Leveraging the Highway 29 Corridor in Shawano County

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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.
“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.”

Approximately 52% of the Shawano County resident workforce commutes out of county for work.
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

And we made a way longer map for the table.
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
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Intergovernmental Planning Group

Central Shawano Sub-Group

Richmond
Wescott
Shawano
Belle Plaine
Waukechon
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
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