

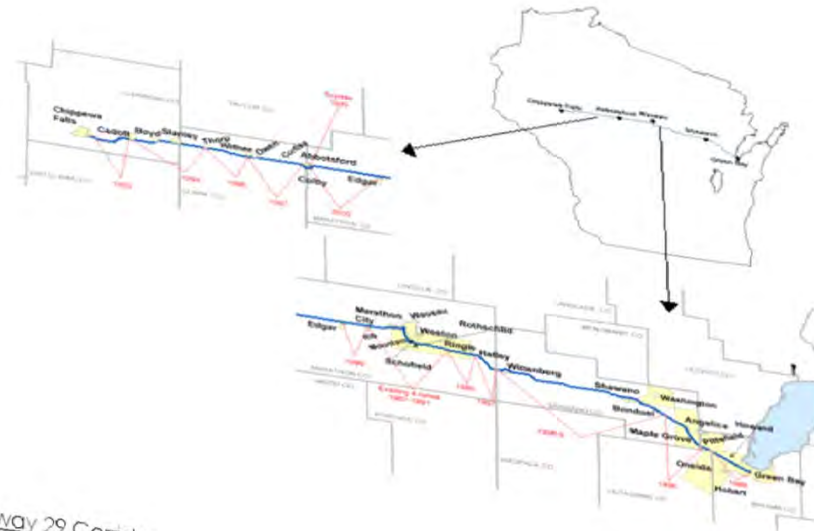
# Leveraging the Highway 29 Corridor in Shawano County

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Christa Hoffman- Shawano County Planner



# Economic Development Studies and Paths 2012-2013

Highway 29 Corridor


As highway 29 transitions to a fully controlled access highway, it might be time to start planning about future economic development & land use in that corridor. The key questions involve the land use / zoning schema around the freeway access points, and in the One mile wide corridor centered on 29, especially in the City of Shawano, and the Villages of Wittenberg and Bonduel.

This planning should be done cooperatively between the relevant adjacent local governments and the county governments. This process will involve trust building and the balancing of competing interests, between municipalities and with in each community itself.

**Recommendations from the advisory team on**

One of the recommendations from the advisory team on our economic study of Shawano County –Menominee County/Nation was to make an early start on looking at the future of the Highway 29 corridor.



