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# BAY-LAKE

## REGIONAL PLANNING COMMISSION

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*Serving Northeast Wisconsin since 1972*

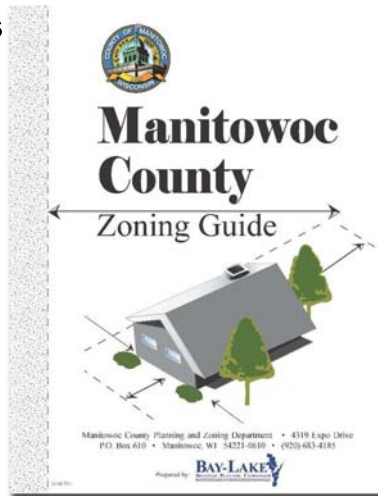
**A Regional Center of Excellence honoree (National Association of Regional Councils, 2009)**

### ***E-Newsletter***

***November 2011***

#### **Manitowoc County Adopts New Zoning Ordinance**

On November 7th, the culmination of two years of meetings, land use analyses, open houses, public hearings, and input from town officials and residents was finally realized with the adoption of the Manitowoc County General Zoning Ordinance by the Manitowoc County Board. The process involved a cooperative effort between the Manitowoc County Planning and Zoning Department, Manitowoc County Corporation Counsel, town officials and plan commissions, and the Bay-Lake Regional Planning Commission.



This project was partially funded by a Wisconsin Coastal Management grant to provide a comprehensive update to the county Zoning Ordinance text with coinciding mapping. Since the county's ordinance was originally adopted in 1965, and experienced little change to date, the process focused on modernizing the regulations to address the present day land use issues facing Manitowoc County. In addition to the text upgrade, **the ordinance was enhanced with illustrations to improve the usability and user-friendliness of the document through visual presentation.** This will help to eliminate various misinterpretations of text, which can be common with zoning ordinances.

The zoning map component of the project involved updating maps for the 15 towns presently regulated by the Manitowoc County Zoning Ordinance. To foster local participation, the parcel maps of each town were updated by local officials and residents based on

An Economic Development District & Metropolitan Planning Organization serving Northeast Wisconsin for over 35 years.

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the updated Zoning Ordinance text. Each town also conducted an open house to present the local zoning map to their residents. The updated Manitowoc County Zoning Ordinance and coinciding mapping will greatly improve decision making and assist with the implementation of the county and town comprehensive plans. In addition, it will likely foster updates to other county or local ordinances.

Please contact Brandon Robinson of the Commission staff if you have any questions about the Manitowoc County Zoning Ordinance.



## Wisconsin Ledge Viticultural Area

After nearly a decade of planning, the Wisconsin Ledge American Viticultural Area (AVA) is closer than ever to being established. On October 14, 2011, the Alcohol and Tobacco Tax and Trade Bureau (TTB) published its *Notice of Proposed Rulemaking* and opened a petition for public comment. TTB designates viticultural areas to allow winemakers to better describe the origin of their wines and to allow consumers to better identify wines they may purchase.

If approved, the Wisconsin Ledge AVA would encompass some 3,800 square miles in northeastern Wisconsin including Door, Kewaunee, Manitowoc, Sheboygan, Ozaukee, Washington, Dodge, Fond du Lac, Calumet, Outagamie, and Brown counties. The Wisconsin Ledge viticultural area is located in the northern portion of the Niagara Escarpment area in Wisconsin.

The "Niagara Escarpment AVA" was established in Niagara County, New York around 2005. Since the Niagara Escarpment is commonly referred to as "the Ledge" in Wisconsin, the AVA name "the Wisconsin Ledge Viticultural Area" is being used to refer to this specific region in the northeastern part of Wisconsin bordering Lake Michigan and Green Bay. Currently, about 15 of Wisconsin's 65 wineries are located within the proposed Wisconsin Ledge AVA boundaries, with about 400 vineyard acres (Wines & Vines, 2011).

