of the Town of Linn and the Town of Walworth, including the land occupied by Kikkoman Foods. The existing urban service area boundary is shown on Map 1. Within the Village of Fontana, the sewer system contains 30 miles of sewer mains and 12 lift stations. The average annual flow rate in 2019 for the entire FWWPCC sewer service area is 1,310,000 gallons per day. The annual average plant capacity is 1,450,000 gallons per day. Fontana's average annual flow rate is about 885,000 gallons per day, which accounts for 63 percent of the total service area.

Private On-Site Water and Wastewater Treatment

Properties located outside the Village limits are served by private wells and individual on-site wastewater treatment systems, often referred to as septic systems, which generally discharge the wastewater to underground drainage fields. The Village does not provide public water or sewer services to areas outside of its boundaries.

UTILITIES AND COMMUNITY FACILITIES GOALS, OBJECTIVES, AND POLICIES

Goals:

1. Offer park and recreation facilities that are accessible to all Village residents as well as visitors.
2. Provide a cost-effective and efficient system of public utilities in the Village designed to serve current, seasonal, and future populations.

Objective:

1. Encourage the development and utilization of community recreation resources to enhance the livability of the Village.

Policies:

1. Continue to recognize the value of environmental corridors as valuable community open space and recreational areas.
2. Develop a Green Gateway system that enhances the aesthetic value of Village's primary arterial roadways and includes passive and/or active recreational facilities, such as bike paths and nature study areas.
3. Improve the public areas and facilities of the lakefront, both to enhance its aesthetic appearance and to more fully provide for the recreational and cultural needs of the residents of the community.
4. Encourage the provision of open space and recreational areas such as walking and biking paths and playgrounds through conservation neighborhood design and by preservation of environmental corridors.
5. Update Village of Fontana Park and Open Space Plan every 5 years in accordance with Wisconsin Department of Natural Resources standards.
6. Discourage urban development in areas that cannot be easily or economically served with municipal utilities, such as water and sewer.
7. Extend water and sewer services only to lands within the designated Village limits that are contiguous to existing served areas and stage utility service expansions in a manner that is consistent with the recommendations of this Plan.

8. Emphasize energy-efficiency, sustainability, and cost-effectiveness in every aspect of municipal operations.
9. Require all new development in the Village to make provisions for managing stormwater. Such facilities should ideally be constructed prior to the commencement of building development.
10. All future construction of Village facilities should consider incorporating energy efficiency, renewable energy sources, and other sustainable building practices such as those required for LEED Certification.
11. Continue to coordinate with the School District on future planning decisions and participate in the update of the District's 5-Year Strategic planning process.
12. Develop a Village-wide 5-Year Capital Improvements Plan to prioritize future infrastructure projects.
13. Implement the recommendations of the community facility study for the future safety building, Village Hall, and Library.

UTILITIES AND COMMUNITY FACILITIES PROGRAMS AND RECOMMENDATIONS

Community Facilities Study

Following the completion of the community facilities study on the future safety operations, Village Hall, and Library, the Village should pursue implementing the recommendations of the type and location of future facilities. This study is expected to be completed in 2019.

Coordinate Future Land Development with Public Utilities

The Village will continue to ensure that urban development only occurs if it is within the Village's corporate limits and is served by Village public utilities and services. The future land use recommendations are intended to provide guidance regarding which areas in the Village's planning area can be most efficiently served with sewer and water. The Village will work with surrounding communities as necessary to coordinate and guide future urban development into areas adjacent to existing development. This approach will maximize investments that have already been made in public utilities and result in more compact, higher value commercial and residential uses. In addition, due to the rolling topography in the Village's planning area, it is not uncommon for new subdivisions to require lift stations. Additional lift stations increase the cost of sanitary sewer service because of the electricity needed to operate the stations. To minimize such costs, the Village will promote connections to existing lift stations versus building new lift stations wherever possible.

Promote the Construction of Energy Efficient Buildings

In recent years, communities around the country have started to encourage more sustainable building practices either by requiring that all new municipal or municipally-funded buildings achieve LEED (Leadership in Energy and Environmental Design) certification, or by providing incentives for private developers who construct LEED-certified buildings. Instead of requiring official "LEED" certification, some communities codify their own set of "green building" requirements. Examples of incentives for the construction of "green buildings" include the following:

- Expedited building permit processing and plan review
- Tax incentives, particularly property tax abatements to achieve a defined level of LEED certification
- Increased Floor-to-Area (FAR) ratios to allow development to construct more building area than allowed through normal zoning regulations
- Marketing, publicity, and awards for catalytic projects that utilize best practices
- Increase availability and access to loans or the development of a dedicated loan funds
- Full or partial refunding of development and planning review fees

Leadership in Energy and Environmental Design (LEED)®: A Green Building Rating System

The LEED rating system is the nationally recognized benchmark for the design and construction of green buildings. The LEED program measures performance in five key areas of human and environmental health: sustainable site design, water savings, energy efficiency, materials selection, and indoor environmental quality. For more information about this program, visit the U.S. Green Building Council's website.

The Village will welcome the construction of energy-efficient buildings, including the exploration of incentives for property owners who retrofit existing buildings with "green" technologies.

Continue to Coordinate with the School District on Future Planning Decisions

The Village should continue to coordinate land use and development decisions with the Fontana School District's long-range planning efforts. Although enrollment at Fontana Elementary has not increased significantly in recent years, it is not unlikely that over the course of the 20-year planning period the School District will need to consider the acquisition of land for one or more new elementary schools. The Village intends to work with the School District to proactively identify appropriate sites for the school before land costs escalate and/or other development occurs in the most desirable areas.

Upgrade and Expand Utilities and Community Facilities as Needed

Over the planning period, it will be necessary for the Village to perform utility upgrades and facility expansions. Figure 8.5 on the following page provides a list of potential projects and a suggested timeframe in which they may be implemented. The Village will consider, where feasible, energy efficiency in utility and community facility improvements.

Figure 8.5: Utilities and Community Facilities Timetable

Utility/Facility	Timetable	Comments
Village Administrative Facilities	Ongoing	Continue to identify strategies for maximizing use of the existing building.
Police Department	Ongoing	Continue to upgrade and replace squad cars and equipment as needed over the planning period, considering hybrid or other energy-efficient vehicles.
Fire Department and EMS Services	Ongoing	Continue to upgrade and replace equipment as needed over the planning period, considering hybrid or other energy-efficient vehicles.
Health and Child Care Services	Ongoing	Private parties will continue to provide health and childcare services in and around the Village as needed.
Library	Ongoing	Continue to monitor facility needs and plan for expansions as necessary.
Park and Open Space Facilities	Ongoing	Update and implement the Village Parks and Outdoor Recreation Plan to maintain grant eligibility.
Schools	Ongoing	Coordinate with the School District on potential long-term facility needs and other joint initiatives.
Solid Waste & Recycling Services	Ongoing	Continue to promote waste reduction and recycling in the Village.
Water and Sanitary Sewer	Ongoing	Continue to maintain and upgrade facilities as necessary.
On-site Water and Wastewater Treatment (Septic) Systems	Ongoing	Do not allow additional systems for new development in the Village. All new development in the Village and its Urban Service Area should be served by municipal sewer and water.
Cemeteries	Ongoing	Private parties will provide cemetery capacity in and around the Village as needed.

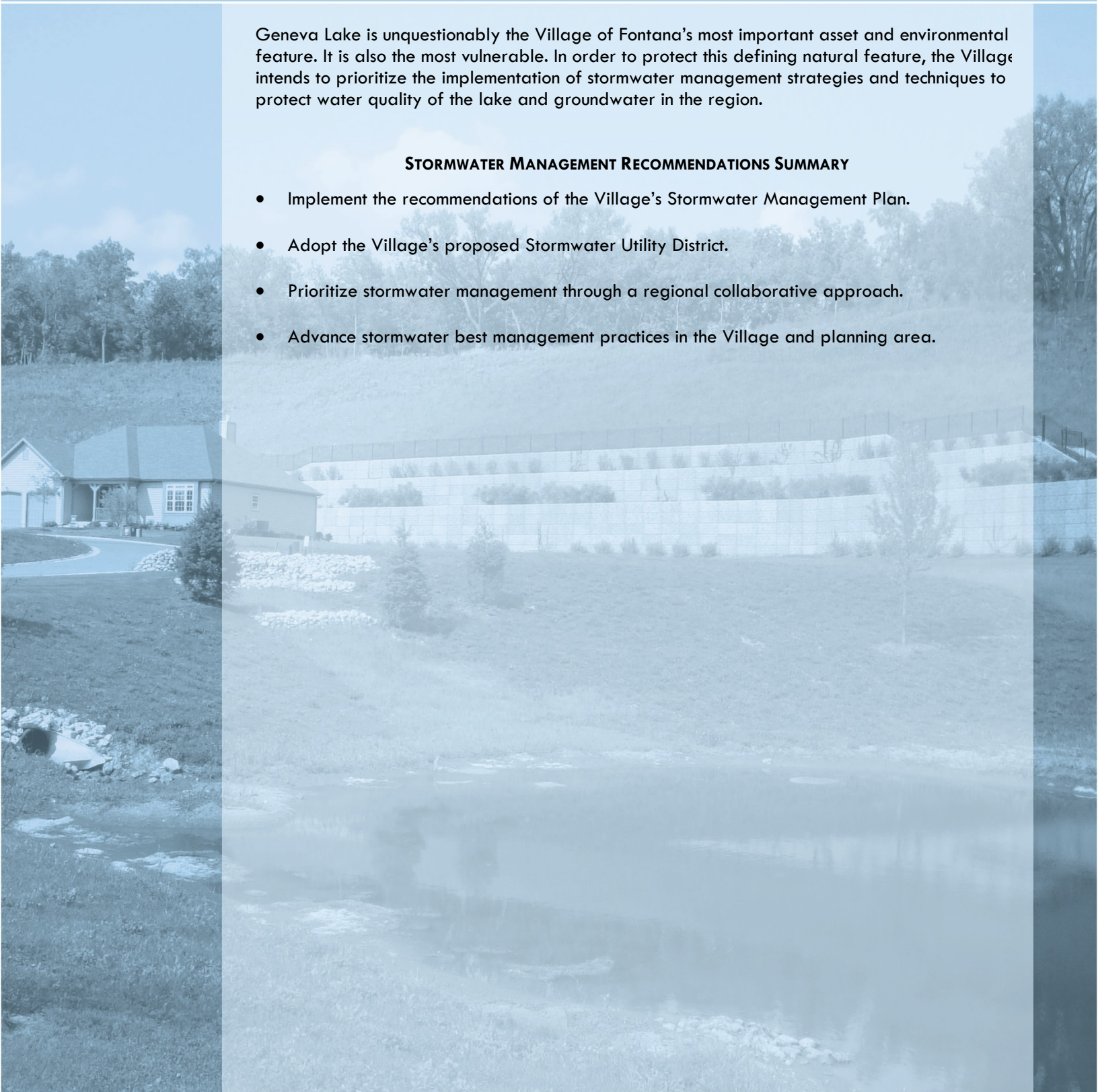
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CHAPTER NINE: STORMWATER MANAGEMENT

Geneva Lake is unquestionably the Village of Fontana's most important asset and environmental feature. It is also the most vulnerable. In order to protect this defining natural feature, the Village intends to prioritize the implementation of stormwater management strategies and techniques to protect water quality of the lake and groundwater in the region.

STORMWATER MANAGEMENT RECOMMENDATIONS SUMMARY

- Implement the recommendations of the Village's Stormwater Management Plan.
- Adopt the Village's proposed Stormwater Utility District.
- Prioritize stormwater management through a regional collaborative approach.
- Advance stormwater best management practices in the Village and planning area.



REVIEW OF PLANS

Village of Fontana Stormwater Management Plan, 2009

Over the past decade, Village of Fontana elected officials, staff, and residents have come to the consensus that there is a pressing need to protect Village infrastructure and the quantity and quality of water entering Geneva Lake and its tributaries, especially with a dynamically evolving climate. In the fall of 2008, the Village of Fontana Board of Trustees formed a Stormwater Advisory Committee, which was charged with the task of developing a Village-wide Stormwater Management Plan and Stormwater Utility District.

The Village's Stormwater Management Plan methodically analyzes the natural and man-made aspects that effect stormwater within the Village, outlines design criteria for stormwater best practices, identifies areas of concern, and details recommendations and implementation action items to pursue. The areas of concern identified through the planning process were:

- Sauganash Drive – near Davis Court
- Indian Hills Road and Brickley Drive
- Sauganash Drive and Tarrant Drive at Waubun Drive
- Abbey Hill Condominiums at STH 67
- Shabbona Drive Between Big Foot Country Club and Pottawatomi Drive
- Other Recurring Problem Areas:
 - Two undersized or nonexistent collection and conveyance systems to handle runoff along North Lake Shore Dr.
 - Runoff from Dade Avenue washing out portions of native restoration areas in the Duck Pond Recreation Area
 - Water quality issues within Potawatomi Creek

Within the plan, a detailed summary of recommendations outlines the specific infrastructure improvements needed to help the stormwater issues within each area of concern. It was also recommended that these improvements be paid for in part through the creation of Village-wide Stormwater Utility. As of 2019, the Stormwater Utility had not yet been established.

STORMWATER MANAGEMENT GOALS, OBJECTIVES, AND POLICIES

Goals:

1. Protect the quality of Geneva Lake and its tributaries.
2. Reduce the occurrence of flooding and damage to private property as a result of flooding.

Objectives:

1. Cooperate with other units of government on the protection of Geneva Lake and other regional natural resource systems.
2. Direct development away from environmental corridors, flood storage areas, drainageways, wetlands, floodplains, and critical infiltration areas.
3. Promote compact development patterns to ensure efficiency of land and utilities, and protection of natural resources and water quality.

Policies:

1. Continue to enhance and enforce erosion control and stormwater management regulations, and require the use of best management construction site practices to minimize soil erosion and to prevent degradation of the water quality of Geneva Lake and other water resources.
2. Protect the quality of Geneva Lake and its tributaries by retaining stormwater through best management practices; maintaining or providing vegetative buffers where existing development abuts waterways.
3. Partner with the Geneva Lake Conservancy, the Geneva Lake Environmental Agency, and others on lake and watershed protection initiatives.
4. Use zoning, subdivision, and official mapping powers to protect the natural resource base from development within the Village and the extraterritorial area.

5. Require all site plans, preliminary plats, and certified survey maps to accurately depict all environmental corridor natural resource elements (e.g. wetlands, floodplains, steep slopes, drainageways, etc.) that are found on the site.
6. Develop sustainable infrastructure standards and preferred strategies so that developers understand what are acceptable for meeting water quality and quantity control objectives. The practices should focus on those that are easily maintained and have successfully performed in the Village's climate.
7. Continue to pursue the climate adaption and resiliency mitigation strategies in the Walworth County Hazard Mitigation Plan and participate in the update of the plan. Implement the recommendations in the Village's Stormwater Management Plan, including the establishment of a Village-wide Stormwater Utility.

STORMWATER MANAGEMENT PROGRAMS AND RECOMMENDATIONS

Adopt a Village Stormwater Utility District

Development and adoption of a stormwater utility will enable the Village to better manage stormwater at a regional level, in addition to site-by-site approaches. Stormwater utilities are designed to provide a funding mechanism for municipalities to install stormwater facilities and implement stormwater best management practices. Generally, stormwater utilities are focused on the following activities:

- Water quality management, including groundwater recharge.
- Ecological preservation.
- Flood and pollution control.
- Regulation and enforcement activities.
- System-wide planning.

The goal of the Village of Fontana's proposed Stormwater Utility District is to address the many priority areas in the Village where floods occur and to put into place management techniques to prevent the development of future stormwater issues. Some of the stormwater management facilities being considered for the Village include:

- Stormwater detention and retention ponds and basins.
- Rain gardens/bio-retention facilities.
- Storm water sewers.
- Storm water curbs and gutters.
- Runoff ditching.
- Stream bank stabilization projects.
- Street sweeping/leaf collection.
- Land acquisitions and easements.

Advance Stormwater Best Practices

The Village will continue to implement stormwater Best Management Practices (BMPs) to mitigate the negative impacts on waterways and downstream properties. Stormwater BMPs aim to control runoff volume by managing precipitation as "close to where it hits the ground" as possible, thereby facilitating infiltration into groundwater and evaporation of water back into the atmosphere. This approach decreases peak stormwater quantities and improves the overall quality of the stormwater that does enter streams and lakes. The Village will promote and, in certain cases, require the following stormwater BMPs:

Maximize permeable surface areas. This technique focuses on reducing the impervious footprint of development sites and breaking up large paved areas with permeable surfaces and/or natural ground cover and vegetation. Since the impacts of stormwater runoff are far more effectively managed by natural systems, such as wetlands and forest ecosystems, than by pervious ground cover that has been altered by construction or other human impacts (e.g. front lawns), the preservation of environmental corridors will go a long way in mitigating stormwater impacts. Where paved surfaces are necessary, these areas should be graded so they drain to infiltration areas. This approach also includes the incorporation of narrower street widths into neighborhoods, where possible, and the development of smaller lots, which are typically associated with less impervious surface per lot (e.g. less street frontage needed per lot).

Incorporate progressive construction site erosion control practices. Construction sites generate a significant amount of sediment run-off if not managed properly. Under current state laws, erosion control plans are required for all

construction sites that are larger than one acre. The Village will enforce erosion control ordinances and techniques for the protection and continued improvement of water quality. In particular, progressive erosion control systems should be components of new development sites. These techniques include providing silt fencing surrounding the construction project, minimizing the amount of land area that is disturbed throughout the construction process, and quickly reestablishing displaced vegetation.