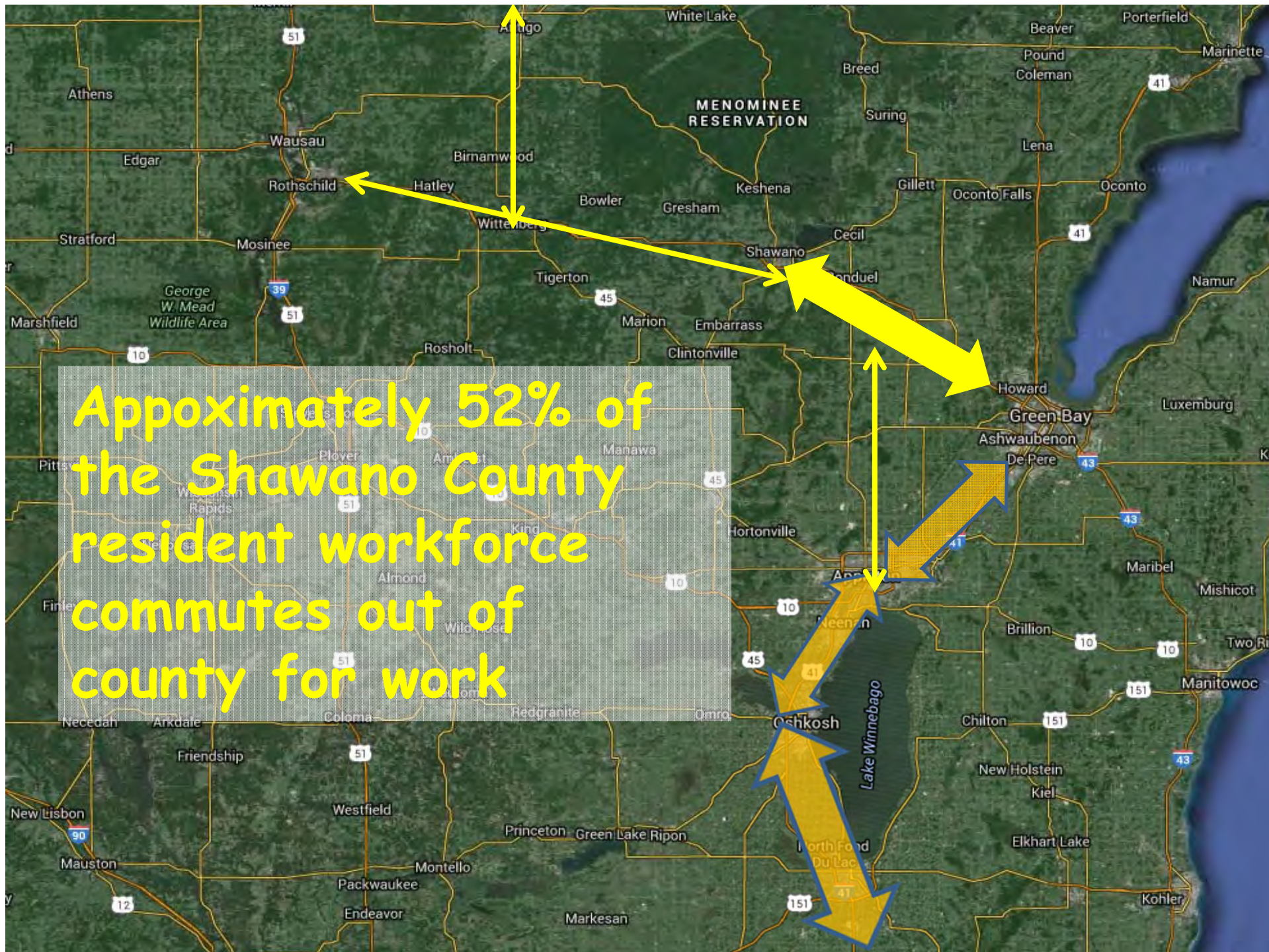
An aerial photograph of a city, likely New York City, showing a dense urban core with a large body of water (likely the Hudson River) on the left. A red arrow points from the top left towards a suburban area on the right side of the image. The suburban area is characterized by lower density and more green space compared to the dense urban core.

"Urban sprawl or suburban sprawl describes the expansion of human populations away from central urban areas into low-density, monofunctional and usually car-dependent communities. In addition to describing a particular form of urbanization, the term also relates to the social and environmental consequences associated with this development."

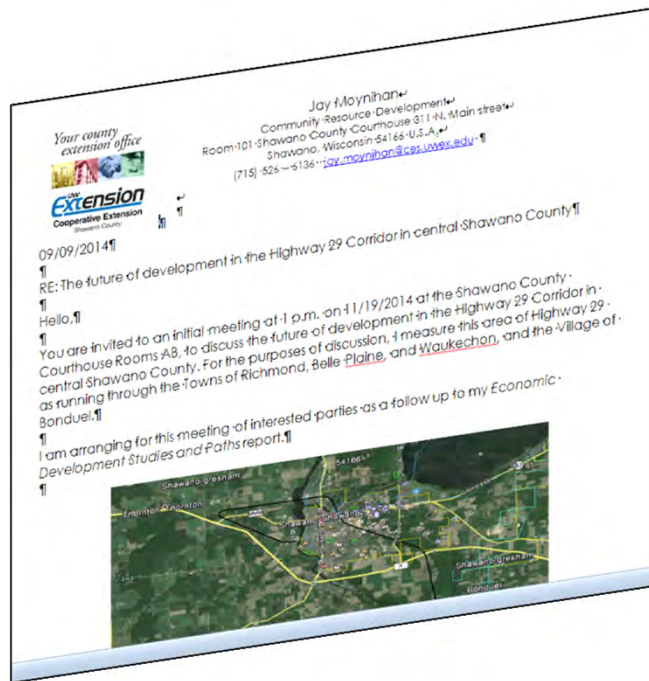
[https://en.wikipedia.org/wiki/Urban\\_sprawl](https://en.wikipedia.org/wiki/Urban_sprawl)

