

# Town of Clayton Comprehensive Plan Update

## **WELCOME TO THE June 22, 2022 PUBLIC INFORMATIONAL MEETING!**

### **INSTRUCTIONS**

1. Review each display panel and think of short responses to the questions posed in **red**.
2. Email your comments and thoughts to either Kelsey Faust-Kubale, Town Clerk at [clerk@townofclayton.net](mailto:clerk@townofclayton.net) or Ken Jaworski, Town Planner at [ken.jaworski@cedarcorp.com](mailto:ken.jaworski@cedarcorp.com)
3. **THANK YOU** in advance for your thoughts and participation!

# Town of Clayton Comprehensive Plan Update

## What is a Comprehensive Plan?

The Comprehensive Planning Law was enacted in 1999 (see section 66.1001, Wis. Stats.). Sometimes referred to as the “smart growth law,” the Comprehensive Planning Law does not mandate how a community should grow, rather it leaves such decisions up to local communities. Comprehensive Planning Law defines a comprehensive plan as containing at least nine elements:

1. Issues and Opportunities
2. Agricultural, Natural and Cultural Resources
3. Economic Development
4. Housing
5. Intergovernmental Cooperation
6. Transportation
7. Land Use
8. Utilities and Community Facilities
9. Implementation

### Consistency Requirement

Beginning on January 1, 2010, if a local governmental unit enacts or amends an official mapping, land division, or zoning ordinance, the enactment or amendment ordinance must be consistent with that community’s comprehensive plan.

### Plan Update

Comprehensive plans must be updated no less than once every 10 years. However, the law does not define update. A thorough update of background information and a public participatory process to evaluate plan vision, goals, objectives, policies, and programs is recommended.

**This is YOUR plan and the Town wants to hear from you!**



# Town of Clayton Comprehensive Plan Update

## Why Plan?

***“The best way to predict the future is to create it!”***

When done right, land use planning considers the needs of today and extrapolates those needs into the future. A long-term, sustainable vision is then created which allows the development of land to meet those needs. Here are a few reasons land use planning is so important:

- Minimizes land use conflicts
- Maintains or improves land values
- Preserves air and water quality
- Reduces flooding potential
- Promotes safe multi-modal transportation systems and routes
- Seeks to reduce traffic congestion
- Seeks to reduce noise and light pollution
- Keeps the environment ecologically balanced
- Protects potentially endangered and sensitive species
- Reduces disaster risks
- Safeguards public health and minimizes hazards
- Maintains or improves the fiscal health of a community
- Preserves open space / views
- Accommodates balanced growth
- Preserves local control

**Has planning produced benefits for Clayton? What has NOT been addressed sufficiently in your mind?**

# Town of Clayton Comprehensive Plan Update

## Current Plan Vision

### The Vision for the Town of Clayton

The Vision for the Town of Clayton is a projection of what today's officials and residents want the town to look and be like at the end of the twenty-year timeframe of this plan. However, this update effort takes more initiative to attain the vision. Hence the motto: "The best way to predict Clayton's future is to create it".

#### **Land Use**

Clayton will encourage future residential, commercial and industrial development to be located in areas where municipal services are available. Opportunities for infill development will be identified and promoted. Residential subdivisions outside of the areas with water and sanitary sewer will be limited. The town will use its working lands initiative to protect its agricultural resources and legacy. The preservation of natural areas, open space, and use of natural landscaping is central to making land development decisions. The Town is visually attractive to residents and visitors. The "rural" character of the town is evident. Agriculture will be given every opportunity to sustain in areas not within targeted growth areas. Residential neighborhoods are safe and protected through effective land use planning, greenbelts, lighting and noise regulations, zoning, and the separation of commercial and residential traffic. Creative urban design is seen through such efforts as increased land-scaping, fewer and smaller signs, and well-designed public facilities. Developments are encouraged to minimize infrastructure costs and maximize preservation of open space.

#### **Issues & Opportunities**

Clayton will have a town center with a town hall and fire station, housing for senior citizens, and a retail environment that meets the daily shopping needs of the town's residents. Larsen will be redeveloped as a model of small-town, rural community life.

#### **Implementation**

The Town maintains an effective comprehensive plan and land development process that encourages orderly growth through the utilization of citizen participation, quality technical and professional staff, and an active plan commission. Planning and zoning are consistent, and long-term community planning goals are not sacrificed for short-term development. The Town's proactive code enforcement controls such things as junk cars, unscreened outdoor storage, illegal signs, litter, and similar blighting influences. The Town assumes responsibility for zoning controls assuring fair reviews, due process and proper interpretation of the codes.

#### **Agricultural, Natural, and Cultural Resources**

Farming in the Town of Clayton will be a combination of large and small farms operated based on economic performance, responsible stewardship, local and national need. Farmers supply food locally and use wastes to generate energy. The Town will use its working lands initiative to protect its agricultural resources and legacy.

#### **Transportation**

Clayton will have an efficient transportation system that includes roads ranging from four-lane free-ways to two-lane town roads; main and spur line railroads; and well-connected trails that accommodate a variety of motorized and non-motorized uses. The system's efficiency is made possible by concentrating development in several different areas in the town. Town roads will continue to be built and maintained to rural road standards. Street design and traffic control systems are used to maximize traffic and pedestrian safety and reduce traffic congestion.

#### **Housing**

Clayton will have a variety of single-family, two family, and senior housing. Higher density housing will be encouraged in areas served by public sewer and water. The number of lots in lower density subdivisions will be limited unless served by a community or municipal water and sewer. Conservation and/or cluster subdivisions will be encouraged along with green or sustainable building practices for both construction and maintenance.