Include infiltration and retention areas. Where stormwater basins are necessary to effectively manage run-off, such basins and associated conveyance routes should be carefully integrated into the surrounding development pattern and should incorporate native/natural edge vegetation whenever possible to ensure the aesthetic and functional integrity of the site. Other possible infiltration techniques include: rain gardens, rain barrels, green roofs, vegetated buffer strips and berms, bioswales, permeable pavers, and retention ponds:

- **Rain Gardens:** A rain garden is a landscaping feature that is designed, located, and installed for the purposes of capturing stormwater runoff and allowing it to infiltrate back into the ground. The Village may consider codifying rain garden design standards and allowing the construction of rain gardens to apply toward meeting Village landscaping requirements.
- **Rain Barrels:** A rain barrel collects and stores the water that drains from rooftops to prevent it from running off-site. A hose connected to the barrel can be used to water the lawn or garden, or to wash the car. Barrels can also be set to slowly empty themselves, allowing the water to filter back into the ground. The Village can actively promote this program and provide residents with information about how and where they can purchase their own rain barrels.
- **Permeable Pavers:** Pavement and/or concrete is typically impervious, forcing water away from it. Permeable pavers aim to change that by allowing water to seep through the pavement itself or providing gaps for the water to seep into. Both methods allow stormwater to be controlled at the source, while helping to reduce runoff and increase the filtering of the water. Permeable pavement is a rapidly evolving and improving technology that offers a new form of on-site stormwater management.
- **Green (Vegetated) Roofs:** Green roofs effectively act like sponges, absorbing water from rain storms that would otherwise run off the roof. Green roofs also function as filters, removing pollutants from rainwater. The Village will consider installing green roofs on new municipal buildings constructed in the future, and promote them in private developments.
- **Vegetated Buffer Strips and Berms:** Locating areas of vegetation either alone or in combination with landscaping berms around properties helps restrict the off-site flow of water. Also, the addition of organic material to soil aids in the decomposition and filtration of pollutants. The DNR administers several programs that are designed to protect and enhance surface water quality in key areas, including the DNR Target Runoff Management Program and the DNR River Protection Grant Program.
- **Retention ponds:** Retention ponds aim to filter out sediment and other solids from stormwater, while also retaining runoff on-site. These ponds usually have some water in them most of the time to allow materials in the water to separate out and sink to the bottom. These are typically used in larger-scale developments or subdivisions.
- **Bioswales:** A bioswale is a small-scale combination of a detention pond and vegetate buffer strip. It is typically designed to be sloped, so that it both filters the water with through organic materials that make up the buffer, while also containing the water during rain events. Bioswales are typically dry most of the time, other than directly after rain events or snow melts. Overall, they remove pollutants, silt, and other debris that might be in the water, while also mitigating peak stormwater flow.

Prioritize Stormwater Management through a Regional Approach

In addition to adoption of a stormwater utility, the Village should also develop partnerships with the Geneva Lake Environmental Agency, the Geneva Lake Conservancy, adjacent government jurisdictions, Walworth County, SEWRPC, and other groups to effectively implement stormwater planning objectives. As a cooperative unit, these groups may work to identify and implement specific strategies to improve water quality in Geneva Lake, its tributaries, and the watershed.

Water Planning

It has been recognized throughout the country that water planning is an important and necessary function of maintaining adequate long-term water supply and quality. The American Planning Association has created the term “One Water” to help facilitate this process. The goal of “One Water” is to manage water as one resource by breaking down agency silos to ensure policy advancements. A few of the fundamentals of the concept are:

- All aspects of the water system should be integrated into planning for the built environment, including the linkages with land use, energy, and transportation.
- Water is a key amenity in terms of urban design and reinvestment.
- Water planning is as important as land use and transportation planning.

“One Water” promotes values of equity, environmental justice, and respect for nature. Source: Cesanek, William, and Vicki Elmer and Jennifer Graeff, “Planners and Water, PAS Report 588”, American Planning Association, August 2017.

Foster a Compact, Mixed-Use Development Pattern in New Developments

Over the 20-year planning period, the Village will gradually expand to accommodate new residents and businesses. The Village also acknowledges that every new development poses potentially negative ecological and water quality impacts. For many years, the Village has promoted a compact development pattern, focusing on techniques that minimize the amount of land required for additional growth. That objective is recommended to continue within this Plan. Compact development techniques include infill development, redevelopment, conservation neighborhood design, mixed-use, and smaller lots with more vertical buildings. Compact development will benefit regional water quality, facilitates walking and biking, increases public health, helps keep development out of agricultural and natural areas, and is less expensive to serve with public utilities and services.

Density and Water Quality

All development has negative impacts on water quality by decreasing natural ground cover and increasing the amount of stormwater runoff that enters streams and lakes. Water bodies can become impaired when just 10 percent of the adjacent land is impervious. As a result, some communities have concluded that lower-density development patterns will have less of an impact on water quality by spreading out development and allowing for more pervious surface around and between buildings, roads, driveways, and parking lots.

However, when the quantity of stormwater runoff in an area is measured per building, versus per acre, higher density developments generate less stormwater runoff than lower density developments and consequently have less of a negative impact on the overall watershed.

Nevertheless, it should be recognized that with denser development comes localized increases in impervious surfaces, which, over time will contribute to the impairment of waterways. Therefore, in addition to promoting compact development patterns, communities should take additional measures to mitigate the impacts of stormwater runoff.

Source: USEPA report “Protecting Water Resources with Higher Density Development”

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CHAPTER TEN: HOUSING AND NEIGHBORHOOD DEVELOPMENT

A community's housing stock is its most significant long-term capital asset. As is typical in most communities, housing is the largest single land use in the developed portions of Fontana. This chapter provides a summary of the existing conditions of housing in the Village, in addition to goals, objectives, policies, and recommended programs aimed at providing an adequate long-term housing supply and maintaining high-quality neighborhoods that contribute to Fontana's unique community character.

HOUSING AND NEIGHBORHOOD DEVELOPMENT RECOMMENDATION SUMMARY

- Maintain the community's small-town, family-friendly feel through balancing future housing growth and conservation.
- Support diverse housing options in the Village to accommodate the changing demographics, household sizes, and personal preferences of residents.
- Require neighborhood plans in advance of new residential development.
- Promote Conservation Design in new neighborhoods.

EXISTING HOUSING FRAMEWORK

Between 2000-2017, the Village's total housing stock increased by nearly 17 percent. As shown in Figure 10.1, the dominant housing type in Fontana is single-family detached homes, which comprise about 70 percent of the Village's existing housing stock and has been slightly declining since 1990. By 2017, the number of two-family and multi-family units in the Village had risen to nearly 30 percent of the total housing stock. Overall, the Village's housing stock is increasingly become more diverse and reflective of the changing demographics and housing preferences of the community.

Figure 10.1: Housing Types, 1990-2017

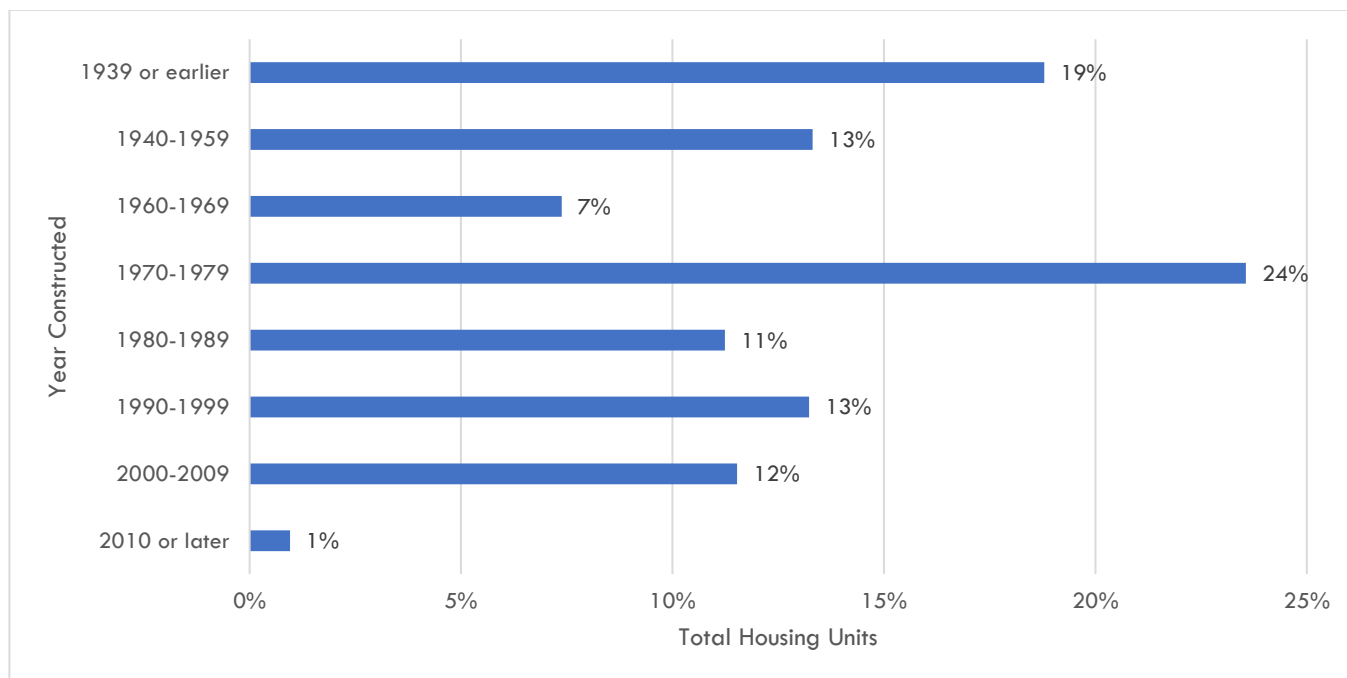
Units per Structure	1990 Units	1990 Percent	2000 Units	2000 Percent	2010 Units	2010 Percent	2017 Units *	2017 Percent*
Single-family—Attached	162	8%	144	7%	152	7%	178	7%
Single-family—Detached	1,344	68%	1,529	77%	1,435	66%	1,533	64%
Two-family (Duplex)	48	2%	28	1%	14	1%	29	1%
Multi-family (3-4 units)	162	8%	145	7%	427	20%	315	13%
Multi-family (5+ units)	260	13%	142	7%	158	7%	332	14%

Source: U.S. Census Bureau, 1990-2010 Census

*Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

Figure 10.2 illustrates the age of the Village's housing stock in 2017. This characteristic is sometimes used as a measure of the general condition of the local housing supply; however, in Fontana's case, the Village's housing stock is largely well maintained and in good condition regardless of age. Over 60 percent of Fontana's housing was built prior to 1980, with nearly 20 percent being built prior to 1940. Approximately 13 percent of Fontana's housing has been constructed since 2000, but only 1% since 2010. The recent trend is reflective of the lack of new housing construction post-Recession and is very common throughout Wisconsin and the Midwest.

Figure 10.2: Age of Housing as a Percent of Total Housing Stock, 2017



Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

As described in Chapter 2, there several important trends to be recognized by the Village related to the existing and future housing stock:

- Average household size has decreased to 2.15 persons per household, the lowest of surrounding communities and indicative of the increasingly aging community over the age of 65 retiring in Fontana.
- Housing units have increased since 2000, while total number of permanent households have decreased. This is representative of the growing number of seasonal residents in the Village.
- There are nearly 70% of the total housing units in the community that are used for seasonal use only, which is highest of the surrounding communities.
- Fontana has the highest average value of owner-occupied housing units among surrounding communities at over \$350,000, meaning that the Village has the least affordable housing in the area.
- Based on future population projections, the estimated increase in the number of households in the Village (seasonal and permanent) will be 460 in 2040.

Regardless of income level, housing is considered affordable if households spend no more than 30% of their gross income on housing costs. Any household that exceeds 30% is considered cost burdened. The U.S. Department of Housing and Urban Development compiles and calculates data on the extent of housing problems and housing needs for low income families. They use median household incomes and the average cost for renters and homeowners to calculate the number of cost burdened households across the country. According to HUD's most recent data and Comprehensive Housing Affordability Strategy report, approximately 25% of Fontana's households spend over 30% of their income on housing costs and 9% spend over 50% of their income on housing costs. While both figures are lower than both Walworth County and the state, there is room for improvement when it comes to increasing access to affordable housing options in Fontana and throughout Wisconsin.

Figure 10.3: Percentage of Total Households Housing Cost Burdened

	Village	Walworth County	Wisconsin
Cost Burden ≤30%	73%	66%	70%
Cost Burden >30% to ≤50%	16%	18%	17%
Cost Burden >50%	9%	15%	13%

Source: U.S. HUD 2018 CHAS data calculated using ACS 2011-15

EXISTING NEIGHBORHOODS

The Village of Fontana is dominated and known for its lake-front single-family housing that lines the western shores of Geneva Lake. This housing defines the overall character of the community. Outside of the lakefront, there are also several more modern single-family dominated neighborhoods near the Abbey Springs County Club, Big Foot Country Club, and Country Club Estates Golf Course on the southern side of the Village. In and around the "central core" of the Village is a collection of the most diverse housing options. These include lake houses, multi-family, two-family, and single-family units.

HOUSING PROGRAMS

Several housing programs are available to Fontana residents, including, but not limited to, the following.

Walworth County Housing Authority

The Walworth County Housing Authority, established in 1979, is a Public Housing Agency located in Elkhorn. It participates in the Federal Section 8 Housing Choice Voucher program that provides renter assistance for qualified (making less than 50% of the county median) low-income residents throughout the County. Nearly 400 households are assisted under this program in Walworth County.

Community Action, Inc. (Walworth and Rock Counties)

Community Action, Inc. is a not-for-profit organization offering programs to fight poverty in Rock and Walworth Counties. They offer housing programs including: permanent supportive housing for chronically homeless and people with a physical or mental disability, Twin Oaks Shelter for the homeless (located in Walworth County), rapid rehousing assistance and services to stabilize people who become homeless, and the Weatherization Program that helps install energy-saving improvements to help reduce energy bills (only open to homeowners, renters, and landlords who rent to income-eligible tenants).

Community Development Block Grant (CDBG) Small Cities Housing Program

Local governments and counties can apply for CDBG funds for a variety of projects to principally benefit low- and moderate-income households. Eligible projects include home rehabilitation assistance, programs to provide homeownership opportunities to renters, payment of relocation costs, small public facilities projects, demolition or removal of buildings, conversion of buildings to low- or moderate-income dwelling units, acquisition of property for the construction of low- to moderate-income dwelling units, and site improvements for the construction of low- to moderate-income dwelling units. This program is administered by the Wisconsin Department of Administration, Division of Energy, Housing, and Community Resources (DEHCR). HOME Investment Partnerships Program

Federal grants that provides money to states and localities that can be used to fund a range of activities that build, buy, and/or rehabilitate affordable housing for rent or homeownership or provide direct rental assistance to low-income people. Wisconsin prioritized homeownership and the conservation of quality owner-occupied housing for these federal funds. Homebuyer assistance and owner-occupied rehabilitation are some of the eligible activities the DEHCR offers.

Housing Cost Reduction Initiative (HCRI)

This is another DEHCR program using state funds to award grant money to homebuyers for the purchase of affordable homes or to prevent foreclosure. Eligible grant applicants include: counties, cities, village, or towns, among other non-profit and other organizations.

Wisconsin Housing and Economic Development Authority (WHEDA)

The state offers home buyer education, home loan lenders, and a variety of programs for purchasing or refinancing. They also work with municipalities and developers in promoting new affordable housing units throughout the state using low income housing tax credits (LIHTC). There are two types of LIHTC's that WHEDA administers, the 9% Federal Housing Tax Credit and the 4% State Housing Tax Credit.

Leveraging Tax Increment Districts (TID)

In 2009, the state amended the TID law to allow municipalities to keep a district open for an additional year and allocate that increment to affordable housing. In the future, Fontana could utilize this strategy in successful and expiring TID's to provide additional funds for affordable housing units in the Village.

HOUSING PLANS

2035 Regional Housing Plan (SEWRPC, 2013)

In 2013, Southeast Wisconsin Regional Planning Commission completed the 5-County Regional Housing Plan. The plan is organized into 6 overarching topics:

- Affordable housing for households of all income levels
- Fair housing to help overcome housing discrimination and the concentration of minority and low-income populations in portions of the Region
- The balance between job wages and housing costs in communities with sanitary sewer service, which accommodate most of the jobs in the Region
- Housing that is accessible to persons with disabilities
- The need for additional subsidized and tax credit housing; and housing development practices

While this plan is large-scale and covers many large cities, there are some recommendations that relate to those within this Plan.

- Allow small lot single-family housing options
- Include housing diversity in local Comprehensive Plans and Zoning Ordinances
- Advocate for fair housing practices
- Increase housing accessibility
- Local governments should consider preparing detailed neighborhood plans for each existing and proposed new residential neighborhood

HOUSING AND NEIGHBORHOOD DEVELOPMENT GOALS, OBJECTIVES, AND POLICIES

Goals:

1. Achieve a rational and orderly Village development pattern that retains the community's traditional low-density residential character.

Objectives:

1. Encourage new neighborhoods to include a range of housing type options to meet the needs of varying income and demographic groups (e.g. families, retirees, etc.).
2. Support a mix of high-quality affordable housing options, while maintaining the predominately single-family residential character of the Village.
3. Promote the maintenance and rehabilitation of the existing housing stock and encourage use of Conservation Neighborhood Design principals in new neighborhoods.