Greenyork









**In September 2014  
I convened the first  
meeting of the...**

**"Highway 29  
Corridor Group"**

City of Shawano Mayor  
City of Shawano Administrator  
Village of Bonduel  
Village of Cecil  
Town of Waukechon  
Town of Richmond  
Town of Belle Plaine  
Town of Washington  
Town of Wescott

Business Developer, Stockbridge Munsee Mohican  
Tribe

East Central Regional Planning Commission  
Shawano Lake Sanitary District  
Shawano County Conservationist  
Shawano County Zoning Administrator  
Shawano County Planner  
Shawano County Economic Progress, Inc.

Shawano Industrial & Commercial Development  
Committee

Shawano County UW-Extension Agriculture Agent

"...it might be time to **start planning** about **future economic development & land use** in that **corridor**. The key questions involve the land use / zoning schema around the freeway access points, and in the one mile wide corridor centered on 29. This planning should be done **cooperatively** between the relevant adjacent local governments and the county government. This process will involve **trust building and the balancing of competing interests**, between municipalities and within each community itself."

From the letter to invitees  
(Emphasis added for the slide)

We sat around a long table that was covered with a long GIS generated map of the central area of the corridor.



A couple of the Western corridor towns wanted in after the second meeting; so for the third meeting, the group was expanded to include:

- Village of Wittenberg
- Town of Wittenberg
- Town of Seneca
- Town of Herman
- Town of Hartland
- Town of Angelica
- Town of Maple Grove





06/03/2015

## Highway 29 Group Goals

- ☐ Continue the conversation about land use and development planning
- ☐ Intergovernmental Cooperation
- ☐ A Shawano “core” subgroup (Intergovernmental Highway 29 Planning Group)
- ☐ Trail & path development along the corridor and along Wolf River
- ☐ Development of more use/tourism by kayakers and canoe users along Red & Wolf rivers
- ☐ Development of tourism packaging combining casinos with off-reservation attractions

