

8.6.1 Year 2040 Future Land Use Map and Framework

The proposed future land use is shown on **Map 8 -2** and is described below. The map represents the overall vision established by the City of Clintonville based on visioning, data collection, analysis and discussions held throughout the planning process. Public, Plan Commission and City staff comments, concerns and ideas were blended into the goals that are represented conceptually on the proposed future land use map.

Rather than follow a traditional method of identifying separate land uses such as residential, commercial, industrial, etc., the map is more generalized to better match the vision and provide flexibility when evaluating new development proposals against the plan for consistency purposes. A total of 10 different “districts”, or land classifications, have been developed. **Map 8-2** can generally be described as conveying the “policy” of the City in that new development proposals, or proposed changes to existing land use should ultimately be in conformance with the intent and vision of the community. The City’s 2040 Future Land Use Map considers the “ultimate” use of land, which may not be realized until after the year 2040.

A general description of each District is contained below along with a short set of major land use objectives and recommendations that are critical to achieving the overall vision of the City. A detailed list of the goals, objectives and recommendations are included in each chapter and should be consulted and considered when reviewing development proposals.

Environmentally Sensitive Areas

Environmentally sensitive areas, or ESAs, are considered unsuitable for any proposed developed uses. ESA’s are further described below:

- Wetlands (greater than 5 acres) shown on the Wisconsin Wetland Inventory Map; and
- Floodplains

For the purposes of the proposed land use map, these areas have been combined into a single category and generally represent areas that should be preserved or protected from new development and other land use changes. It should be noted that this area includes floodplains, though floodplains are environmentally sensitive areas, only the floodway portion of the floodplain is not developable. This layer is not meant to be an exact representation of all environmentally sensitive areas within the City.

Purpose: To preserve significant environmental features from development. Environmentally sensitive areas perform a variety of important environmental functions including stormwater drainage, flood water storage, pollutant entrapment, groundwater recharge, recreation and wildlife habitat. They also provide green space to enhance aesthetics and quality of life.

Preferred Use: Public or private greenspace, outdoor recreational uses, trails, and natural resourced management activities. The areas within the 100 year floodplain, but outside of the floodway are developable according to the City's ordinances.

Zoning Districts: Shoreland-Wetland Zoning District, Floodplain Zoning District, Conservancy Zoning District

Employment-Based Land Uses

- Downtown Business District
- Industrial Park District
- Industrial District
- Commercial District
- Community Gateway District

Downtown Business District

This district represents the heart and soul of the City. It extends along Main Street (State Route 22) from the Highway 45 intersection north to 13th Street. The core downtown generally runs from 7th Street to 13th Street and is a single lot deep. Retail and dining uses are located on Main Street, while public uses, offices, and banks are interspersed with housing on the inner blocks. The district houses a mixture of restaurants, retail and service type businesses, residential, recreation and public and institutional uses. **This district encompasses approximately x acres, of which approximately x acres are considered vacant and developable.**

Purpose: To create an easily accessible, clean, safe, attractive, welcoming downtown for residents and visitors to enjoy. By maintaining and improving downtown infrastructure and buildings; attracting small/specialty retail stores, trendy coffee shops/brew pubs/restaurants; expanding downtown living opportunities; increasing cultural and entertainment opportunities, and enhancing pedestrian and bicycling facilities. Reuse or redevelopment of vacant buildings is encouraged. Downtown living opportunities are encouraged. The downtown district would make a nice location for condominium units. New apartments, some of which could be age-restricted and assisted living map possibly be accommodated in this district. New apartments should be built to higher density standards and with more amenities than what currently exists in the City.

Preferred Uses: Retail and service type businesses, eating and drinking establishments, recreation, condominiums, apartments and single-family residential (limited)

Zoning Districts: Downtown Business District, Multi-Family District, Single and Two Family Residence District

Industrial Park District

This district includes the North Clintonville Industrial Park. It is envisioned that limited expansion of the existing industrial park will allow additional similar uses within the planning period. Current land uses consist of a mixture of commercial and industrial uses. **This district encompasses approximately x acres, of which approximately x acres are considered vacant and developable.**

Purpose: To provide existing and planned areas for industrial development with good transportation access to STH 156 and STH 22. Existing vacant lots should be filled to a reasonable level prior to expansion of the industrial park. Industrial expansion will primarily occur through site planning that gives consideration to functional parking and access, traffic circulation, landscaping, stormwater management, building architecture, lighting, and signage. Design standards should be reviewed for this district and amended, as necessary.