Policies:

1. Based on the land demand analysis included in the Land Use chapter, and as shown on the Future Land Use Maps, plan for a sufficient supply of developable land for housing for a variety of income levels and age groups.
2. Direct new housing to areas appropriate for new development (i.e. land that is not within an environmental corridor and that can be served with the existing Village sanitary sewer and water system).
3. Limit housing development in rural areas at and beyond the Village limits, except in areas specifically shown for residential development on Map 5.
4. Promote development of an adequate supply of high-quality senior housing options that are directed to areas that are close to services that seniors typically require.
5. Strengthen existing neighborhoods through the maintenance of the housing stock, creative reuse of vacant or under-utilized buildings, and infill and redevelopment.
6. Provide a diversity of housing opportunities within new residential developments that has options for new families with school-aged children and allows older individuals to age in place.

HOUSING AND NEIGHBORHOOD DEVELOPMENT PROGRAMS AND RECOMMENDATIONS

Promote Infill and Redevelopment within Existing Neighborhoods

During this planning process, many community residents expressed the desire to preserve farmland and the natural areas surrounding the community by promoting new residential development in existing, established neighborhoods. Promoting infill development, redevelopment, and modest renovations in existing neighborhoods is beneficial to the overall community—these practices increase property values and may cause a ripple effect where neighboring property owners are encouraged to modernize their own homes. Infill and redevelopment also reduces the overall cost of development as utility and facility infrastructure is already in place, preserves agricultural and natural lands from development, and enhances existing neighborhoods.

Require Neighborhood Development Plans in Advance of New Development

To ensure that new neighborhoods meet the requirements of the policies described in the Land Use chapter as well as performance and design standards as described in the Village's ordinances, the Village will require detailed neighborhood development plans to further guide development of residential subdivisions. A neighborhood development plan should be prepared by a developer, a group of property owners, or the Village in advance of the approval of individual subdivision plats within the area it covers.

Neighborhood development plans specify characteristics such as land use mix, density, street layouts, open space, and stormwater management features in greater detail than is possible within this document. These plans also suggest important connections between individual property ownerships and future subdivision plats. Neighborhood development plans should ideally be adopted as a detailed component of this Plan once they are completed and accepted by the Village.

Promote Conservation Neighborhood Design in New Residential Developments

For areas designated as "Single-Family Residential" on the Future Land Use Map, the Village promotes the Conservation Neighborhood Design concept in order to preserve and protect environmental features. Conservation neighborhoods use significantly less land for development than conventional subdivisions. Much of the land not required for development can be preserved as permanent open space, thereby enhancing the overall environmental and aesthetic integrity of the community. The following is a list of Conservation Design Standards for new neighborhoods in the Village.

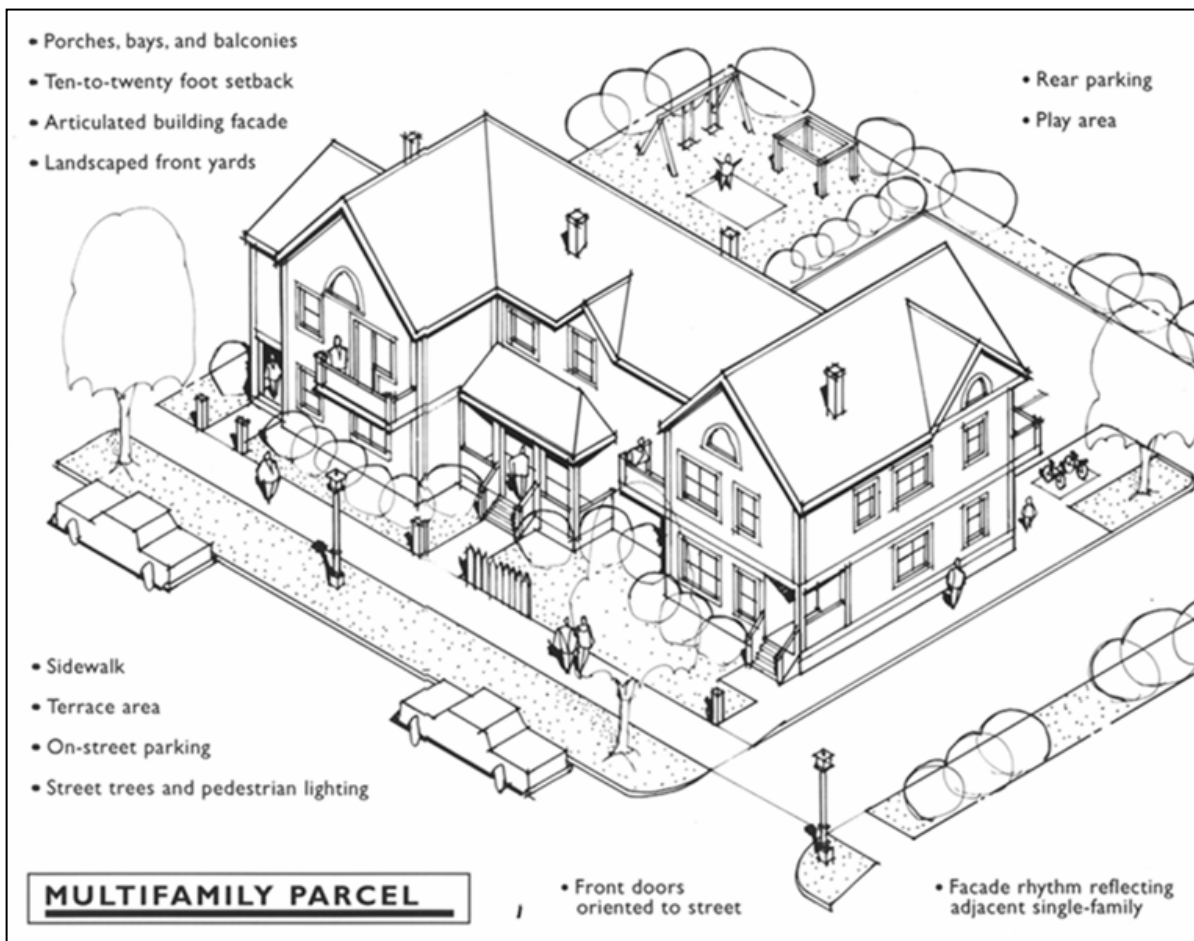
- **Establish Gathering Places:** Design neighborhoods around community gathering places such as parks, public squares, outdoor dining establishments, schools, or churches.
- **Provide Variety in Housing:** Incorporate a variety of housing unit types at various sizes in a compact and interconnected form. Embrace development density and cluster housing to preserve environmental features. When reviewing proposals for new residential development, attempt to retain the Village's historic ratio of single-family, two-family, and multiple-family housing.
- **Carefully Blend Land Uses:** Integrate neighborhood-scale commercial and office uses and other small-scale community facilities in appropriate locations (generally along busier streets and intersections to draw on a broader market).
- **Promote Walkability/Bikeability:** Design the neighborhood to facilitate bicycle and pedestrian movement within and between the neighborhood and to other nearby destinations (parks, schools, downtown). Provide on-street bicycle facilities, sidewalks and/or multi-use paths along all streets and throughout the neighborhood.
- **Promote Connectivity:** Interconnect streets within the neighborhood and to existing and future adjoining neighborhoods. Minimize the creation of cul-de-sacs to only those areas where environmental features and odd property configurations require them.
- **Calm Traffic:** Accommodate on-street parking and promote narrower streets to calm traffic and increase bicycle and pedestrian safety. Consider other traffic calming approaches on a case-by-case basis, such as traffic circles and medians.
- **Face Street:** Focus homes toward the street, and incorporate site and building design strategies like decreased setbacks, front porches, balconies, and other interesting architectural features that help create a safe, pleasant walking environment.
- **De-emphasize Garage:** Set back garages from the main body of the house wherever possible.

- **Provide Buffers:** Provide adequate vegetated buffers between development and natural features.
- **Connect Natural Features:** Provide and restore connections within neighborhoods between fragmented natural features, such as through trails or greenways. Integrate environmental features into the neighborhood as common open spaces for active or passive recreation, public gathering spots, or flood protection and stormwater management.
- **Restore Native Landscaping:** Incorporate native landscaping as a central theme in common areas and provide incentives for homeowners to do the same on their properties.

Require Well-Designed Multi-Family Housing Options

Higher density housing that complements the character of surrounding neighborhoods can be an important component of the community's diverse and affordable housing stock. Multi-family housing includes both renter-occupied and owner-occupied (e.g., condos, townhouses) housing options for residents of all life stages and demographics. Too often, resistance to higher density housing is a result of people's experience with poorly designed multi-family developments that do not reflect the character of the community, or are generally unattractive. To address these issues, the Village will continue to enforce design standards for these types of developments and ensure that their location and quantity is compatible with the setting.

Figure 10.4: High Quality Multi-Family Development Components



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CHAPTER ELEVEN: COMMUNITY CHARACTER

Community character is a term often used to describe the way a place looks and feels to visitors and to the people who live and work in that place. A community's character is a function of the relationships between the built environment, the natural environment, and the people who spend time in the community. Each community is typically comprised of somewhat distinct, yet ideally compatible, areas or districts (e.g., historic downtown, residential neighborhoods, employment or shopping districts, etc.), all of which combine to make up its overall character.

A community's character evolves out of a rich and complex interaction between people and their built and natural environments. Consequently, shaping community character is not a trivial endeavor. Nevertheless, it is clear that development form and appearance have significant impacts on the way people operate within their environment, how they perceive their environment, and what types of people and businesses are drawn to a place over time. Therefore, establishing standards and regulations that specifically address these issues is an important element of community character preservation and development. Communities across the nation have recognized that focusing on issues of community character should be a central goal of sound planning practice.

COMMUNITY CHARACTER RECOMMENDATIONS SUMMARY

- Retain and enhance the Village's quaint, small-town community character.
- Increase the multi-modal connectedness of the community as-a-whole.
- Integrate community gathering places into new developments.
- Continue to implement the Village's 2001 Greenspace Plan through the Natural Resources Overlay Zoning District and the Future Land Use Map (Map 6).

COMMUNITY CHARACTER COMPONENTS

The Village of Fontana is a “community of choice.” It has been, and clearly remains, a highly-desirable place to live, work, and visit. A very important aspect of this status is the Village’s dedication to preserving its high-quality character. The following aesthetic components of development contribute to Fontana’s unique community character.

Geographic Context

A defining element of Fontana’s character is the natural environment in and surrounding the Village. Fontana is primarily defined by its location on the western shores of Geneva Lake, its rolling topography, and large areas of woodlands. Productive agricultural lands define the surrounding countryside. Other, more subtle components such as drainageways and steep slopes evoke a strong “sense of place” for Fontana and create a distinct landscape for the region.

Connectedness of the Transportation Network, Accessibility, and Walkability

One of the most distinct features of the urban core versus the periphery is the transportation network hierarchy. In and around downtown, there is an increased level of pedestrian and bicycle orientation, accessibility, infrastructure, and interconnectedness because of the urban form, density, natural features, and more traditional development patterns in comparison to the edges of the community. However, through the use of interconnected paths, trails, sidewalks, crossings, on-street facilities, and modernized traffic patterns, the overall transportation network can be greatly enhanced. All future transportation infrastructure and development should keep in mind the larger network and how to continue to increase its interconnectedness.

Density and Intensity

The most visually successful transitions of land use occur where residential densities (defined as the number of dwelling units per acre) and non-residential intensities (defined as floor area ratio) remain relatively consistent, even though dwelling unit types or land uses may vary significantly. The use of zoning districts that encourage a variety of uses with a similar density or intensity as defined by impervious surface ratios and floor area ratios make for more gradual and visually comforting transitions.

Building Scale

The consistency of building scale is comparable to density and intensity issues. With the exception of carefully designed and properly sited institutional uses, differences in building scale at magnitude levels are disruptive to an urban fabric. Proposed attached single-family (townhouse), multi-family, commercial, and industrial structures that are inconsistent with the dominant scale of surrounding buildings should be directed to other locations, or in certain instances, should incorporate design elements which create an appearance of several smaller structures. In general, the largest structures in a community should be located along its most important roadways and in the downtown.

Building Footprint

Consistent building setbacks (with exceptions for unique structures complemented by pedestrian-oriented facilities) are also important in both residential and non-residential areas. Where building setbacks are allowed to vary, they should vary only in a carefully planned manner. Restrictive covenants and zoning effectively address this concern. Minimal and zero-foot setbacks are essential to creating and maintaining a true “downtown” character in the Village’s downtown.

Architecture

A coastal-Village architectural style is dominant in Fontana. Architectural styles provide a challenge in a growing community—infill development should be complementary, and in locations where a wider variety of styles exist, common architectural themes or elements (such as materials, colors, roof pitches or stylistic appurtenances) should be reflected. In peripheral locations and new development areas, styles should be of probable long-term merit rather than reflective of short-term trends. Quality materials should be stressed, and the relative availability and affordability of the dominant architectural elements should be ensured. This maxim is especially true for the Central Mixed Use areas in Fontana’s downtown.

Landscaping

Significant amounts of landscaping should be required of all forms of development, except single-family residential uses which virtually always provide adequate amounts of landscaping without need for public regulation. For all

other uses, landscaping should be encouraged around building foundations, in and around paved areas, and along streets with required supplemental plantings in “yard” areas.

Landscaping materials should be of adequate size to ensure both a high degree of survivability and immediate visual effectiveness. Non-native, invasive plant species and low-durability species (such as box elders, silver maples, and certain willows and poplars) should be avoided, as should dangerous or toxic plants such as certain hawthorns or poison sumac. Landscaping should be installed before building occupancy, or, alternatively, performance guarantees should be required in the absence of installation. Preservation of existing trees should be prioritized through the utilization of the Natural Resource Conservation Ordinance.

Lighting and Signage

Lighting and signage have a dramatic impact on a community’s character. Aesthetic considerations of signage and lighting are important not only to uphold the Village’s natural beauty, but also to enhance the economic value of the Village. In communities where a natural setting is critical, strong control over the intensity and spread of lighting for streets, buildings, parking lots, and pedestrian areas are critical. Such control should also strongly limit the variation of lighting levels on a site, and the visibility of light bulbs and other sources. The City of Lake Geneva has recently adopted a more comprehensive “dark skies” lighting ordinance that could serve as a model for updating the Village’s basic exterior lighting zoning requirements.

Public Art and Public Furnishings

The obvious use of public art and furnishings conveys a sense of public investment and pride in a community that cannot be replicated through other means; particularly in areas with many visitors. Such investments create a festive community character which encourages repeat visits. The use of public art and furnishings, particularly in public spaces relating to waterfronts, plazas, busy pedestrian streets, and institutional uses, should be encouraged. In all instances, these furnishings should be of high aesthetic quality and proven durability.

Key Vistas

Views are the most difficult aspect of community character to address. The protection of important views is particularly challenging because the desire of the private party, whether a single-family home or an office building, to capture and protect the view often requires the erection of visual barriers to the general public. It is impossible for a community to protect all aesthetically pleasing views. However, in a community like Fontana, certain views are essential defining elements of a neighborhood, entry experience, or the community as a whole. These critical views should be protected at all reasonable costs through view mapping, public acquisition in fee or easement, and/or responsive site design techniques. The importance of mapping cannot be under-emphasized, as many important views are lost through ignorance as are lost consciously.

Key vista locations in and around the Village include areas along the ridgeline on the west side of the Village, especially along Brick Church Road, and the northern and southern entrances into the village along Highway 67. Protecting public access to these vista points and critical viewshed termini as public parks or private open space is of particular importance. Where possible, the viewsheds accompanying these vista points should also be protected and preserved.

COMMUNITY CHARACTER GOALS, OBJECTIVES, AND POLICIES

Goal:

1. Protect and enhance Fontana’s small-town character and unique identity as a visually attractive and distinctive community.

Objectives:

1. Preserve the unique and functional qualities of the downtown and the lakefront.
2. Maintain and enhance attractive entryways and corridors into and through the community.
3. Preserve the character of Fontana’s existing neighborhoods and extend this character into new neighborhoods.

Policies:

1. Continue to implement community-wide aesthetics for development via requirements for landscaping, signage, lighting, screening, outdoor storage and display, and building exteriors.
2. Require new development to be harmonious with the residential, low-density character of the Village.
3. Enforce property maintenance codes and outdoor storage codes to maintain neighborhood quality and tax base stability.
4. Support and maintain installations of public art and public furnishings in key locations throughout the community.
5. Ensure that the relationship of new development to Fontana's defining geographical context is always considered.
6. Promote the establishment of new community gathering places along the lakefront.
7. Continue to protect the character of the Geneva Lake lakeshore.
8. Continue to evaluate the issue of older, modest-sized homes being torn down and replaced by very large homes.
9. Integrate transportation network enhancements and connections into the development review process.
10. Pursue the establishment of wayfinding and gateway signage at key community entryways, near the lakefront, Shore Path, and downtown.

COMMUNITY CHARACTER PROGRAMS AND RECOMMENDATIONS

Integrate Community Gathering Places into New and Existing Developments

An important component of Fontana's character relates to the extent to which the built environment blends with the natural environment and promotes and facilitates human interaction and intimacy. This involves creating places where residents and visitors can come together to interact either formally or informally. The Village will seek to identify appropriate locations and support the establishment of community gathering places throughout the community. The Village will also consider instituting standards that require private developers to enhance public and quasi-public spaces with public improvements and furnishings such as benches and sitting areas, water fountains, gardens, gazebos, and public art.