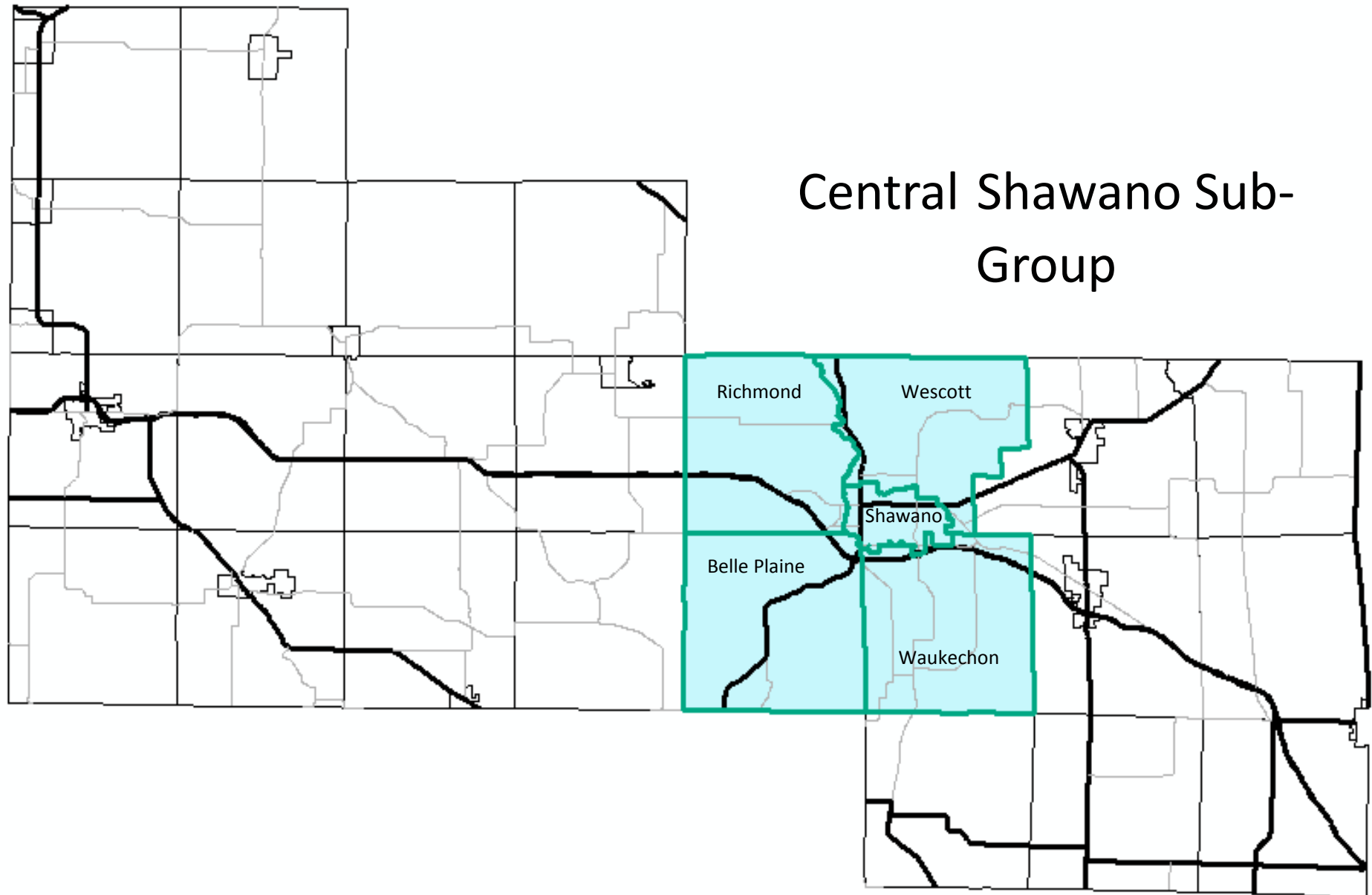
06/03/2015