Preferred Uses: Manufacturing, wholesale trade and distribution, value-added agriculture, research, warehousing, transportation

Zoning Districts: Industrial Park District

Industrial District

This district encompasses an area that is currently being used for industrial development on the City's west side. Current land uses consist primarily of industrial uses. Some infill opportunities exist, though much of this area is developed. **This district encompasses approximately x acres, of which approximately x acres are considered vacant and developable.**

Purpose: To provide areas for industrial development. Industrial expansion will primarily occur through site planning that gives consideration to functional parking and access, traffic circulation, landscaping, stormwater management, building architecture, lighting, and signage. Adjacent residential uses should be buffered from incompatible industrial uses.

Preferred Uses: Food processing, light manufacturing, transportation and wholesale trade operations and a limited amount of compatible commercial uses.

Zoning Districts: Industrial District and Intensive Industrial District

Commercial District

This district is located in two different areas of the City. The first area, a current mixture of residential, commercial and agricultural land uses is near USH 45 on the City's west side. The second area, near the City's industrial park on the City's north side, contains land in both the City and the Town of Larrabee. Current uses in this area include a mixture of residential, commercial, utilities and agricultural. **This district encompasses approximately x acres, of which approximately x acres are considered vacant and developable.**

Purpose: To provide an area for commercial business expansion. Businesses should cater to residents from surrounding areas and to the existing and proposed adjacent neighborhoods. Adjacent residential uses should be buffered from incompatible commercial uses.

Preferred Uses: Retail and service type businesses, motels, food stores, restaurants, taverns

Zoning Districts: Highway Commercial Overlay District, Neighborhood Convenience Retail District

Community Gateway District

This district has high visibility and provides a southern gateway into the City, it includes the area along USH 45/STH 22 on the south side of the City. This district currently houses a mixture of commercial and service type businesses including Fleet Farm, a bowling alley, gasoline station, car dealership and funeral home; public/institutional uses such as a church, doctors clinic, cemeteries and educational institution; and restaurants. **This district encompasses approximately x acres, of which approximately x acres are considered vacant and developable.**

Purpose: To provide an attractive, vibrant and walkable/bikeable entrance into the City. Businesses along the corridor should cater to not only the traveling public and residents from surrounding areas but also to the existing and proposed adjacent neighborhoods. The ability to safely bike and walk along the entire corridor should be enhanced and connections to existing and proposed bike and pedestrian facilities and adjacent neighborhoods should be made. Design guidelines should be developed for this district to enhance the aesthetics of the entire corridor.

Preferred Land Uses: Restaurants, commercial and service type businesses, public/institutional facilities, convenience and gasoline stations, motels

Zoning Districts: Highway Commercial Overlay District, Neighborhood Convenience Retail District

Residential Land Uses

- Neighborhood Investment Area
- High Density Residential District
- Medium Density Residential District
- Mixed Use Residential District
- Low Density Residential District

Neighborhood Investment Area

This district includes the existing housing stock within the City. Many of which are older single-family homes on smaller lots. Other uses such as duplexes and higher density apartments, public/institutional and recreational may be scattered throughout these areas. A manufactured home park is included in this area. Any new land use changes should be consistent in terms of land use, density, and architectural styles. New public or institutional uses should be considered within this district as long as potential negative impacts are addressed. **This district encompasses approximately x acres, of which approximately x acres are considered vacant and developable.**

Purpose: To support rehabilitation, renovation and preservation of the City's older housing stock, to strengthen and enhance neighborhoods, to improve the condition of rental properties, and to enhance the ability to safely walk and bike within the City. Areas within closer proximity to the downtown and natural amenities could be used to expand residential living opportunities for seniors and young professionals by providing a variety of housing types such as condominiums and townhouses.

Preferred Land Uses: Single-family residential; two-family residential; multi-family residential, if well designed; public and semipublic nonprofit institutional uses, including churches and schools; parks; playgrounds and neighborhood scale commercial establishments catering to the immediate neighborhood.