Encourage Pedestrian and Bicycle Activity

The most walkable and bikeable communities around the nation possess a variety of complementary components that come together to facilitate walking and biking, including the presence of an integrated network of sidewalks and multi-use paths; on-street facilities, development patterns that allow for the integration of key commercial destinations and community facilities into every neighborhood; and a generally safe, attractive, and visually interesting environment.

The Village recognizes the importance of taking a multi-faceted approach to improving conditions for pedestrians within the existing built environment and in coordination with redevelopment and roadway projects. The Village will consider the following initiatives to encourage greater pedestrian activity in the Village:

- Support the development of streets that are designed and operated to enable safe access for all users including pedestrians, bicyclists, and motorists of all ages and abilities.
- Require future development to be designed for pedestrians by promoting development designs and densities that facilitate and encourage walking and biking. This may include encouraging buildings to be built closer to the street with parking in the rear or to the side; requiring sidewalks and well-lit sidewalk access to and between buildings; and/or installing ground floor windows and other pedestrian-oriented architectural features, where appropriate.
- Coordinate and collaborate with surrounding communities to enhance the interconnectedness of on-street bicycle facilities, sidewalks, and multi-use paths.

Enhance Key Community Character Corridors

Key community character corridors have an important function in the Village. They serve as community focal points; function as gateways to neighborhoods and commercial areas; and regulate the flow of pedestrians, bikes, and automobiles within and through the Village. Within Fontana, several areas have been identified as community character corridors including the following:

- State Trunk Highway 67
- Fontana Boulevard
- Third Avenue
- Brick Church Road/Dewey Avenue
- CTH B
- Shabbona Drive
- North and South Lake Shore Drive
- Indian Hills Road

Establish “Green Gateway” Corridors into the Village

Abundant greenspace and the Village’s wooded and “park-like” atmosphere are highly valued assets in the community. A way to continue to preserve and protect the community gateways that function as the visual front doors to the community is through the establishment of a “Green Gateway” corridor. Green Gateways will include the following features: (1) landscaped buffers established 50-100 feet from the roadways; (2) tree plantings at appropriate intervals where mature trees do not presently exist; (3) high-quality public entry signs; and (4) high-quality lighting. These features will be used to formally announce entry into the Village and to enhance and protect Fontana’s image as a green community, or a “Village within a Park.” The following roadways will be established as Fontana’s Green Gateways:

- **STH 67 (North)**—Highway 67 is the backbone of the Village of Fontana. On the north side of the Village, the highway is important for traffic originating in Williams Bay, Delavan, and the north side of Geneva Lake. This entryway is presently well defined by the landscaped, Village-owned property at the entrance to the Duck Pond and the woodlands and environmental corridors along the east side of the highway.
- **STH 67 (South)**—Traffic originating in Walworth and the south side of Geneva Lake enters the community via the southern STH 67 entrance. This entryway is presently well defined by a golf course, woodlands, and environmental corridors. The maintenance of these gateway features is important for community separation area for both the Villages of Fontana and Walworth.
- **CTH B**—Visitors traveling via CTH B enjoy the scenic transition from farmland, to environmental corridors, to the estates aligning the southern edge of the golf course.
- **Brick Church Road**—Visitors entering the community from the west travel via Brick Church Road. This sleepy, forested avenue augments Fontana’s reputation as a community for quiet respite. This entryway also provides access to Fontana Fen and connects with the southern entry on STH 67.

Entry into the community from these gateways fosters the image of Fontana as a green community in a park-like setting. It is important that Fontana’s natural entrance features be preserved to continue to promote this image to visitors.

Continue to Implement the Greenspace Plan

The Village’s Greenspace Plan was adopted as a component of the Village’s 2001 Comprehensive Plan. The Greenspace Plan was developed to link environmental corridor areas, woodlands, wildlife and nature preserves, lands with scenic views, and other sensitive natural areas. The Greenspace Plan is intended to serve as a mechanism for enhancing and protecting the environmental, economic, and aesthetic quality of the community. It is also intended to protect and preserve the environmental and visual quality of Geneva Lake and to serve as a permanently protected, open space system that may include passive recreation facilities and non-intensive urban uses. The Greenspace Plan implements regulatory techniques to preserve land as part of the greenspace system including farmland preservation, transfer of development rights, open space dedication, conservation neighborhood design, zoning district overlays, and official mapping. This Plan recommends the continued implementation of the Village’s Greenspace Plan.

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CHAPTER TWELVE: SUSTAINABILITY

The term sustainability refers to a community's capacity to support the long-term health and welfare of its natural and man-made environment, as well as all forms of life that depend on that environment. A sustainable community is focused not only on protecting natural resources, but also on ensuring a high quality of life for all residents. To achieve an increased level of sustainability, a community must recognize the interconnectedness of all natural, ecological, infrastructure, physical, human, social, and economic systems at work in the community; as well as the impact their actions have on the greater region and the world.

A community can advance sustainability through a variety of strategies such as:

- Promoting comprehensive transportation networks and services that are safe and include opportunities for walking and biking
- Ensuring a variety of housing options throughout the community
- Investing in a strong economy that provides a diversity of local jobs, goods, and services
- Supporting well designed and connected neighborhoods and development that compels residents to live, work, and do business in the community
- Preserving high-quality farmland and natural resources
- Seeking out opportunities to reduce non-renewable energy consumption and waste, while also increasing efficiency and alternative energy sources
- Preparing, adapting, and becoming resilient to an increase in intense storms and changes in climate
- Continuously track the progress and performance of ongoing initiatives and develop accountability measures
- Developing comprehensive, integrated solutions to resolving complex issues

SUSTAINABILITY RECOMMENDATIONS SUMMARY

- Promote a public outreach and education effort to gain a community-wide “buy-in” to Fontana’s preferred sustainability approach.
- Promote sustainability initiatives at the local level and support private sector sustainability programs and initiatives.
- Become a certified STAR rated community to measure and track sustainability progress (see description on following page).

FONTANA'S ONGOING SUSTAINABILITY INITIATIVES

The Village of Fontana has demonstrated a strong commitment to advanced community sustainability by participating in the following programs and initiatives:

- **Committing to Natural Resource Preservation and Redevelopment.** The Village has a long history of strong commitment toward maximizing the efficiency of the built environment and preserving the natural environment. This is primarily accomplished through continued protection of environmental corridors and redevelopment and reuse of properties, in addition to strong tree protection ordinances which help preserve the natural features that make Fontana unique.
- **Promoting Energy Efficiency in Buildings.** Where new buildings are being constructed, the Village has taken a lead role in promoting energy efficiency in new construction. The Village requests that new buildings obtain LEED certification and that developers use energy efficient building materials.
- **Promoting Alternative Forms of Transportation.** The Village has made concerted efforts toward providing opportunities for Village residents and visitors to use alternative forms of transportation. In addition to developing plans to establish multi-use trails throughout the Village, Fontana's Traffic and Vehicle ordinance was amended in 2008 to allow the use of neighborhood electric vehicles.
- **Practicing Assertive Environmental Corridor Preservation.** The Environmental Corridor Overlay Districts in the Village's code of ordinances are designed to protect groundwater quality and the water quality of Geneva Lake; reduce pollution, sedimentation, and soil erosion; protect wildlife habitat; provide open space separation between urban and rural areas; and provide opportunities for passive and active recreation through open space linkages.
- **Implementing Strong Stormwater Management Standards.** Fontana's progressive Construction Site Erosion Control ordinance promotes preservation of natural resources and water quality protection. The ordinance is intended to reduce the amount of sediment and other pollutants leaving construction sites during land development or land disturbance activities. Additionally, the Village has an adopted Stormwater Management Plan and is prioritizing the establishment of a Stormwater Management Utility District.

Fontana's sustainability initiatives to date have set the stage for the development and execution of future actions to achieve a more sustainable Village.

THE VILLAGE'S ROLE IN PROMOTING SUSTAINABILITY

While the Village has initiated several important programs to promote and guide sustainability in the community, not all sustainability initiatives are intended to be led by the Village. The most successful sustainability initiatives generally involve multiple players—from the Village decision-makers and staff, to the development and building community, to residents and end-users. The Village can most effectively lead the sustainability effort by:

- Setting the stage for discussion and declaring sustainability a community-wide priority.
- Modeling sustainability through its policies, operations, infrastructure, and planning.
- Enabling the building and development community to implement sustainable development by minimizing hurdles and maximizing incentives.
- Working with educational institutions, media, neighboring jurisdictions, local businesses, and others to promote education and outreach on the need for and benefits of sustainable approaches.

SUSTAINABILITY GOALS, OBJECTIVES, AND POLICIES

Sustainability is not a standalone-concept. It is linked not only to the natural environmental, but also to equitable housing and transportation, public health, economic health, quality of life, and a community's identity. It is this interconnected quality that makes achieving sustainability a challenge, but it also makes sustainability beneficial to all. In fact, many of the most discussed and highly prioritized topics throughout the planning process related to sustainability in some way. Sustainability and the programs, policies, and ideas within this chapter are the guide to achieving the goals, pursuing the recommendations, and implementing the various action items of this plan.

As mentioned above, sustainability factors into many facets of planning. As such, this concept is not confined to this chapter. In fact, sustainable concepts, goals, policies, and recommendations are woven throughout each chapter. The

following goals, objectives, and policies are directed specifically toward advancing sustainability in the Village. The policies have been broken down by “sustainability components,” areas of planning in which sustainability can be infused.

Goal:

1. Advance sustainability by initiating Village-led programs, supporting private sector-led programs, and encouraging more sustainable behavior of residents and visitors.

Objectives:

1. Integrate sustainability into all new development and redevelopment in the Village.
2. Encourage and support sustainable behavior of residents and visitors of the Village.
3. Cooperate with neighboring municipalities and the County to promote regional sustainability.

Sustainability Policies:

Overarching

1. Partner with UW-Extension, Walworth County, neighboring communities and school districts, and local groups to organize opportunities to educate the public on sustainability.
2. Become a certified STAR rated community to measure and track sustainability progress.
3. Create an annual sustainability award that promotes businesses, organizations, and individuals to advance sustainable objectives.
4. Pursue becoming a designated Wisconsin Healthy Community through encouraging local efforts to improve community health and well-being in a cooperative, multi-sector approach.

Agriculture and Food Systems

1. Work with Walworth County and adjacent towns to preserve and sustainably manage productive agricultural and forestry lands.
2. Promote the reestablishment of a local farmer’s market in Fontana.
3. Encourage local food production through community gardens or by incorporating green houses and orchards into neighborhoods.

Energy/Waste Reduction

1. Explore various programs for home and building energy efficiency certification.
2. Strive to reduce household consumption of natural gas and fossil fuel generated electricity through the use of energy efficient construction, alternative energy sources, or on-site energy production.
3. Encourage the integration of green techniques into retrofitting and operations of existing buildings.
4. Promote the use of water saving technology by Village residents, such as rain barrels, rain gardens, and low-flow appliances and fixtures.
5. Continue to promote energy efficiency in new construction and remodeling projects.
6. Any future remodeling, renovation, or new construction of a Village facility should consider the incorporation of renewable energy sources, sustainable building practices, and LEED Certification standards.
7. Integrate waste management reduction and recycling education programs in the community.

Transportation

1. Encourage greater walking and bicycling through the continued development of a comprehensive network of sidewalks, on-street bicycle facilities, and multi-use paths to reduce neighborhood automobile trips and improve multi-modal transportation options.
2. Continue to encourage the use of alternative transportation modes in the community including neighborhood electric vehicles, community car programs, rideshare, bicycling, and walking.
3. Promote the development of pedestrian and bicycle safety features in transportation design (e.g. reduced street widths, on-street parking/bicycling facilities, traffic islands, intersection bulb outs, enhanced pedestrian

crosswalks, roundabouts, signalized flashing beacons, and vehicular travel speeds of no more than 25 mph in residential areas).

New Neighborhoods

- a. Encourage diverse housing options to meet a range of income levels and life cycle needs.
- b. Plan new neighborhoods that integrate amenities such as neighborhood parks and walkable destinations throughout, with multi-modal connections to surrounding neighborhoods.
- c. Encourage conservation neighborhood design where appropriate to protect natural resource areas.

Economic Development/Infrastructure

- a. Promote economic development strategies that capitalize on the place-based assets, tourism, and inherent competitive advantages of the Village.
- b. Support and encourage locally and regionally based businesses to maximize investment in the community and region.
- c. Consider adopting a resolution to join the Institute of Sustainable Infrastructure (ISI) and encouraging the use of sustainable assessment checklist for infrastructure projects in excess of \$500,000 in construction value.

Climate Resiliency

- a. Continue to pursue the climate adaption and resiliency mitigation strategies in the Walworth County Hazard Mitigation Plan and participate in any future updates to the plan.
- b. Consider either enhancing sustainability or climate resiliency training for in-house Village staff or hiring a new sustainability/climate resiliency coordinator position.

Natural Resource Preservation

- a. Continue to protect and preserve the natural resources and agricultural land in and around the Village, especially Geneva Lake.
- b. Facilitate maximum infiltration of stormwater volume through the use of Best Management Practices such as rain barrels, infiltration swales, pervious pavement, rain gardens, and green roofs.
- c. Promote low-impact lawn care design, by integrating native plant species and plants with minimal irrigation needs into lawns and gardens. These can be encouraged through review of site/landscaping plans for non-residential development, and protective covenants with new residential development.
- d. Support the reduction of pavement/impervious surface area through use of porous pavements wherever possible (streets, walkways, drives, parking lots, patios, etc.).
- e. Partner with Walworth County, WisDNR, Geneva Lake Conservancy, and neighboring communities to protect and enhance the water quality of Geneva Lake and to develop a regional open space and farmland preservation initiative.
- f. Continue to protect the environmental integrity of the Geneva Lake lakeshore area.
- g. Consider requiring developers to adopt a public education component for all new developments that is focused on the protection and preservation of natural resources.

Energy Efficient Design, Construction, and Certification

- **Green Built Home** is a national award-winning green building initiative that reviews and certifies new homes and remodeling projects that meet sustainable building and energy standards.
- **Energy Star** is a joint program of the EPA and U.S. Department of Energy designed to save money and protect the environment through the use of energy efficient products and practices.
- **Green Globes** is a revolutionary building environmental design and management tool that delivers an online assessment protocol, rating system, and guidance for green building design, operation, and management.
- **LEED for Homes** is a rating system that promotes the design and construction of high-performance green homes. Green homes use less energy, water, and natural resources; create less waste; and are healthier and more comfortable for occupants than conventional homes.

SUSTAINABILITY PROGRAMS AND RECOMMENDATIONS

Discussions about sustainability have increased dramatically in recent years. As communities around the country and the world explore and develop initiatives, policies, incentives, and outreach/education programs to define and promote sustainability in their region, a virtual sustainability toolbox has emerged. The following provides an overview of some of the programs being used in other places—throughout Wisconsin and the world—that Fontana may decide are appropriate directions for the Village.

Join the Eco-Municipality Movement

The eco-municipality movement was founded in 1983 in Övertorneå, Sweden. An eco-municipality is defined as a community that uses a “systems approach” to achieving ecological, economic, and social health for the benefit of present and future generations. This “systems approach” involves integrated municipal involvement and a widespread community awareness/education campaign using common “sustainability language” based on the Natural Step¹ framework and guiding objectives. The common language fosters a shared understanding in the community of what sustainability means and how to achieve it throughout all segments of municipal government and in the community. Unlike a project-by-project approach to sustainability, the “systems approach” reduces the likelihood of conflict among actions since all segments are pursuing the same guiding objectives.

THE NATURAL STEP GUIDING OBJECTIVES:

- Reduce dependence on fossil fuels and extracted underground metals and minerals.
- Reduce dependence on chemicals and manufactured substances that can accumulate in nature.
- Reduce dependence on activities that harm life-sustaining ecosystems.
- Fairly and efficiently meet the human needs of all community members.

Wisconsin has become a leader in integrating the Natural Step framework. In 2019, there were over 25 different units of government within the state that had adopted an “Eco-municipality” resolution, indicating that they will use sustainability principals to help guide their planning and implementation efforts. This is by far the most in the United States, but none of Wisconsin’s current participants are located in Walworth County.

Become a Certified STAR Community

As sustainability planning has evolved and become more popular, there have been innovations in developing, establishing, and executing proven guidelines and frameworks to improve community-wide sustainability. The STAR rating system is one of the leaders in this field. Recently, STAR and the U.S. Green Building Council merged to integrate sustainability planning and LEED building certification.

The advantage of utilizing an established process and framework is the ability to gain knowledge from other case studies, ability to measure success through established metrics, information, and built in accountability, significant

¹ James and Lahti. The Natural Step for Communities: How Cities and Towns can Change to Sustainable Practices. New Society Publishers. 2004.

process and administrative efficiencies, and become recognized as a Certified STAR Community. As of 2019, there were no certified STAR communities in Wisconsin.

Incorporate Climate Adaption and Resiliency Planning

Fontana is not immune to the extreme weather events and natural disasters that are intensifying worldwide. Several times over the past few decades, the community has been hit by flooding that has caused millions of dollars in damages. Because of events like these, it has become a necessity for governments, emergency management operations, and the population at-large to proactively prepare for these situations. Climate resiliency is essentially just that, it's the capacity for a system to maintain functions in the face of these types of situations and to adapt, reorganize, learn, and evolve from them to be better prepared in the future. This can be done through creating inventories, assessing vulnerabilities and risks, evaluating options, prioritizing strategies, long-term planning, and implementation. All over the world, municipalities have invested in climate resiliency plans, simulations, tools, technical expertise, and infrastructure. Future coordination with Walworth County and other jurisdictions on the continued implementation and eventual updates to their Hazard Mitigation Plans, in addition to continuing to conduct village-level climate resiliency planning and creating a new Sustainability or Climate Resiliency position to help solve issues is recommended. There are several Wisconsin and Midwest climate resiliency-based case studies that provide great examples of the need to be as proactive as possible in the face of potential natural disasters.