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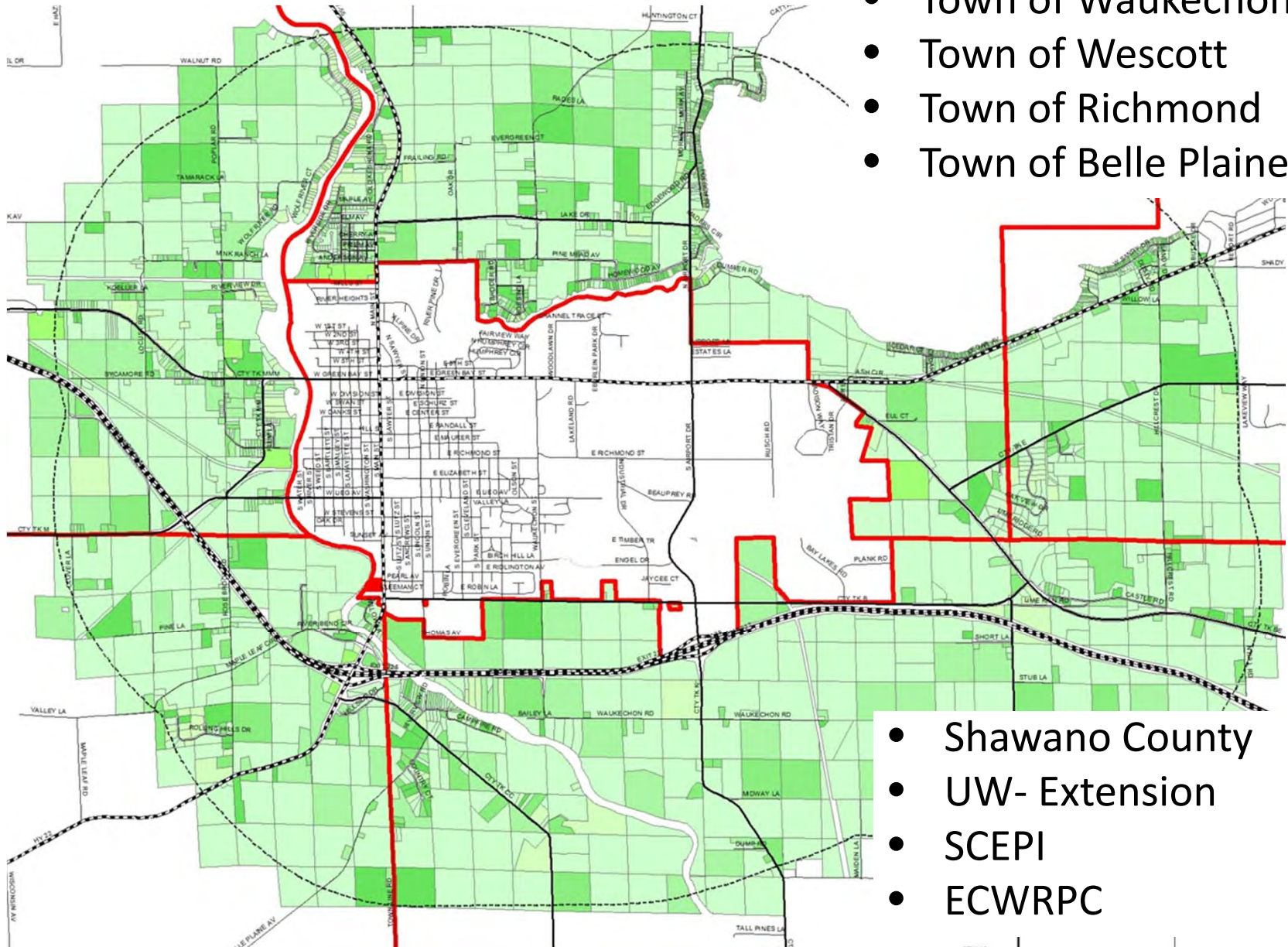