Zoning Districts: Single Family Residence District, Single and Two Family Residence District, Multi-Family Residence District (limited), Planned Community Mobile Home District (limited to the existing zoning district), Neighborhood Convenience Retail District (limited)

High Density Residential District

This district is adjacent to the industrial area on the west side of the City and abuts the Pigeon River. It provides an ideal location for higher residential development that would support the nearby North Industrial Park and nearby industrial land uses. Existing uses include a residential parcel in the Town of Matteson and agriculture and natural areas within the City. **This district encompasses approximately x acres, of which approximately x acres are considered vacant and developable.**

Purpose: To provide an area for workforce housing to support businesses and industries in the City. Development in this area should be designed to be walkable/bikeable and should provide access to nearby industrial areas. A walkway near the river would be a great enhancement of this site. A development plan should be done for this area to ensure mobility and connections to adjacent areas.

Preferred Land Uses: Multi-family higher density residential development, trails, parks, playgrounds

Zoning Districts: Multi-Family Residence District

Medium Density Residential District

This district is found in **two** areas. The northern area is located on the City's north side, adjacent to Clintonville High School and Recreation Center and the City's North Industrial Park in the Town of Larrabee. Existing land uses in this area is a mixture of residential and agricultural uses. **A second area, located between the river and the airport, is a mixture of residential, utilities, agricultural uses. This district encompasses approximately x acres, of which approximately x acres are considered vacant and developable.**

Purpose: To provide an area for new residential housing to support existing businesses. The northern areas close proximity to the City's North Industrial Park and high school make this area an ideal location to expand residential living opportunities for the City's workforce, seniors and young professionals by providing a variety of housing types such as condominiums and townhouses. This area should be walkable and have connections to the local schools, industrial areas and other areas of the City via Main Street and 12th Street. Residential uses should be buffered from adjacent incompatible commercial uses. **The second areas close proximity to the river would also make this a nice site for condominiums and townhouses.**

Preferred Land Uses: Multi-family, condominiums, townhouses, trails, parks and playgrounds

Zoning Districts: Multi-Family Residence District, R2 Residential District

Mixed Use Residential District

This district encompasses two areas on the outskirts of the City adjacent to the Community Gateway District on the south side of the City. Existing land uses are mostly undeveloped agricultural land, mostly in the Town of Larrabee. **This district encompasses approximately x acres, of which approximately x acres are considered vacant and developable.**

Purpose: To provide an area for new residential mixed use development. These areas may be ideal for workforce housing. Area development plans should be completed to ensure mobility and the ability to safely walk and bike to nearby areas. Pedestrian and bike connections should connect to the Community Gateway District and highway corridor. Residential uses should be buffered from adjacent incompatible commercial uses, as necessary.

Preferred Land Uses: Multi-family, condominiums, townhouses, trails, park, playgrounds and neighborhood scale commercial establishments catering to the immediate neighborhood

Zoning Districts: Multi-Family Residence District, R2 Residential District, Neighborhood Convenience Retail District (limited)

Low Density Residential District

This district is situated on the north side of the City in the Town of Larrabee near the high school and recreation center and the Riverside Golf Course. It also includes an area near the airport. Existing land uses include residential, commercial and agricultural. It should be noted that the area near the airport falls within the airport restricted height area. This district encompasses approximately x acres, of which approximately x acres are considered vacant and developable.

Purpose: To provide an area for new lower density residential development in close proximity to natural amenities and the recreation center, located at the Clintonville High School. The ability to walk and bike should be incorporated into this district. An area development plan should be completed for this area.

Preferred Land Uses: Single family homes (detached), limited attached single-family townhouses and condominiums, trails, parks and playgrounds

Zoning Districts: R1 Residential District

Other Areas

Recreation

Areas identified as Recreation include City and private parks and recreational facilities.

Institutional Facilities

Areas identified as Institutional Facilities include City (City hall, utility building, municipal garage, community center, recreation center, public library, police department), government (post office), public school facilities and cemeteries.

Transportation

Areas identified as Transportation include street right-of-way and railroad right-of-ways.

Airport District

The Clintonville Airport falls under this classification. It also includes an area outside of the airport property that is owned by the City. This district encompasses approximately x acres, of which approximately x acres are considered vacant and developable.

Purpose: To protect the Clintonville Municipal Airport.

Preferred Land Uses: Airport related uses are only allowed on the airport property. Other areas adjacent to the airport would be ideal for City and public uses that are compatible with the airport and do not produce dust, smoke, etc.

Zoning Districts: AI-Airport Industrial District, AM-Airport Municipal, GF-Government Facilities

Water Features

Areas identified as Water consist of all surface water including lakes, streams, rivers, ponds and other similar features.