Support Business-Led Sustainability Programs and Incentives

Businesses can play a key role in advancing sustainability in a community by assuming a position as a role model for the community. For example, businesses may develop incentives programs for workers to engage in more sustainable personal practices. The following are a few ideas for businesses:

- Incorporating sustainable practices and operational policies in the company's business model.
- Conducting an "energy audit" of the facility to uncover new ways of saving both money and resources.
- Establishing a "green benefits" program that provides incentives/awards to employees to reward "sustainable behavior," for participating in sustainable activities, such as a live-near-your-work program, purchasing a fuel efficient vehicle, commuting by bicycle, carpooling, or riding transit.
- Developing a company newsletter featuring articles about the company's sustainable projects and initiatives. Promote the Use of Alternative Fuel Vehicles Through Policy

To promote energy efficiency and reduce the Village's dependence on fossil fuels, the Village will promote the use of alternative fuel vehicles through additions to the zoning ordinance and internal policies. Specifically, the Village will consider:

- Requiring new multi-family or commercial developments to include electric car charging stations and bicycle parking within their parking lots.
- Allow car-sharing spaces and electric car charging stations and bicycle parking in public parking lots.
- Over time, conversion of the Village's fleet to more energy efficient, alternative fuel models.



Promote Sustainability Public Outreach and Education

Moving the Village toward sustainability will require not only a wide-spread community “buy-in,” but also substantial education and outreach activities to increase community support and establish a common understanding of what sustainability means for Fontana. The following techniques and approaches to educate community members have been successfully utilized in other communities.

- **Promote sustainability in schools through curriculum, building design, and operation.** Including sustainability in school curriculum imparts in students the importance of social and environmental justice and economic prosperity. Students will often return home and impart new knowledge on to their parents; further infusing sustainability in the community. Studies have also shown that academic performance is linked to building design issues such as lighting and climate control.
- **Host workshops, study circles, and sustainability focused community events.** Educational programs, such as workshops, study circles, seminars, and informal community events with a sustainability bend, are an excellent way to build community awareness and promote a sense of ownership in the overall movement toward community sustainability. Examples could include how-to workshops on rain barrels, composting, gardening, or energy efficiency. Community sponsored educational seminars featuring field experts (e.g. experts in energy, stormwater management, farming, natural resources, energy, etc.) could foster greater understanding of complex systems and encourage participation in sustainability programs.
- **Communicate conservation initiatives through various outlets.** Local media outlets are integral in informing the public about sustainability and related municipals projects, initiatives, and workshops. The use of websites, social media (e.g. Facebook, Twitter, Instagram, blogs), mass texts, radio and television public service announcements, newspapers, and other print publications can provide low-cost media coverage and reach varied audiences.



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CHAPTER THIRTEEN: ECONOMIC DEVELOPMENT

This chapter contains a compilation of background information, goals, objectives, policies, and recommended programs to promote the retention and stabilization of the Village's economic base. This chapter includes an assessment of new businesses and industries desired in the Village, an assessment of the community's strengths and weaknesses with respect to attracting and retaining businesses and industries, and recommended strategies for economic development and redevelopment.

ECONOMIC DEVELOPMENT RECOMMENDATIONS SUMMARY

- Continue to update, advance, and implement the projects and plans of the Community Development Authority.
- Promote the Village as a haven for recreational and nature-based tourism.
- Promote the retirement industry as an economic development strategy.
- Continue to enforce high-quality design for multi-family, mixed-use, and commercial development projects.

EMPLOYMENT TRENDS

Employment trends reflect shifts within local and national economies. Figure 13.1 presents the Village's labor force by employment sector between 1990 and 2017. Over the years, the Village's economy has diversified and distributed into many different industry sectors, although still oriented toward education, health, and social services. A key aspect of the community's tourism economy is the combination of retail trade and arts, entertainment, recreation, accommodation, and food services industries. Together, they make up nearly 20 percent of the Village's employment, however many of the jobs are seasonally-based during the peak tourism months.

Figure 13.1: Employment by Industry

Employment Industry	% of Labor Force			
	1990	2000	2010	2017*
Educational, health, and social services	26.20%	17.80%	17.70%	20%
Manufacturing	18%	16.20%	14.50%	15%
Retail trade	16.70%	10.30%	6.00%	9.90%
Arts, entertainment, recreation, accommodation, and food services	3.30%	10.30%	11.50%	9.60%
Finance, insurance, real estate, rental, and leasing	8.20%	9.30%	9.40%	7.60%
Professional, scientific, administrative, and waste management services	4.00%	9.10%	10.10%	13.10%
Construction	8.20%	6.90%	4.00%	4.90%
Wholesale trade	3.80%	5.10%	4.90%	5%
Transportation, warehousing, and utilities	6.70%	4.50%	2.80%	6.00%
Other services (except public administration)	2.50%	4.10%	7.70%	3.10%
Public Administration	2.10%	2.50%	8.70%	1.90%
Information	N/A	3.00%	0.70%	3.90%
Agriculture, forestry, fishing, hunting, and mining	0.30%	0.90%	2.00%	0.00%

Source: U.S. Census Bureau, 1990-2010 Census

*Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

Figure 13.2: Fontana's Largest Employers

Employer	Industry	Employees
Abbey Resort	Resort	250-499
Gordy's Boat House and Rental	Restaurant and Boat Rental	50-99
Chuck's Lakeshore Inn	Bar	50-99
Big Foot Country Club	Golf Course	50-99
Abbey Springs Country Club	Golf Course	50-99
Fontana Joint School District	Schools	50-99
Village of Fontana	Government	20-49
Fontana Country Inn and Suites	Hotel	10-19
St. Benedict Church	Church	10-19
Geneva Lake Sailing School	Sports and Recreation Instruction	10-19
Ike Bailey Pro Shop	Sporting Goods Store	10-19
Country Club Estates Golf Course	Golf Course	10-19

Source: Wisconsin Department of Workforce Development, 2019

Figure 13.3 lists Fontana's largest employers. As noted above, most of Fontana's economic base is largely centered on tourism and recreation; however, professional/administrative services, dining, and small-scale retail also contribute considerably to the Village's economic health. Overall, the economy of Fontana is unique because of its dramatic changes in population, access to amenities, and proximity to major metropolitan areas. The combination creates a tourism-based economy that mainly relies on the peak summer months and weekends. In an effort to attract and retain young families in the community moving forward, the Village must continue to diversify its economy beyond just seasonally-based tourism industries, while still maintaining the components and aspects of the community that make it attractive to its seasonal residents and visitors.

ECONOMIC BASE ANALYSIS

The Village has the highest median household income and per capita incomes of any of the surrounding communities and some of the highest in the entire state. This is related to the expensive housing stock, large number of seasonal residents, relatively small size, significant number of resorts, and lake frontage that Fontana boasts. Many of the other surrounding communities have some of those components, but Fontana is unique in having such a significant concentration of these aspects attracting very wealthy residents. This affords the community many resources in addressing different issues mentioned throughout this Plan, but also means that Fontana is not very affordable for any person or family near the state's median income level.

Figure 13.3: Income Comparison

	Median Household Income 2000	Median Household Income 2010	Median Household Income 2017	Per Capita Income 2000	Per Capita Income 2010	Per Capita Income 2017
Village of Fontana	\$54,211	\$74,750	\$81,042	\$32,266	\$56,356	\$56,132
Village of Walworth	\$43,672	\$50,505	\$48,519	\$19,311	\$19,119	\$21,891
Village of Williams Bay	\$50,450	\$57,539	\$63,032	\$26,231	\$31,910	\$34,496
Town of Delavan	\$45,264	\$53,378	\$60,625	\$22,796	\$24,609	\$32,940
Town of Linn	\$54,213	\$61,438	\$69,896	\$29,751	\$42,009	\$46,983
Town of Walworth	\$56,250	\$60,500	\$66,442	\$24,817	\$33,725	\$29,972
City of Lake Geneva	\$40,924	\$47,873	\$49,688	\$21,536	\$25,652	\$28,589
Walworth County	\$46,274	\$54,487	\$58,401	\$21,229	\$26,769	\$29,192
Wisconsin	\$43,791	\$54,598	\$56,759	\$21,271	\$26,624	\$30,557

Source: U.S. Census Bureau, 2000-2010 Census

*Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

EDUCATION TRENDS

A key component of a community's work force is educational attainment. In relation to the high median incomes mentioned above, Fontana is also the most educated compared to neighboring communities. However, due to the relatively high number of retired seasonal and permanent residents whom reside in the community, this does not reflect the true nature of the Village's active workforce.

Figure 13.4: Educational Attainment

	High School Graduate			Bachelor's Degree or Higher		
	2000	2010	2017*	2000	2010	2017*
Village of Fontana	92%	96%	97%	27%	54%	59%
Village of Walworth	84%	81%	88%	23%	23%	29%
Village of Williams Bay	94%	95%	95%	27%	45%	44%
Town of Delavan	82%	87%	90%	23%	23%	24%
Town of Linn	92%	91%	91%	25%	39%	39%
Town of Walworth	86%	87%	89%	27%	22%	25%
City of Lake Geneva	83%	83%	91%	21%	30%	36%
Walworth County	84%	89%	91%	22%	25%	29%

Source: U.S. Census Bureau, 2000-2010 Census

*Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

EMPLOYMENT FORECASTS

Through the Vision 2050 Plan, SEWRPC calculated employment projections for Walworth County through 2050. While these projections do not breakdown the jobs by industry, they do provide some insight into how many jobs Fontana may have in the future. In 2010, there were 820 total jobs in the Village, approximately 2 percent of the County's total 52,700. Extrapolating that same percentage forward, utilizing SEWRPC's high, intermediate, and low employment projections, the Village can expect anywhere between 380-600 new jobs by 2040. These projections cannot account for dramatic market fluctuations or technological innovations, however they do provide some context for the future.

Figure 13.5: Walworth County Employment Projections

	Projected High	Projected Intermediate	Projected Low
2015	55,800	54,800	53,900
2020	58,900	56,900	55,100
2025	62,000	59,000	56,300
2030	35,100	61,100	57,500
2035	68,200	63,200	58,700
2040	71,300	65,300	59,900
2045	74,400	67,400	61,100
2050	77,200	69,300	62,000
Actual 2010	52,700		
Change 2010-2050	24,500	16,600	9,300

Source: SEWRPC Vision 2050

COMMUTING PATTERNS

Commuting patterns are important to determining where local employers are attracting employees from. Only approximately, 7 percent of community residents live and work in Fontana, a significantly low percentage. On the contrast, 93 percent of people who are employed in Fontana live outside of the Village and 94 percent of the Village's employed residents work outside of the community. Overall, this means that almost all of the jobs in the community are being filled by people traveling to the Village for work. This is another aspect of a tourism and seasonally-based economy.

Figure 13.6: Fontana and Walworth County Commuting Patterns

2015 Commuting Data	Total	Percentage
Employed in Fontana and Live in Fontana	43	7%
Employed in Fontana, but live elsewhere	580	93%
Live in Fontana and work elsewhere	680	94%
Employed in Walworth County and Live in Walworth County	19,100	53%
Employed in Walworth County, but live elsewhere	17,451	48%
Live in Walworth County and work elsewhere	24,831	57%

Source: US Census On The Map

Figure 13.7: Fontana Average Travel Time To Work

	2000	2010	2017
Mean travel time to work (min.)	33	23	29

Source: U.S. Census Bureau, 2000-2010 Census

*Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

Figure 13.8: Living Wage Comparison

	1 Working Adult and 1 Child	2 Working Adults and 2 Children
Jefferson County	\$24.54	\$15.98
Dodge County	\$24.12	\$15.76
Walworth County	\$24.71	\$16.06
Dane County	\$26.30	\$16.86
Wisconsin	\$24.67	\$16.04

Source: MIT Living Wage Calculator, 2018

Living wage is a calculation of how much an individual must earn to support their family. It is a market-based approach that uses geographically specific data to estimate the likely minimum cost of food, childcare, health insurance, housing, transportation, and other basic necessities. Overall, Walworth County is very comparable to the state, Jefferson County, and Dodge County in terms of the living wage required for both one working adult with one child and two working adults with two kids. However, the cost of living specifically in Fontana is most likely higher than these figures indicate because of the high number of owner-occupied housing units, median value of owner-occupied units, and high median household income.

ENVIRONMENTALLY CONTAMINATED SITES

The Wisconsin DNR's Environmental Remediation and Redevelopment Program (WRRD) maintains a list of contaminated sites, or brownfields, in the state. The DNR defines brownfields as "abandoned or under-utilized commercial or industrial properties where expansion or redevelopment is hindered by real or perceived contamination." Examples of brownfields might include a large abandoned industrial site or a small corner gas station. Properties listed in the DNR database are self-reported, and do not necessarily represent a comprehensive listing of possible brownfields in a community.

According to the Bureau for Remediation and Redevelopment Tracking System (BRRTS), as of 2019, there were over 17 sites where an activity related to a potential contamination was documented by the DNR. However, there is currently only one open contaminated site that is either in need of clean up or where cleanup was already underway. The site is not classified as LUSTs, or leaking underground storage tanks, it is classified as open environmental repair, or ERP site. This is often related to older buildings and businesses that may have been releasing contaminants into the soil, groundwater, or air over a long period of time. The ERP site is located at downtown, near the Post Office and municipal parking lot, at the older Painting Plus building.

Figure 13.9 Wisconsin DNR BRRTS Sites in Fontana

Activity Number & Name & Address	Type - Status
271 Fontana Blvd., Fontana	Closed LUST
126 W Main St., Fontana	Open ERP
Wild Duck Road and Old HWY 36 (Village Maintenance Building), Fontana	Closed LUST
454 Lake St., Fontana	Closed LUST
518 S. Lakeshore Dr., Fontana	Closed LUST
STH 67 (State Farm Insurance), Fontana	Closed LUST
380 Lake Ave., Fontana	Closed LUST
STH 67 and Porter St. (Amco Station), Fontana	Closed LUST
175 Valley View Rd., Fontana	Closed LUST
330 Lake Ave, Fontana	Closed LUST
S & W Dairy Corp., Fontana	No Action (Historic Fill Site)
STH 67 and Willow Bend Rd. (Village Landfill), Fontana	No Action (Historic Fill Site)
Geneva Lakefront Marine in Fontana	Historic Spill
572 Middleton Dr., Fontana	No Action (Historic Hazardous Substance Discharge)
Municipal Boat Pier, Fontana	Closed Spill
928B S. Lakeshore Dr., Fontana	Closed LUST
320 Lake St., Fontana	No Action (Historic Hazardous Substance Discharge)

Source: Wisconsin DNR BRRTS database

Additionally, there is the potential that other sites may have environmental issues associated with them. Further site assessments would reveal this information and will be a critical step for many potential redevelopment projects in the future.

The location of the environmentally contaminated sites was considered when making the land use recommendations. The Village encourages remediation and redevelopment of these sites for economic development where appropriate, and will require appropriate remediation as a condition of any development approval

ECONOMIC PROGRAMS AND PLANS

Some of the organization's programs, projects, and initiatives include:

Tax Incremental Financing and Financial Assistance Program

The Village of Fontana utilizes tax incremental financing to fund public improvements and/or economic development projects that would not otherwise be feasible. Costs associated with tax incremental financing projects are funded from the issuance of debt, with the principal and interest paid back with tax increment from properties within the established district. Allowable uses for tax incremental financing funds under this policy include land acquisition; planning, legal, engineering, and/or architectural services; demolition of buildings and clearing of property; construction costs of infrastructure improvement projects; rehabilitation of existing structure; and financing costs.

The Village of Fontana formed Tax Incremental District No. 1 (TID #1) in 2001 to promote economic development activity downtown. In September 2008, the Village adopted an amendment to the TID #1 Plan to expand the district boundary and to modify the categories, locations, and/or costs of the projects to be undertaken within the district through the remainder of its expenditure period. As of 2019, the Village administers the TID, while the Fontana Community Development Authority (CDA) focuses on recommendations and reviewing of projects within the District. The current TID #1 boundary is shown on the Jurisdictional Boundaries Map (Map 1).

Two programs created within the TID to help stimulate development and investment is the Façade Improvement Program and the Revolving Loan/Grant Program. The Façade Improvement Program aims to enhance the attractiveness of the area through promoting maintenance and increase economic activity. It focuses on providing grants to improve the exterior of buildings within the TID. The Revolving Loan/Grant Program attempts to accomplish many of the same objectives through loans and matching grants. The focus is broader than just exterior building materials and supports improving the overall value of the property. To note, as of 2019, neither program is actively seeking new program participants because it is not financially feasible in the current state of the TID.

Downtown Master Plan (2001)

In the 2001 Village of Fontana Comprehensive Plan, a dedicated Downtown Master Plan was also completed and folded into the larger plan. The Downtown Master Plan provided dedicated public participation, goals and objectives, future opportunities, and specific recommendations and implementation action items. The plan was the guiding force behind the establishment and creation of the CDA, TID, Redevelopment Plan, and many other initiatives that have taken place in and around downtown over the past 20 years. This document should be used as the starting point for any future downtown planning processes.