**To read and comment on the petition, visit the [TTB website](#).** Commenting is easy and **your comments are very valuable**, since there will be many wineries from other areas hoping to prevent the establishment of a new AVA that could



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## ANNOUNCEMENTS

**Dec. 7, 2011**

New North, Inc.  
Annual Summit. Radisson  
Hotel and Conference  
Center, Green Bay

**Dec. 8, 2011**

Sheboygan MPO Technical  
and Policy Advisory  
Committees Joint Meeting,  
Sheboygan County Admin.  
Bldg., 1:30 PM

**Dec. 9, 2011**

Commission Meeting,  
Green Bay, 10 AM

**Dec. 14, 2011**

City of Kewaunee Zoning  
Ordinance and Outdoor  
Recreation Plan Open  
House, Kewaunee City  
Hall, 4 - 6 PM

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create potential competition.

## City of Kewaunee Zoning Ordinance and Comprehensive Outdoor Recreation Plan

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The City of Kewaunee is in the final stages of completing updates to the Zoning Ordinance and the Comprehensive Outdoor Recreation Plan. This two year project was partially funded by a Wisconsin Coastal Management grant to update two of the city's land use controls, which build directly on the extensive work the city undertook as part of the development of the most recent Comprehensive Plan.

The city's previous adoption of the Zoning Ordinance in its entirety was in September 1984. This comprehensive Zoning Ordinance revision is an upgrade that addresses the variety of development styles and patterns, and changing technologies that have evolved in the city over time. The updates to the Zoning Ordinance text, and coinciding map were developed after a series of meetings between the City Plan Commission, elected officials, the Bay-Lake Regional Planning Commission, and citizens and landowners.

The Comprehensive Outdoor Recreation Plan update builds off of the city's 2004 Outdoor Recreation Plan, identifying improvement needs along with diverse recreation opportunities for citizens and visitors. Coupled with the Zoning Ordinance update, the Outdoor Recreation Plan addresses ways to enhance future developments through open space preservation, while also connecting the recreation opportunities to the various historic and natural resource attributes found throughout the city, and providing a mechanism to protect these resources. **Completion of an Outdoor Recreation Plan qualifies communities for Wisconsin DNR outdoor recreation grants for five years.**

The City of Kewaunee will hold an open house for the public to view both the Zoning Ordinance and the Comprehensive Outdoor Recreation Plan on December 14, 2011 at the Kewaunee City Hall from 4 p.m. to 6 p.m.

Please contact Brandon Robinson at the Bay-Lake Regional Planning Commission if you have any questions about the City's Zoning Ordinance or Outdoor Recreation Plan.

## NEW Wilderness Alliance

The NEW Wilderness Alliance, started in June 2010, is a regional collaborative approach to



optimizing the quality of life for all people, the environment, and the

economy in Northeastern Wisconsin. The collaboration is comprised of nearly 200 diverse member organizations, businesses, and local and state agencies that strive to improve the quality of life in Northeastern Wisconsin.

The work of NEW Wilderness is focused on six broad, long-term initiatives:

1. Green Infrastructure: Connecting People with Nature
2. Ecological Planning and Design Directory: Resources for Developers, Local Officials, and Stakeholders
3. Restoring the Health of Local Nature: Restoration and Land Management
4. Leave No Child Inside: Connecting Children to Nature
5. Cultural/Artistic Perspectives: Diversity of Cultural and Artistic Views of Nature
6. Climate Change: Think Globally and Act Locally

Seeing the need to regionalize sustainability efforts getting underway community by community, or county by county, the Bay-Lake Regional Planning Commission was an early member of the NEW Wilderness Alliance. The Commission supports the organization as a way to strengthen sustainability efforts through regional collaboration.

**If you are interested in learning more about the NEW Wilderness Alliance, check out their new website at <http://newwildernessalliance.org/>.**

#### *WHY THE NAME, NEW WILDERNESS ALLIANCE?*

*The wilderness portion of the name beckons a new approach to "wilderness" that recognizes that man is part of the natural world, not separate from it. "NEW" is for Northeastern Wisconsin - as well as for a new way of looking at old problems of economics vs. conservation vs. society, that instead focuses on combined sustainability and the [triple bottom line](#).*

## **2012 Regional Transportation Work Program**

The Bay-Lake Regional Planning Commission, with technical and financial support from the Wisconsin Department of Transportation, provides regional transportation planning services for member counties and communities that focus on state, regional, and local transportation issues.

If you would like specific information about the various transportation components that the Commission is able to assist with, please view our 2012 Regional Transportation Work Program [online](#) or contact Brandon Robinson at the Commission.

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