# Intergovernmental Planning Group



# Focus Area

- City of Shawano
- Town of Waukechon
- Town of Wescott
- Town of Richmond
- Town of Belle Plaine



- Shawano County
- UW- Extension
- SCEPI
- ECWRPC



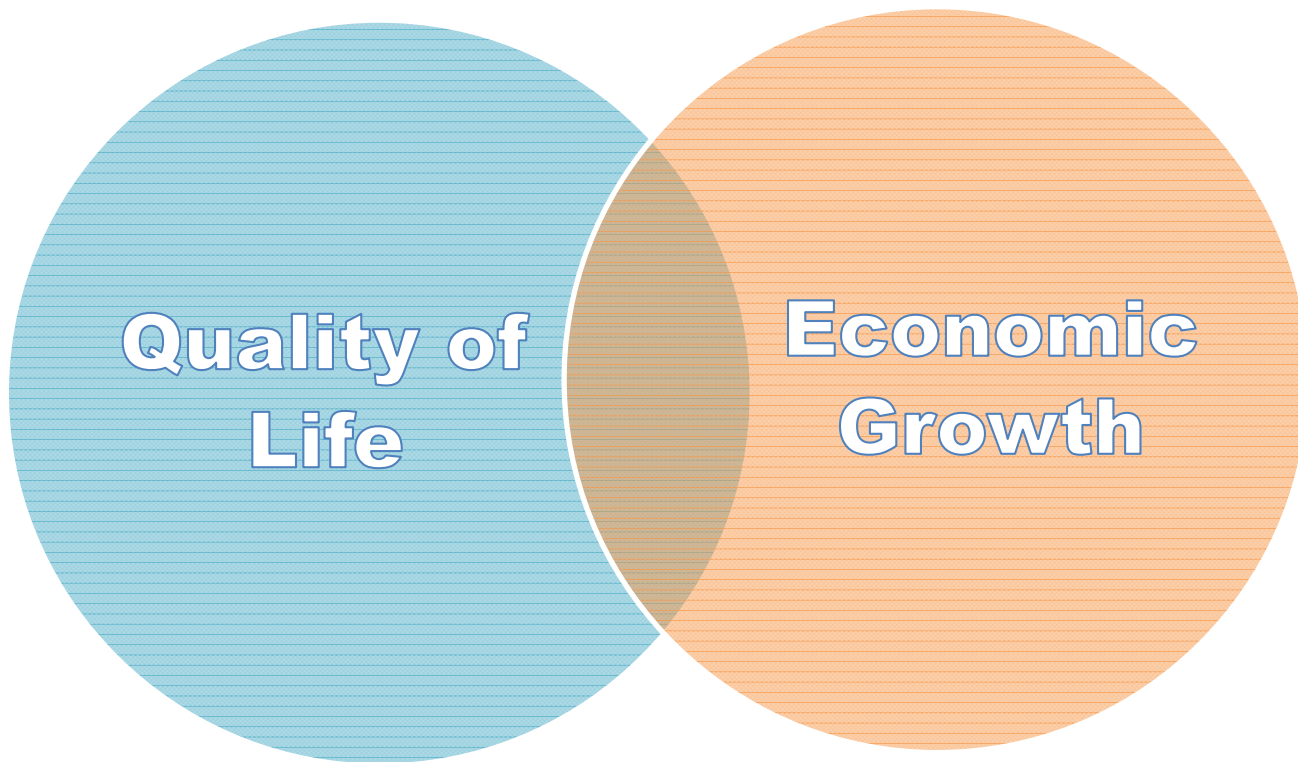
# Identifying Common Ground

- Land Use – Unified vision for development
- Maintain equity in land and tax revenue
- Workforce development
  - Less commuting
  - Higher personal income levels
- Utilize community assets to spur growth



# ***HEADLINE NEWS***

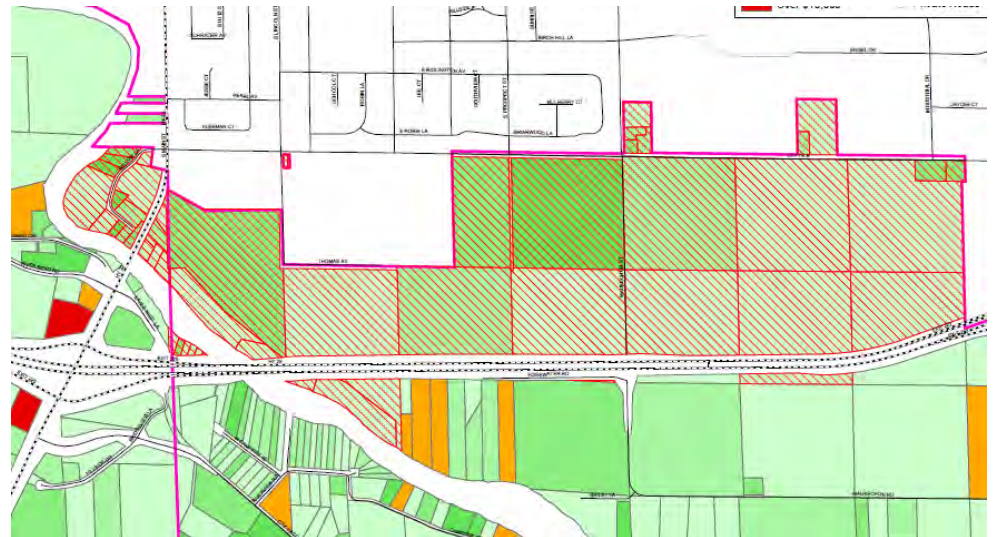
**Shawano County ranks as top  
rural community in Wisconsin**