Conceptual Redevelopment Plan (2002)

In November 2002, the CDA developed and adopted the Conceptual Redevelopment Plan. This Plan was developed as a joint effort between the CDA, WisDNR, WisDOT, Village staff, residents, and committees. This Plan was developed to advance the goals established in the Downtown Master Plan component of the Village's 2001 Comprehensive Plan. The Conceptual Redevelopment Plan was broken into four primary redevelopment projects and areas, including: (1) roadside drainage and landscaping features (north end of STH 67); (2) Highway 67 redevelopment; (3) roadside drainage and landscaping features (south end of STH 67); and (4) lakefront redevelopment. Most of the redevelopment efforts associated with STH 67 have been implemented, and detailed plans related to the lakefront and redevelopment along STH 67 have also been developed.

Village of Fontana Planning Areas (2005)

In cooperation with the Planning and Design Institute (PDI), the CDA and Village developed a concept plan in 2005 for the redevelopment of areas within the Village's downtown including: Fontana Boulevard, Lake Street, Pioneer Park, Reid Park, and reconstruction of the Third Avenue boat parking lot. The concept plan also included provisions for the development of community buildings and a beach house along the lakefront. Since 2005, numerous projects

outlined in this concept plan have either reached the detailed design phase or have been implemented. The status of these projects is described as follows:

- The Village completed the **Fontana Boulevard Lighting and Landscaping Project** in 2010. This project included installation of new, shorter street light poles along both sides of Fontana Boulevard from STH 67 to the South Lake Shore Drive Bridge at Shabbona Drive. Landscaping and crosswalk work were also completed. .
- In 2009, the **Third Avenue Project** to reconstruct the boat parking lot was completed. This project also included fencing, burying of utility lines, and landscaping in Reid Park.
- Improvements to **Reid Park** have been initiated including construction of a new pavilion/restroom facility, landscaping, and renovations to Little Foot Playground. Additional improvements may be pursued in the future.
- Construction of a new **Beach House** along the lakefront was completed in 2006. The facility has been open to the public for the past 13 seasons.
- Lake Street and Park Lot No. 1 were both reconstructed in 2019.

STRENGTHS AND WEAKNESSES OF FONTANA

In connection with many of the other data points, topics, themes, and ideas presented throughout the Plan, the Village of Fontana has a distinct set of strengths and weaknesses that can be leveraged to attract and retain businesses and residents, maintain a high quality of life for all residents and visitors, and provide possible future opportunities to keep improving the community. Figure 13.10: Strengths and Weaknesses of Economic Development

Strengths	Weaknesses
Location on Geneva Lake and near major metro areas	Declining school enrollment
Resort community/tourism industry	Seasonal and weekend-based economy
Small-town feel, family-friendly	High cost of housing for young families and local employees
Noticeable aesthetic improvements to STH 67 as a 2-lane facility reflecting local aesthetics	Struggling to attract and retain permanent residents, especially new young families
Engaged residents and community-wide events	Stormwater management/infrastructure
Proximity and connections to natural assets and amenities. Commitment to protecting them long-term.	Lack of interconnected bicycle and pedestrian network throughout the Village
Well maintained housing stock	Few people both live and work in the community
High housing values and resulting assessed values	
Good relations with neighboring jurisdictions	

ASSESSMENT OF DESIRED ECONOMIC FOCUS

To enhance the year-round economic viability of Fontana, the Village has identified a desire to expand the professional service industry in the community while continuing to accommodate a strong tourist population. In particular, the Village is interested in attracting new office and professional services to the downtown that will serve the local economy, but also serve regionally, such as architectural firms, legal consulting, medical facilities, and other service amenities.

ECONOMIC DEVELOPMENT GOALS, OBJECTIVES, AND POLICIES

Goals:

1. Attract and retain businesses that capitalize on Fontana's location and resources, enhance the Village's character, diversify the tax base and job opportunities, promote the Village as a regional tourism destination, and serve resident needs.
2. Strengthen and diversify the non-residential tax base and employment opportunities.

Objectives:

1. Enhance quality of life throughout the Village by promoting an economically sustainable community.
2. Promote the downtown as a commercial and civic center as well as tourist destination for the Village.

3. Strive to diversify the range of employment opportunities in the Village, with a particular focus on skilled professional and technical jobs.
4. Restore the historic downtown at STH 67, Main Street, and Fontana Boulevard.

Policies:

1. Provide for and support infrastructure improvements that foster desired types of economic activity, specifically office and retail businesses.
2. Support mixed use development projects that integrate non-residential and residential uses into high-quality, unified places, both in the downtown and along other major corridors in the Village. Mixed use areas provide nodes of concentrated activity and integrate people with jobs, services, and shopping in a pedestrian-friendly environment.
3. Discourage unplanned, strip commercial and big box development. Instead, provide retail and commercial service opportunities in concentrated, planned areas serving the community and surrounding neighborhoods.
4. Plan for smaller-scale neighborhood commercial developments convenient to and integrated with residential neighborhoods, without impairing neighborhood character.
5. Continue the strategic use of tax increment financing to promote economic development, expansion and relocation of existing businesses, and redevelopment.
6. Promote a vital and healthy downtown by encouraging mixed use redevelopment and reuse of vacant and underused buildings and sites and by implementing public improvement and streetscaping plans.
7. Work with existing businesses to ensure their continued health and ability to grow in collaboration with the Geneva Lake West Chamber of Commerce.
8. Collaborate with Walworth County Economic Development Alliance and other communities in Walworth County on regional economic development initiatives.
9. Continue to develop a homegrown approach to economic growth that leverages the Village's unique advantages and assets to develop a renewed source of economic vitality within the local economy.
10. Update and continue implementing the Village of Fontana Master Plan to enhance downtown.
11. Evaluate local sustainability and development-specific economic, environmental, and social performance measures to increase the overall livability of the community.
12. Enhance the beautification of downtown, commercial corridors, and other key places throughout the community with increased landscaping, signage, public infrastructure, and public art.

ECONOMIC DEVELOPMENT PROGRAMS AND RECOMMENDATIONS

Continue to Implement Plans

The Lakefront Redevelopment Plan proposed numerous redevelopment activities along the lakefront, including construction of a new community building that would house recreational and retail commercial uses on the ground floor and community center uses on the second floor. The new building will occupy the space along Lake Street adjacent to and facing the lakefront. Options for that building include a community center, marine retail, marine museum, entertainment retail, café, library, and open space. Additional goals and objectives of the Lakefront Redevelopment Plan include the following projects:

- Establish an outdoor plaza and greenspace seating area for residents using the community building.
- Redevelop the lakefront to enhance the park amenities, emphasize views, and create a safe pedestrian environment.
- Preserve and improve the quality of the environmental amenities.
- Create a safe path system that links the lakefront to the school area.
- Reorganize parking to increase the open space at Reid Park and to provide access to Fontana Boulevard.

- Develop a “lakefront plaza” with decorative paving for pedestrians and a “lake overlook” area in which cars may park and view the lakefront.

Due to the existing challenges associated with the TID financially, it is unlikely that these projects will be implemented through that funding source. However, if other funds become available, the Village still prioritizes the completion of these projects.

Promote the Retirement Industry as an Economic Development Strategy

An increasing number of Fontana’s seasonal and permanent residents are reaching the age of retirement. This fact poses certain challenges and opportunities. As the Village’s population ages, it becomes increasingly difficult to attract young families and maintain a healthy enrollment within the school district. Alternatively, the Village is faced with an opportunity to take advantage of its growing retiree demographic by growing the local “retirement industry.” The retirement industry is fueled by older Americans with assets and income that is not vulnerable to normal down cycles in the economy. These individuals are attracted to communities with quality health care, numerous cultural activities and amenities, recreational opportunities, multi-modal transportation options, and safe neighborhoods. Attracting retirees provides benefits for community and the local economy, including:

- Boosting the local economy and increasing the local tax base.
- Amplifying the overall number of volunteers and contributors to local charitable organizations.
- Creating a demand for local goods, services, and recreational activities through retiree spending.
- Spurring general population growth by an influx of retirees, as the amenities that attract retirees also attract non-elderly individuals seeking employment and cultural amenities.

Fontana’s natural beauty and existing “retirement” infrastructure places the Village in a position to not only retain its existing retirement population, but also to capture seasonal residents for permanent residential status.

By planning for this demographic and social shift in the region, Fontana will be prepared to meet the needs and interests of this diverse generation. Public strategies could be employed to create additional housing in the community, enhance and develop cultural amenities, and advance retirement friendly employment and mentoring opportunities. Additionally, the Village will encourage and promote private sector efforts to rethink traditional workplace policies to ensure open and flexible arrangements. Overall, in order to maintain and enhance the Village’s attractiveness to the aging community, it is recommended that the Village work to increase the number of facilities that provide this demographic with recreational, health care, housing, and other related services and opportunities.

Enforce High-Quality Design for Multi-Family, Mixed-Use, and Commercial Development Projects

High-quality design for all new non-residential development and redevelopment projects in the Village should complement the character and enhance the image of Fontana. Adherence to good design standards will be important along highly visible corridors such as Fontana Blvd. and STH 67, and at major entryways to the community. When reviewing site plans, the Village will encourage and may require adherence to the following design standards, as outlined in the Village’s Zoning Ordinance:

- High quality landscaping treatments to all bufferyards, street frontages, paved areas, and building foundations.
- Heavily landscaped parking lots with perimeter landscaping and/or landscaped islands.
- Street trees along all public street frontages.
- Parking to the sides and rear of buildings, where appropriate, rather than having all parking in between buildings and the street.
- Intensive activity areas such as building entrances, service and loading areas, mechanical equipment, outdoor storage areas, and trash receptacle storage areas positioned away from less intensive land uses and near the backs of buildings (except for entrances).
- Complete screening of loading docks, dumpsters, mechanical equipment, and outdoor storage areas through use of landscaping, walls, and architectural features.
- Common driveways, parking, and circulation areas so that vehicles are able to move from one area of the site to another (and from one site to the adjacent site) without re-entering a street and to maximize efficient use of sites and parking.

- Safe, convenient, and separated pedestrian and bicycle access to the site from the parking areas to the buildings and to adjacent commercial developments.
- Site layout features that allow pedestrians to walk parallel to moving cars, and allow cyclists comfortable access and parking.
- Signage that includes quality materials and that is compatible in appearance with buildings as well as modest in height, number, and square footage.
- High-quality building materials such as brick, wood, stone, and tinted masonry whenever practical.
- Canopies, awnings, trellises, bays, and particularly windows to add visual interest to facades.
- Variations in building height and roof lines including parapets, multi-planed and pitched roofs, and staggered building facades (in other words, variations in wall-depth or direction).
- All building facades with architectural details of similar quality as the front building façade, if not identical material selections.
- Central features and focal points that add to the comfort of people on the site and community character such as patios, benches, fountains, trellises, or artfully designed stormwater facilities.
- Within multi-occupant development projects, buildings arranged and grouped so that their orientation complements each other and adjacent buildings; frames adjacent street intersections and parking lots; features pedestrian and/or vehicle access ways and spaces; and properly considers the arrangement of parking lots, gathering spaces, and other site amenities.
- Utilization of high-quality and appropriate site and building signage that is oriented to both pedestrians and vehicles.



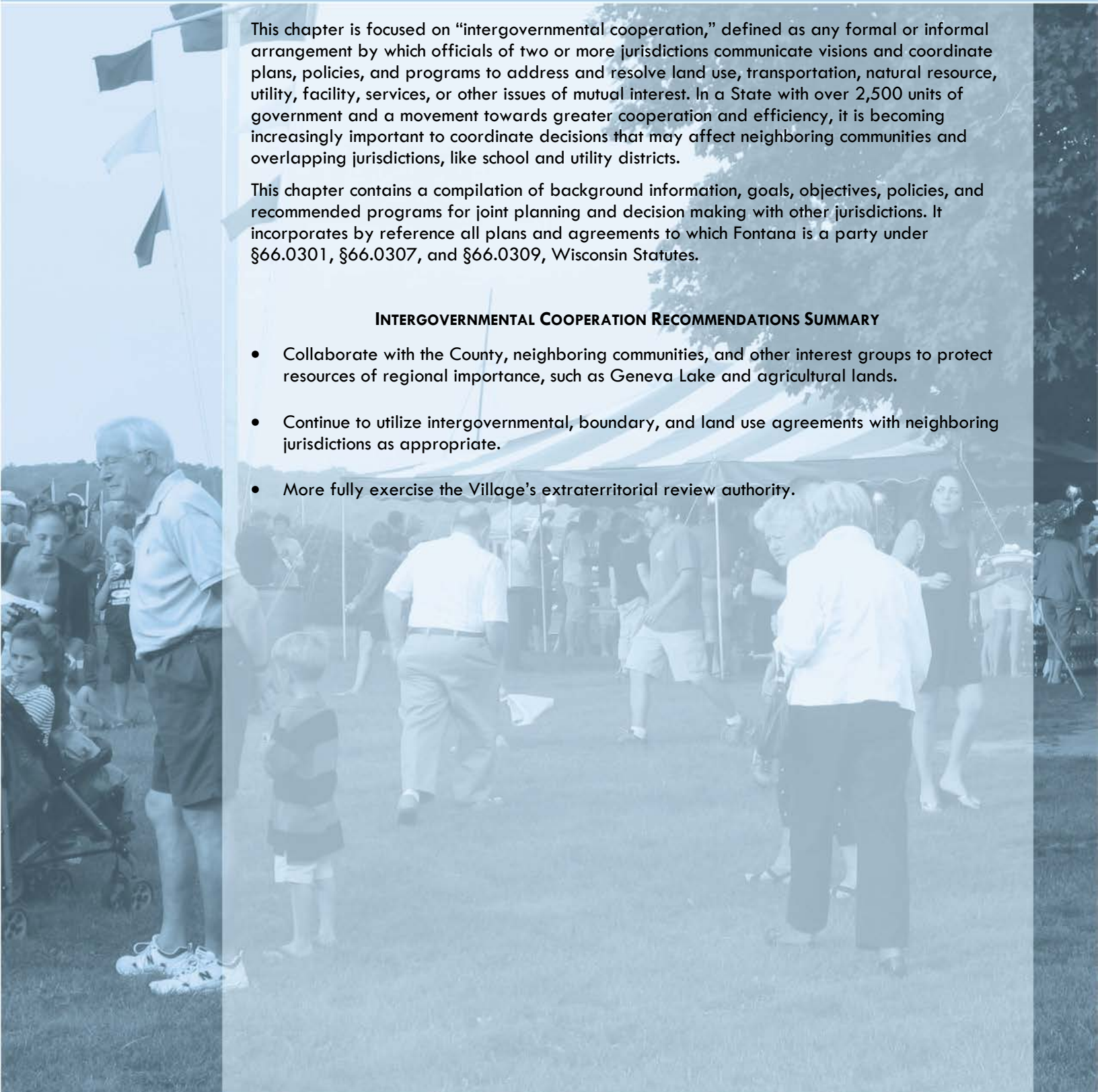
CHAPTER FOURTEEN: INTERGOVERNMENTAL COOPERATION

This chapter is focused on “intergovernmental cooperation,” defined as any formal or informal arrangement by which officials of two or more jurisdictions communicate visions and coordinate plans, policies, and programs to address and resolve land use, transportation, natural resource, utility, facility, services, or other issues of mutual interest. In a State with over 2,500 units of government and a movement towards greater cooperation and efficiency, it is becoming increasingly important to coordinate decisions that may affect neighboring communities and overlapping jurisdictions, like school and utility districts.

This chapter contains a compilation of background information, goals, objectives, policies, and recommended programs for joint planning and decision making with other jurisdictions. It incorporates by reference all plans and agreements to which Fontana is a party under §66.0301, §66.0307, and §66.0309, Wisconsin Statutes.

INTERGOVERNMENTAL COOPERATION RECOMMENDATIONS SUMMARY

- Collaborate with the County, neighboring communities, and other interest groups to protect resources of regional importance, such as Geneva Lake and agricultural lands.
- Continue to utilize intergovernmental, boundary, and land use agreements with neighboring jurisdictions as appropriate.
- More fully exercise the Village’s extraterritorial review authority.



EXISTING VILLAGE OF FONTANA LAND USE PLANS

In 2009, the Village of Fontana hired Vandewalle & Associates to rewrite its comprehensive plan based on the Village's 2001 Comprehensive Plan and in accordance with Wisconsin Act 9 and Wis. Stat. 66.1001. The plan featured all nine required elements and produced the goals, objectives, policies, and recommendations that the village has pursued between 2009-2019. The 2019 Village of Fontana Comprehensive Plan is significantly based on the 2009 plan, with strategic updates to the data, mapping, and text. Much of the structure and listed recommendations from the previous plan were incorporated into this plan. Existing State and Regional Planning Framework

The Village of Fontana lies within Walworth County and is bordered by the Towns of Linn and Walworth, the Villages of Walworth and Williams Bay. Additionally, the Village's Extraterritorial Jurisdiction (ETJ) is within close proximity of both the City of Delavan and City of Lake Geneva's ETJs. Map 1 depicts the boundaries of Fontana's neighboring and/or overlapping jurisdictions. Relationships with these local, regional, and State jurisdictions were analyzed during the Village's planning process to identify mutual planning issues and potential conflicts.

The previous planning process for the 2009 Village Comprehensive Plan was prepared concurrently with 13 communities in Walworth County as part of a State-funded, multi-jurisdictional planning process. The other communities included the towns of Darien, Sharon, Delavan, Spring Prairie, East Troy, Sugar Creek, Troy, Geneva, LaFayette, LaGrange, Richmond, Walworth, and Whitewater. This process concluded with the adoption of the Multi-Jurisdictional Comprehensive Plan for Walworth County: 2035. Additionally, the Cities of Delavan and Lake Geneva's comprehensive plans were also prepared concurrently with the 2009 Plan and completed by Vandewalle & Associates.

In 2019, SEWRPC was working with the 13 communities from Multi-Jurisdictional Comprehensive Plan for Walworth County on updating the plan. Also, in 2019, Vandewalle & Associates worked with the City of Lake Geneva to complete and update of their 2009 plan concurrently with the Village of Fontana. The City of Delevan is expected to update its plan in 2020.

Town of Delavan

The Town of Delavan is located to the north of the Village of Fontana. The Town of Delavan is a participant in the concurrent update to the County-wide comprehensive planning effort including 13 towns. The Town of Delavan's land use plan designates the area of land located within the Village of Fontana's extraterritorial jurisdiction as agricultural and primary environmental corridor. Development is not anticipated to occur in these areas over the course of the planning period.

Town of Linn

The Town of Linn, located east of Fontana, adopted its Year 2025 Comprehensive Plan in June 2004. The Town of Linn's comprehensive plan and land use map describes a Joint Planning Area District that is intended to provide guidance to address future development adjacent to neighboring jurisdictions and promote intergovernmental cooperation with neighboring incorporated municipalities. Generally, the Joint Planning Area District corresponds to future urban service areas as identified in the comprehensive plans of neighboring municipalities.

The Town of Linn's comprehensive plan also establishes a framework for boundary agreement negotiations in an effort to allow the Town to avoid annexation. The plan outlines the following goals and objectives related to land use and intergovernmental cooperation:

- Promote land use consistency and cooperation with neighboring communities, particularly in regard to growth and development that may have an impact on the water quality of the lake and the quality of life in the area.
- Protect the water quality of Geneva Lake, by: (1) requiring conservation subdivisions, (2) incorporating low impact development (LID) strategies, (3) preserving environmental corridors, (4) encouraging shoreline restoration, and (5) more actively enforcing erosion control ordinances.
- Promote consistency of land use along municipal borders by cooperating with the Villages of Fontana and Williams Bay and the City of Lake Geneva to jointly plan for the transition of land within the Joint Planning Area to urban uses in a manner where services can be provided without annexation.
- Investigate opportunities to provide sewer service (without annexation) to areas where it is needed and supported by local residents. Areas that could be provided with sewer service may include portions of the south shore through agreements with the Villages of Fontana and Walworth.

- Work with neighboring jurisdictions, including the Village of Fontana, to jointly plan for the transition from rural to urban land uses in a manner where services can be provided without annexation.

Through the Town of Linn's planning process, the recommendations contained in the 2001 Village of Fontana Comprehensive Plan, were considered.

Portions of the Town are under the Village of Fontana's Extraterritorial Zoning Ordinance that provides the Village regulatory and subdivision review authority within its extraterritorial jurisdiction.

Town of Walworth

The Town of Walworth surrounds the majority of the Village of Fontana. The Town participated in the Multi-Jurisdictional Comprehensive Plan for Walworth County: 2035 and is also involved in the update of the plan. Generally, the Town of Walworth's land use plan is consistent with the future plans of the Village of Fontana.

The Town's plan identifies urban reserve areas around the Village of Fontana; indicating that the areas may be developed at some time during the planning period. While specific future uses have not been identified for these areas, it is envisioned that these urban reserve areas would primarily accommodate residential uses, possibly with supporting neighborhood commercial. The Town is also interested in the potential for sewer and water supply service to these urban reserve areas. If and when these areas develop, the Town anticipates an extension of Village utility systems to serve these areas. This would potentially include arrangements by which the urban reserve areas would be served so as to remain in the Town. The Town intends to collaborate with the Village regarding the specifics of this option, which could be set forth in a boundary/utility service agreement.

The Town's land use plan shows an area of new commercial north of Willow Bend Road and west of the current Village of Fontana municipal boundary. This area is intended to accommodate boat-related activities, including boat storage, sales, and service. In areas where the Town land use plan indicates future single-family development, the Town recommends conservation developments as an alternative to conventional development. An area of low density single-family development (less than 5 acres per dwelling) is shown on the Town's land use plan west of the Village and south of Willow Bend Road

Portions of the Town are under the Village of Fontana's Extraterritorial Zoning Ordinance that provides the Village regulatory and subdivision review authority within its extraterritorial jurisdiction.

Village of Walworth

Located adjacent to Fontana, and sharing portions of its municipal boundary, is the Village of Walworth. Walworth's comprehensive plan, which was last updated in 2016, plans for growth and development within its municipal boundary, urban service area, and within the boundary agreement established with the Village of Fontana. The boundary agreement between the two jurisdictions was established in 2004 and created a "Future Annexation Boundary" line. The agreement is in effect for 20 years and helps the two villages avoid competing for the same development. It is recommended that the Boundary Agreement be reestablished prior to 2024 and reflect consistency with existing state statutes. See Map 1 for the boundary.

Walworth's comprehensive plan advances the mutual desire to establish a community separation area of open space and very low-density development between Walworth and Fontana. The planned land use map seeks to accomplish this objective by proposing rural residential land uses along the far northwestern and northeastern boundaries of the Village of Walworth, within its urban service area boundary. Additionally, the planned land use map designates a substantial amount of land within the southern and southeastern portions of the urban service area as single-family residential. The comprehensive plan advances the use of conservation neighborhood design in the planning and development of new neighborhoods within its urban service area.

The following have been used by the Village of Walworth as guiding principles for conservation neighborhood design:

- Provide housing, parks, and schools within walking distance to shops, services, and jobs.
- Blend the convenience of the automobile with the creation of safe, comfortable places to walk and bike.
- Integrate a variety of housing types to accommodate a variety of lifestyles and age groups.
- Preserve and enhance the environmental systems that define, sustain, and connect neighborhoods.
- Develop a bike and pedestrian trail and route system through the community, in cooperation with Fontana.

Walworth's comprehensive plan also encourages collaboration among the Village of Walworth, the Town of Walworth, the Village of Fontana, Walworth County, and neighboring jurisdictions with regard to planning initiatives and policies.

Village of Williams Bay

The Village of Williams Bay is located northeast of Fontana off STH 50. The Village also hired Vandewalle & Associates. to prepare an update to their comprehensive plan to comply with State planning laws. As depicted on the 2010 Village Williams Bay Land Use Plan, the majority of land at the west end of Williams Bay is planned to remain in agricultural or institutional use.

Williams Bay adopted an Extraterritorial Zoning Ordinance in that provides the Village regulatory and subdivision review authority within its extraterritorial jurisdiction, which includes portions of the Town of Linn. Williams Bay also shares an extraterritorial boundary with the Village of Fontana, which is depicted on Map 1: Jurisdictional Boundaries. This boundary was established by calculating the mid-point between both communities' 1.5 mile extraterritorial area. It is recommended that the Village of Fontana and Williams Bay develop a mutually-beneficial cooperative boundary agreement to formalize the agreed upon future planning area for each community.

Walworth County

Walworth County initiated a multi-jurisdictional comprehensive planning effort to comply with the State comprehensive planning requirements by January 1, 2010. Southeastern Wisconsin Regional Planning Commission (SEWRPC) has provided planning assistance in this initiative. Participating communities include the Towns of Darien, Delavan, East Troy, Geneva, LaFayette, LaGrange, Richmond, Sharon, Spring Prairie, Sugar Creek, Troy, Walworth, and Whitewater. The outcome of this planning effort was a long-range comprehensive plan for the year 2035. In 2019, SEWRPC was again working with the 13 communities from the previous planning process in updating the Multi-Jurisdictional Comprehensive Plan. Many of the previous plan's land use policies regarding cities and villages are expected to be carried over to the latest version including the following:

- Cities and villages are encouraged to develop and implement their comprehensive plans in a manner that promotes the development of compact urban areas that allows for the efficient provision of public utilities and services.
- Cities and villages are encouraged to promote infill development, along with the revitalization and renewal of their older urban areas, as part of their overall approach to meeting future development needs.
- Cities and villages are encouraged to include towns in planning future development in areas that border on, or potentially extend into, town areas. Coordination of planning can probably best be achieved through boundary agreement efforts. Cities and villages are also encouraged to consult with towns when making decisions on annexations and the exercise of extraterritorial powers.

The County's comprehensive plan also recognizes conservation developments as an alternative to conventional development and a means to limiting development in natural resource areas. The County recommends a flexible approach to the choice of design options within conservation developments, with decisions on the use of such designs made on a case-by-case basis, taking into account the topography, existing natural resource features, and other characteristics of a potential site.

Walworth County also has a county-wide Natural Hazard Mitigation Plan, Land and Water Resource Management Plan, Farmland Preservation Plan, and Park and Open Space Plan. Each will be updated over the twenty years and it is recommended that the Village of Fontana continue to participate in those planning processes.

Southeastern Wisconsin Regional Planning Commission

The Southeastern Wisconsin Regional Planning Commission (SEWRPC) was established in 1960 to serve as the regional planning agency for the highly urbanized area of Southeastern Wisconsin. The commission consists of 21 members (three from each county) who provide information and planning services to the counties of Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha. SEWRPC addresses planning issues that transcend political and natural boundaries such as transportation, water supply, parks and open space, air and water quality, flooding, natural resource base deterioration, and changing land uses.

SEWRPC recently updated the Regional Land Use and Transportation Plan (Vision 2050). The new plan serves as guides to land use development and redevelopment and transportation system planning at the regional level

through the year 2050. The Transportation System Plan is a multimodal plan of recommended transportation actions designed to address existing and anticipated future transportation problems and needs. Many of the key land use and transportation recommendations in Vision 2050 are reflected in this Plan.

INTERGOVERNMENTAL COOPERATION GOALS, OBJECTIVES, AND POLICIES

Goal:

1. Establish mutually beneficial intergovernmental relations with surrounding and overlapping jurisdictions.

Objectives:

1. Work with surrounding communities and the County to encourage an orderly, efficient land use pattern and to advance areas of mutual benefit and interest.
2. Collaborate with the Fontana School District and the Big Foot Area Schools Association on future facilities planning, joint recreational space opportunities, and educational initiatives.

Policies:

1. Provide a copy of this Plan to all surrounding local governments and districts, and continue to involve and update them on future changes to the Plan.
2. Actively monitor, participate in, and review and comment on pending and future comprehensive plans from nearby communities.
3. Continue to cooperate with other units of government on issues related to land use, natural resources, recreation, transportation facilities, economic development, and other systems that are under shared authority or that cross governmental boundaries.
4. Consider regionalization of public services and facilities where consolidating, coordinating, or sharing services or facilities will result in better services, cost savings, or both.
5. Partner with the Fontana School District to improve educational achievement, promote local schools, and pursue the provision of joint recreational facilities (see also Utilities and Community Facilities chapter).
6. Extend the intergovernmental boundary agreement adopted in 2004 between the Villages of Fontana and Walworth for another twenty years reflecting consistency with the current provisions of Wisconsin Statutes. Pursue the establishment of intergovernmental boundary agreements with the Village of Williams Bay and Towns of Linn and Walworth.

INTERGOVERNMENTAL COOPERATION PROGRAMS AND RECOMMENDATIONS

Intergovernmental communication, coordination, and cooperation are critical in implementing many of the recommendations in this Plan. This section builds off some of the key policies listed above, setting forth recommendations for enhanced relations with adjacent and overlapping jurisdictions. It focuses in particular in areas and relationships that are not described extensively in other chapters, and where potential future conflicts may be the greatest without concerted future action.

Continue to Utilize Intergovernmental, Boundary, and Land Use Agreements

Intergovernmental agreements are typically executed after a year or more of meetings, research, negotiations, writing, and legal review, and typically address the following issues:

- **Cooperative Boundary Agreements:** Cooperative boundary agreements can be established between communities to avoid conflicts and litigation over annexation, incorporation, consolidation, land use, revenue, service provision, and other intergovernmental issues. In 2004, the Villages of Fontana and Walworth established a boundary agreement, the boundaries of which are shown on Map 1.
- **Intergovernmental Agreements:** Agreements between villages and towns frequently suggest limits to long-term annexation, generally in exchange for some compromises from the town. Such compromises may include the town's agreement to limit town development in the possible future annexation area.
- **Utility Service Area Boundaries:** Some intergovernmental agreements include provisions that define where public sewer and/or water services may be extended and where they may not. These areas define where fairly

intensive urban (publicly sewerer) growth may occur in the future, but should also include existing rural development areas that might require sewer. Some agreements include provisions that do not allow further intensive development with on-site waste treatment systems in such designated utility service areas.

- **Future Land Use Recommendations:** Frequently, intergovernmental agreements address future land uses or development densities considered acceptable or unacceptable in areas that concern both communities. Some agreements also include provisions that the communities must amend their comprehensive plans to be consistent with the future land use recommendations negotiated in the agreement, or that they not amend their comprehensive plans in a manner that would be inconsistent with the agreement.
- **Agreement Term and Amendments:** An intergovernmental agreement should specify the length of time that it is applicable. Twenty years is a typical timeframe as this corresponds with the comprehensive plan time horizon. Occasionally, agreements have provisions for automatic extensions if neither party decides to withdraw. Most agreements also include provisions for periodic review and possible amendments if both parties agree. This keeps the agreement fresh in peoples' minds and allows adaptability as conditions change.

It is recommended that the Village work with the Village to Walworth to reestablish the existing 2004 intergovernmental agreement prior to 2024, in compliance with all state statutes. Additionally, it is recommended that the Village pursue intergovernmental agreements with both the Town of Linn and Town of Walworth to collaboratively, efficiently, and cooperatively plan for the future.

Continuously Update the Village's Zoning Ordinance and Extraterritorial Zoning Ordinance

Pursuant to section 62.23(7)(a), Wisconsin Statutes, the Village of Fontana adopted an Extraterritorial Zoning Ordinance. This Plan recommends that the Village continue to exercise extraterritorial zoning power within the Village's extraterritorial zoning jurisdiction (ETZ). In 2012, the Village rewrote its Zoning Ordinance. As part of that process, the Village updated its Extraterritorial Zoning Ordinance to be in compliance with all current state statutes. Over the planning period, it is recommended that the Village continue to update and enhance its entire Zoning Ordinance to any reflect any federal case law or state statute changes that may occur.

Fully Exercise Extraterritorial Land Division Review Authority

Under Wisconsin Statutes, villages are granted the authority to plan for and influence development in unincorporated areas that are beyond their municipal limits but are reasonably related to the village's future growth. These areas are often called the "extraterritorial jurisdiction" or "ETJ." Under State statutes, Fontana's ETJ extends 1.5 miles from the Village limits except in areas where it abuts the ETJ of another municipality or there is an established intergovernmental boundary agreement in place. For lands within its ETJ, the Village has the authority to prepare land use plans. To help enforce these plans, the Village also has the ability to review, approve, or deny land division proposals for such areas. The majority of lands outside the Village's municipal limits that are not in environmental corridors have been indicated on the Village's Future Land Use Map as appropriate for long-term agricultural use. The Village intends to continue to review land divisions (CSMs) and subdivisions (plats) within its extraterritorial jurisdiction to assure that long-range Village plans are not compromised, particularly in areas where the Future Land Use Map identifies future land use as Agricultural and Vacant.