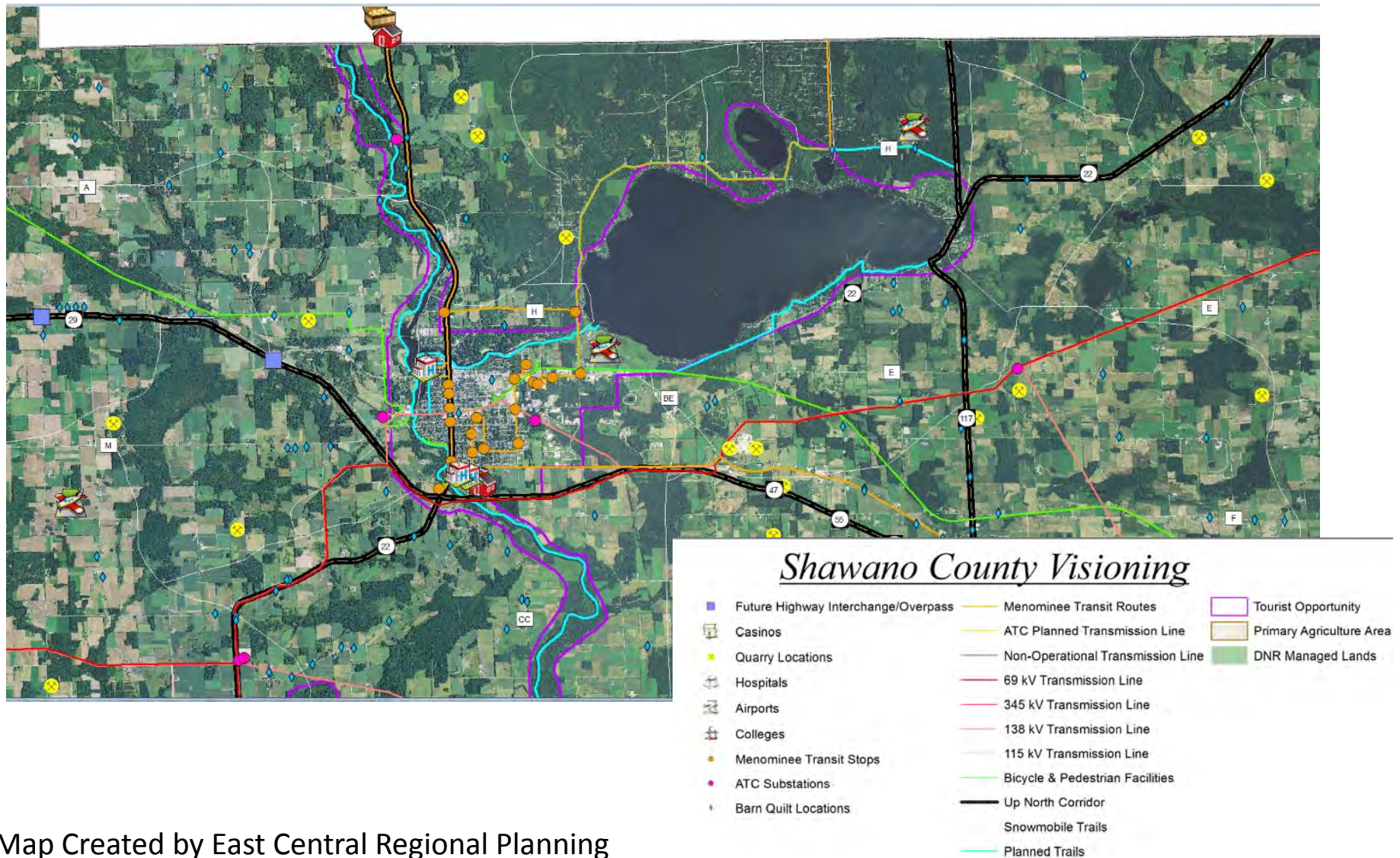


# Study Phase

- Monthly Meetings
- Land Use Transition Opportunities
- Economic Development Clusters
- Review of Infrastructure Investments
- Tools for Cooperation



# Shawano County Visioning Map



Map Created by East Central Regional Planning



# Highway 29 Corridor: Next Steps

- Specific plans for high impact areas
  - Locations adjacent to the City of Shawano
  - Recreation Development
- Provide coherent image for developers
  - Create Economic Development GIS Layer
- Continue intergovernmental communication





## Questions

*Your county  
extension office*



**UW**  
**Extension**  
Cooperative Extension  
Shawano County