Remain Involved in Regional Initiatives

Because many of the Village's goals and objectives relate to issues that transcend municipal boundaries (e.g., transportation, natural resource, farmland preservation, land use), the Village intends to maintain an active and open dialogue with surrounding communities. A few specific opportunities include:

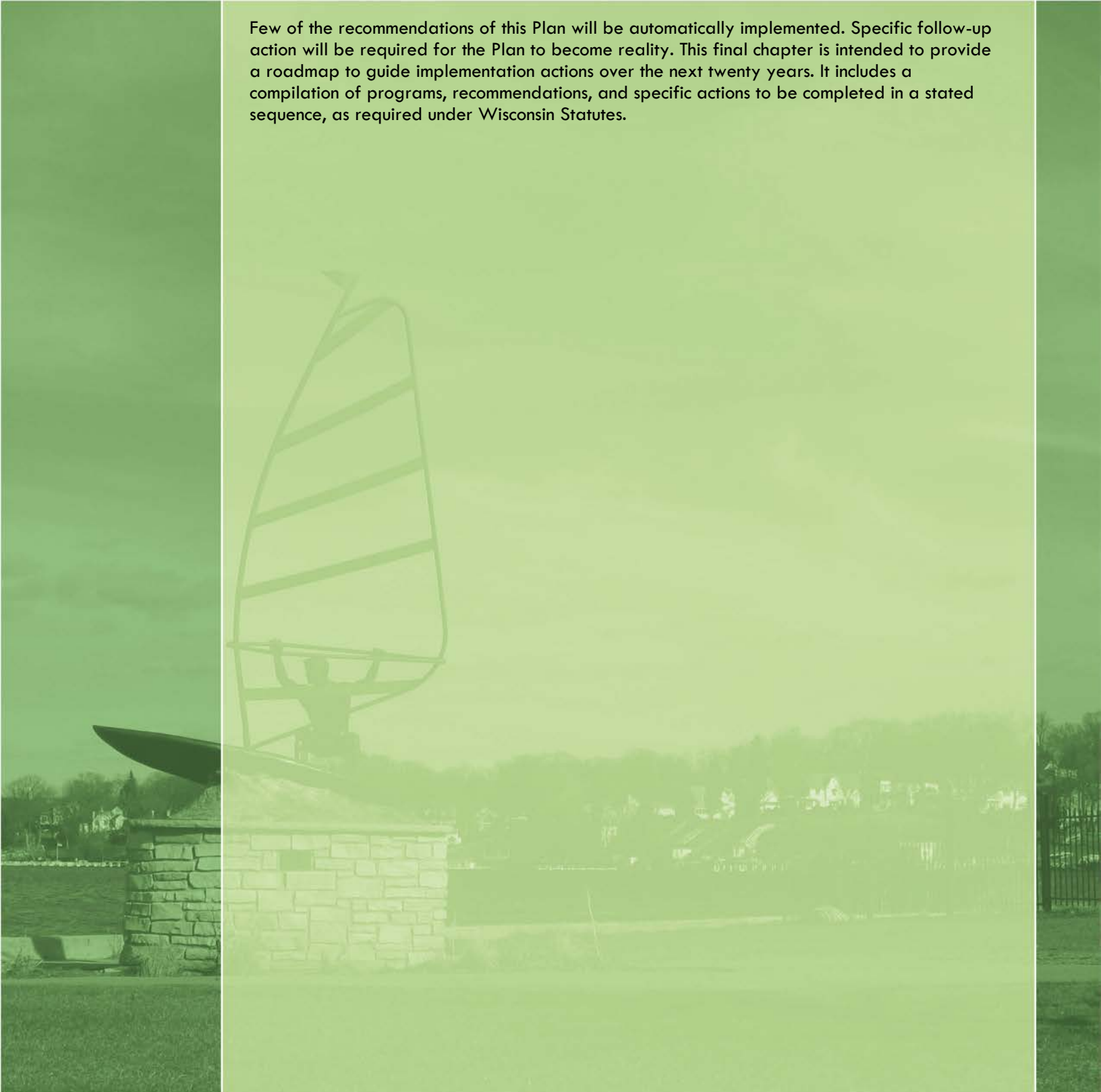
Geneva Lake West Chamber of Commerce and VISIT Lake Geneva

Regional economic development coordination and collaboration is important to maximize investment, attract and retain businesses, and increasing tourism. Both the Geneva Lake West Chamber of Commerce and VISIT Lake Geneva help facilitate tourism to the greater region, which benefits the region as-a-whole. Moving forward, continued work with these entities to improve the area's economic vitality is recommended.

Geneva Lake Conservancy The long-term environmental preservation and protection of the region's sensitive lands, open spaces, water features, and unique character is incredibly important to continuing to maintain the attractiveness of the area. The Geneva Lake Conservancy, among other local organizations, brings governments, businesses, and residents together to help plan, protect, and educate people on the regional environment. Continuing to be involved in the Conservancy's events, meetings, and other initiatives is key to maintaining and improving the valuable environmental features of the area.

CHAPTER FIFTEEN: IMPLEMENTATION

Few of the recommendations of this Plan will be automatically implemented. Specific follow-up action will be required for the Plan to become reality. This final chapter is intended to provide a roadmap to guide implementation actions over the next twenty years. It includes a compilation of programs, recommendations, and specific actions to be completed in a stated sequence, as required under Wisconsin Statutes.



IMPLEMENTATION PROGRAMS AND RECOMMENDATIONS

Plan Adoption

The first and most important step to implement the Village of Fontana-on-Geneva Lake Comprehensive Plan is to ensure that it is adopted in a manner that supports its use for more detailed decision making. The Village has included all necessary elements for this Plan to be adopted under the State's comprehensive planning legislation. The Village has followed procedures for adopting this Plan under Section 66.1001(4), Wisconsin Statutes.

Plan Monitoring and Advancement

This Plan is intended to be used by government officials, developers, residents, and others interested in the future of the Village to guide growth, development, redevelopment, and preservation. The Village intends to continually evaluate its decisions on private development proposals, public investments, regulations, incentives, and other actions against the recommendations of this Plan, described more fully in the Plan Amendments section that follows.

In fact, on January 1, 2020, zoning, subdivision, and official map ordinances and decisions will be required to be consistent with the Comprehensive Plan. In addition to being required by law, review for consistency of the land division and zoning ordinances and map with this Comprehensive Plan will help the community achieve its desired character and land use pattern in ways the current ordinances cannot.

This Plan will only have value if it is used, understood, and supported by the community. It is critical that the Village make a concerted effort to increase community awareness and education of this Plan. To this end, efforts may include:

- Prominently displaying the Vision Statement, Executive Summary, Maps, and Overall Goals and other Plan materials in Village offices and gathering places.
- Ensuring that attractive and up to date materials are easily accessible on the Village's website.
- Speaking to community organizations and school groups about the Plan.
- Regularly presenting implementation progress reports to the Village Board, Plan Commission, and other municipal bodies.
- Incorporating Plan implementation steps in the annual budget process.
- Encouraging all Village staff to become familiar with and use the Plan in their decision making.

Annually reviewing and assessing the Plan by reviewing performance against the implementation steps and timeframe described in Figure 14.1 Plan Implementation Program. This review will appear on the agenda of a regular Village Board meeting in late summer or early fall, in advance of the budget process. The Village Board will hold a public hearing at the meeting in which the review is held. This meeting should also include the Planning Commission, village department heads, and interested members of the public. Resident participation in this review should be actively solicited by public notice, and public input allowed at the meeting at which the review is held. Any need for specific changes to the Plan in response to changes in the factors on which it was based could be addressed at this review. Amendments to the Plan will be made in accordance with the procedures described in the Plan Amendments section below. Plan Administration

This Plan will largely be implemented through an ongoing series of individual decisions about annexations, zoning, land divisions, official mapping, public investments, and intergovernmental relations. The Village of Fontana will use this Plan to inform such decisions under the following guidelines:

Annexations

Proposed annexations should be guided by the recommendations of this Plan. This Village's goals, objectives, policies, and recommendations as outlined in this Plan will be considered when evaluating requests for annexations. In addition, the maps included in this Plan, particularly the Future Land Use and Transportation and Community Facilities Maps, will be among the factors considered when evaluating a request for annexation. For example, annexation proposals on lands that are mapped for urban development should be given priority over lands designated to remain in agricultural use or preservation. When considering annexation proposals, the Plan Commission and Village Board will also evaluate the specific timing of the annexation request, its relationship to the overall regularity of the corporate boundary, the ability to provide utilities and public services to the site, the costs

associated with the proposed annexation, the effect on intergovernmental relations, as well as other pertinent statutory and non-statutory factors.

Zoning

Proposed Zoning Map amendments (rezonings) should be consistent with the recommendations of this Plan. Specifically, the Future Land Use Map should be used to guide the application of the general pattern of permanent zoning. However, the precise location of zoning district boundaries may vary from the Future Land Use Map as judged appropriate by the Plan Commission and Village Board. Departures from the exact land use boundaries depicted on the Future Land Use Map may be particularly appropriate for planned unit development projects, projects involving a mix of land uses and/or residential development types, properties split by zoning districts, and/or properties located at the edges of areas mapped for future urban land uses. Therefore, this Plan allows for flexibility in the timing of zoning actions and the refinement of the precise recommended land use boundaries through the zoning, conditional use, planned development, and land division process.

Land Division

Proposed land divisions should be generally consistent with the recommendations of this Plan. The Future Land Use Map and the Transportation and Community Facilities Map (and the policies behind these maps) should be used to guide the general pattern of development and the general location and design of public streets, parks, and utilities. In the consideration of land divisions, the Plan Commission and Village Board should also evaluate the specific timing of the land division request, its relationship to the nature of both existing and future land uses, and the details of the proposed development. Departures from the exact locations depicted on these maps shall be resolved through the land division process for certified survey maps, preliminary plats, and final plats within the Village limits and the extraterritorial jurisdiction. This Plan allows for the timing and the refinement of the precise recommended development pattern and public facilities through the land division process, as deemed appropriate by the Plan Commission and Village Board.

Public Investments

Proposed public investment decisions will be guided by the recommendations of this Plan. However, the timing and precise location of public investments may vary, as judged appropriate by the Plan Commission and Village Board. This Plan allows for the timing and refinement of the precise recommended public facilities and other public investments as deemed appropriate by the Plan Commission and Village Board.

Intergovernmental Relations

Proposed intergovernmental relations decisions, including intergovernmental agreements, will be guided by the recommendations of this Plan, as deemed appropriate by the Plan Commission and Village Board. However, in their consideration of intergovernmental decisions and agreements, the Plan Commission and Village Board will also evaluate a wide variety of other factors, including specific provisions of the recommended agreements. Departures from the recommendations of this Plan shall be resolved by the Village Board through the intergovernmental process.

Plan Amendments

This Plan can be amended and changed. Amendments to this Comprehensive Plan may be appropriate in the years following initial Plan adoption and in instances where the Plan becomes irrelevant or contradictory to emerging policy or trends. "Amendments" are generally defined as minor changes to the Plan maps or text (as opposed to an update which is described later).

As a growing community, the Village will likely receive and wish to entertain requests for Plan amendments over the planning period. The Plan should be evaluated for potential amendments regularly. However, frequent amendments to accommodate specific development proposals should be avoided, or else the plan will become meaningless. To provide a predictable and cost-effective process, the Village should hold Plan amendment consideration cycles every one to two years.

The State comprehensive planning law requires that the Village use the same basic process to amend a comprehensive plan as is used to initially adopt the plan. This means that the procedures defined under Section 66.1001(4), Wisconsin Statutes, need to be followed:

1. Either the Village Board or Plan Commission initiates the proposed Comprehensive Plan amendment. This may occur as a result of a regular Plan Commission review of the Plan, or may be initiated at the request of a property owner or developer.

2. The Village Board adopts a resolution outlining the procedures that will be undertaken to ensure public participation during the Plan amendment process (see Section 66.1001(4)a of statutes and model resolution included in this Comprehensive Plan).
3. The Plan Commission prepares or directs the preparation of the specific text or map amendment to the Comprehensive Plan.
4. The Plan Commission holds one or more public meetings on the proposed Comprehensive Plan amendment. Following the public meeting(s), the Plan Commission makes a recommendation by resolution to the Village Board by majority vote of the entire Commission (see Section 66.1001(4)b of Statutes).
5. The Village Clerk sends a copy of the recommended Plan amendment (not the entire comprehensive plan) to all adjacent and surrounding government jurisdictions and the County as required under Section 66.1001(4)b, Wisconsin Statutes. These governments should have at least 30 days to review and comment on the recommended Plan amendment. Non-metallic mine operators, any person who has registered a marketable non-metallic mineral deposit with the local government, and any other property owner or leaseholder who has requested notification in writing must be informed through this notice procedure. These governments and individuals should have at least 30 days to review and comment on the recommended Plan amendment.
6. The Village Clerk directs the publishing of a Class 1 notice, published at least 30 days before a Village Board public hearing and containing information required under Section 66.1001(4)d, Wisconsin Statutes.
7. The Village Board holds the formal public hearing on an ordinance that would incorporate the proposed Plan amendment into the Comprehensive Plan.
8. Following the public hearing, the Village Board approves (or denies) the ordinance adopting the proposed Plan amendment. Adoption must be by a majority vote of all members. The Village Board may require changes from the Plan Commission recommended version of the proposed Plan amendment.
9. The Village Clerk sends a copy of the adopted ordinance and Plan amendment (not the entire Comprehensive Plan) to all adjacent and surrounding government jurisdictions, non-metallic mine operators, any person who has registered a marketable non-metallic mineral deposit with the local government, and any other property owner or leaseholder who has requested notification in writing as required under Sections 66.1001(4)b and c, Wisconsin Statutes.

Plan Update

The State comprehensive planning law requires that the Comprehensive Plan be updated at least once every ten years. As opposed to an amendment, an update is often a substantial re-write of the Plan document and maps. Based on this deadline, the Village should update this Comprehensive Plan before the year 2030. The Village should continue to monitor any changes to the language or interpretations of the State law over the next several years.

Consistency Among Plan Elements

The State comprehensive planning statute requires that the implementation element “describe how each of the elements of the comprehensive plan shall be integrated and made consistent with other elements of the comprehensive plan.” Because various elements of this Plan were prepared simultaneously, there are no known internal inconsistencies between different elements or chapters of this Plan.

Implementation Programs and Recommendations

Figure 15.1 provides a detailed list and timeline of the major actions that the Village should complete to implement this Plan. Often, such actions will require substantial cooperation with others, including County and surrounding local governments and local property owners. The figure has four columns, described as follows:

- Recommendations by Chapter: Lists chapter where the implementation recommendation can be found. This list does not generally include ongoing activities advised elsewhere in this Plan, but rather focuses on specific actions that may need to be separately budgeted or placed in a work program. The recommendations are for Village actions, recognizing that many of these actions may not occur without cooperation from others.
- Implementation Timeframe: Responds to the comprehensive planning statute, which requires implementation actions to be listed in a “stated sequence.” The suggested timeframe for the completion of each recommendation

reflects the priority attached to the recommendation. Suggested implementation timeframes span the next ten years, because the Plan will have to be updated in 2019.

- **Partners/Agencies:** Lists local organizations (e.g. Village staff, private sector, etc.) that would take a leadership role in implementing that specific recommendation.
- **Completion Checklist:** The final column simply includes check boxes for Village staff and officials to use when a particular implementation step has been completed. During the annual Plan evaluation process, this table should be reviewed for items that should be pursued in the upcoming year.

Figure 15.1: Implementation Actions and Timeline

Focus Area	Action Item	Implementation Timeframe	Partners/Agencies
Administrative	Conduct annual training on planning and zoning issues with the Plan Commission, Village Board, and Board of Zoning Appeals members	In Progress	Plan Commission, Board of Zoning Appeals, and Village Board
Administrative	Use social media and other communication forms to involve and educate more diverse communities on village processes, functions, and planning.	In Progress	Village Staff
Transportation Improvements	Implement the Village's Official Map and update it every 5 years.	In Progress	Village Staff, Plan Commission, and Village Board
Administrative	Participate in the updates of the Walworth County Land and Water Resource Management Plan, Walworth County Farmland Preservation Plan, Walworth County Natural Hazard Mitigation Plan, Walworth County Park and Open Space Plan, and Walworth County Multi-Jurisdictional Comprehensive Plan.	Short	Village Staff
Protect Natural Resources	Implement stormwater best practices into development regulations, the Zoning Ordinance, and the Land Division Ordinance, in addition to future corridor planning for improvements to North Lakeshore Drive. Keep up with evolving stormwater and erosion control requirements.	Short	Village Staff
Protect Natural Resources	Establish a Village-wide Stormwater Utility.	Short	Village Staff and Village Board
Targeted Development	Update the Village Master Plan for downtown to strengthen the area long-term through the integration of land use, transportation, aesthetics, parking, and infrastructure.	Short	Village Staff, Residents, and Local Businesses
Protect Natural Resources	Update and implement the Natural Resources Conservation Ordinance as part of the implementation of the Village's	Short	Village Staff

Focus Area	Action Item	Implementation Timeframe	Partners/Agencies
	Greenspace Plan and to protect and replace trees throughout the community.		
Administrative	Participate in the School District's 5-Year Strategic planning process.	Short	Village Staff
Driving Sustainability	Create an annual sustainability award that promotes businesses, organizations, and individuals to advance sustainability objectives.	Short	Village Staff
Driving Sustainability	Consider either enhancing sustainability or climate resiliency training for in-house Village staff or hiring a new sustainability/climate resiliency coordinator position.	Short	Village Staff
Administrative	Update the Comprehensive Plan before 2030.	Medium	Village Staff
Administrative	Attempt to establish intergovernmental boundary agreements with the Town of Linn and Town of Walworth per Wis. Stats.	Medium	Village Staff and Village Board
Enhance Recreational Assets	Implement the recommendations of the Village's Park and Open Space Plan. Seek Stewardship and other recreational facility grants to help fund new park and recreation infrastructure.	Medium	Village Staff, Village Board, and Parks Commission
Administrative	Develop and establish a 5-Year Capital Improvements Plan to plan for and prioritize infrastructure improvements.	Medium	Village Staff
Enhance Recreational Assets	Complete a Village-wide Bicycle and Pedestrian Plan.	Medium	Village Staff and Plan Commission
Administrative	Implement the recommendations of the community facility needs study.	Medium	Village Staff and Village Board
Driving Sustainability	Establish a waste reduction and recycling education program.	Medium	Village Staff, Residents, and Local Businesses
Driving Sustainability	Pursue becoming a designated Wisconsin Healthy Community through encouraging local efforts to improve community health and well-being in a cooperative, multi-sector approach.	Medium	Village Staff
Protect Natural Resources	Implement the recommendations of the Lake Management Plan (SEWRPC).	Long	Village Staff
Driving Sustainability	Consider incorporating energy efficiency, renewable energy sources, and other sustainable building practices such as those required for LEED Certification in all future construction of Village facilities.	Long	Village Staff

Focus Area	Action Item	Implementation Timeframe	Partners/Agencies
Transportation Improvements	Install and increase wayfinding and gateway signage at key entryways, near the lakefront, Shore Path, and downtown.	Long	Village Staff and Local Businesses
Driving Sustainability	Become a certified STAR rated community measure and track sustainability progress.	Long	Village Staff
Administrative	Consider adopting a resolution to join the Institute of Sustainable Infrastructure (ISI) and encouraging the use of sustainable assessment checklist for infrastructure projects in excess of \$500,000 in construction value.	Long	Village Board