#### **Utilities and Community Facilities**

Clayton will have a utility district that will provide public water and sewer services through traditional, existing systems or through new and innovative systems to keep pace with land development. Municipal services are maintained at levels that meet the needs of the residents and continued growth of the community. Community facilities such as medical and athletic facilities have been recruited and constructed to serve the residents.

#### **Economic Development**

Larsen will reflect a rural community while the development of a business district in the USH 10 and STH 76 corridors that attracts high quality occupants will reflect today's architecture and design standards. Clayton will view economic development as more than simply an expanded tax base. Clayton will welcome development that enhances the aesthetics, livability, and economy of our community and meets high standards that are dedicated to the best interests of the town's citizens and regard for their future. Economic, environmental and community benefits will be considered as primary elements for prospective development. The incorporation of mixed use and planned unit developments will cater to the changing preferences of upcoming generations which are attracted to urban, walkable communities that provide employment opportunities.

#### **Intergovernmental Cooperation**

Clayton will work with other municipalities in developing services that will provide mutual benefit in a cost-effective manner. The boundaries of the Town of Clayton have remained intact due to the Town providing water and sewer services in the developing areas in the eastern portion of the town. Storm water management will be designed and constructed within a regional framework. Border agreements will be sought with neighboring villages and cities.

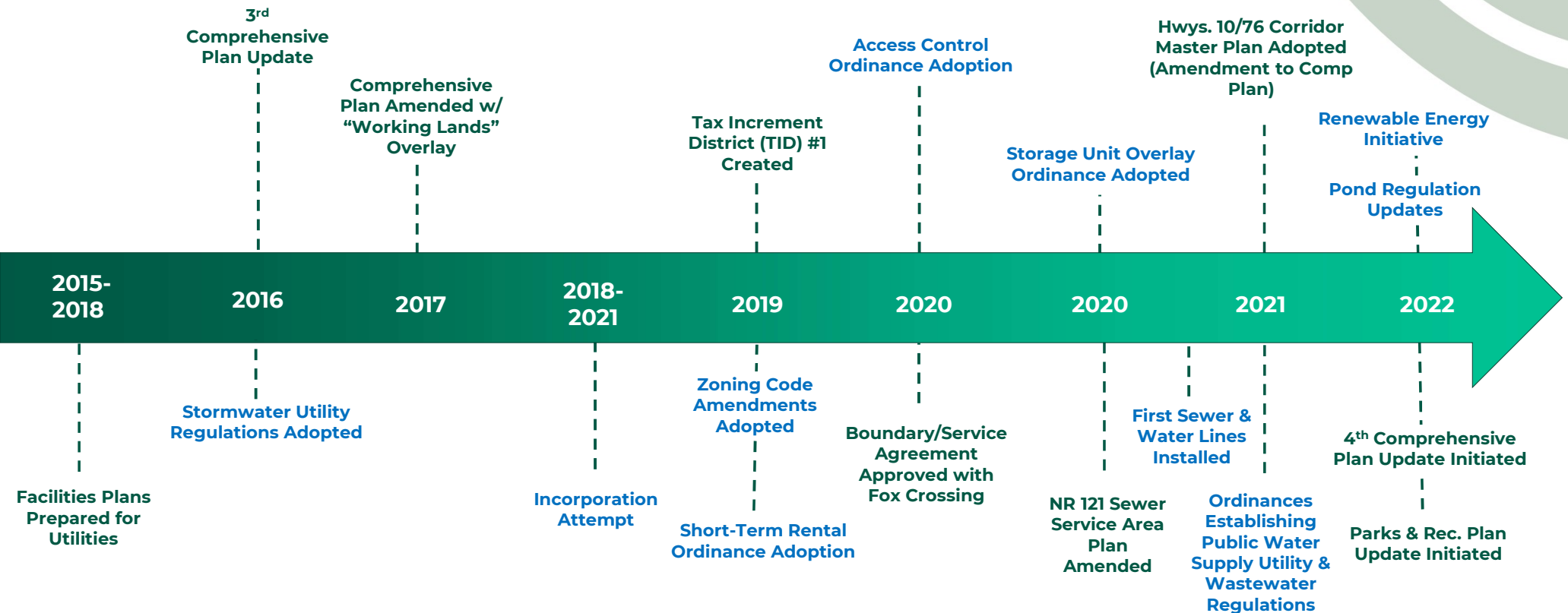


**Do you still agree with this vision? What would you change?**



# Town of Clayton Comprehensive Plan Update

## History of Planning & Implementation



# Town of Clayton Comprehensive Plan Update

## Future Projections

### Population

- The Town's **2020 total population was 4,193 persons**. Note that this WDOA estimate was slightly higher than WDOA's projection for the same year which was prepared in 2013 (4,150 persons).
- The Town's Year **2040 projected population could reach 5,685 persons, or an increase of 1,492, or 36%**. This is similar to growth rates in Fox Crossing between 2000-2019.
- Most of the Town's population fell within the 30-60 year age range, with a median age in the low 40's, which is relatively "young" as compared to other nearby rural communities. **However, the Town will continue to see its population age over time.**
- About three-quarters of the Town's households are comprised of families with a persons per household average above 3.0 persons. In addition, **there are very few 'single-parent' families residing within the Town.**

### Housing

- Most housing units in the Town are classified as **single-family**.
- The Town is **projected to increase its total households by approximately 500** between 2020 and 2040.
- Based on 2013-17 ACS data, **the Town has significant levels of 'housing burden'**, with 24% of its households spending more than 30% of their income on housing costs.

**Do you think these things will occur? What other changes might impact the plan?**



# Town of Clayton Comprehensive Plan Update

## An Identity Crisis?

Being primarily residential and agricultural, the town has historically promoted itself as maintaining a quiet and rural feel – “A Touch of Country”. How will this change over time as the east side becomes a more urban environment?

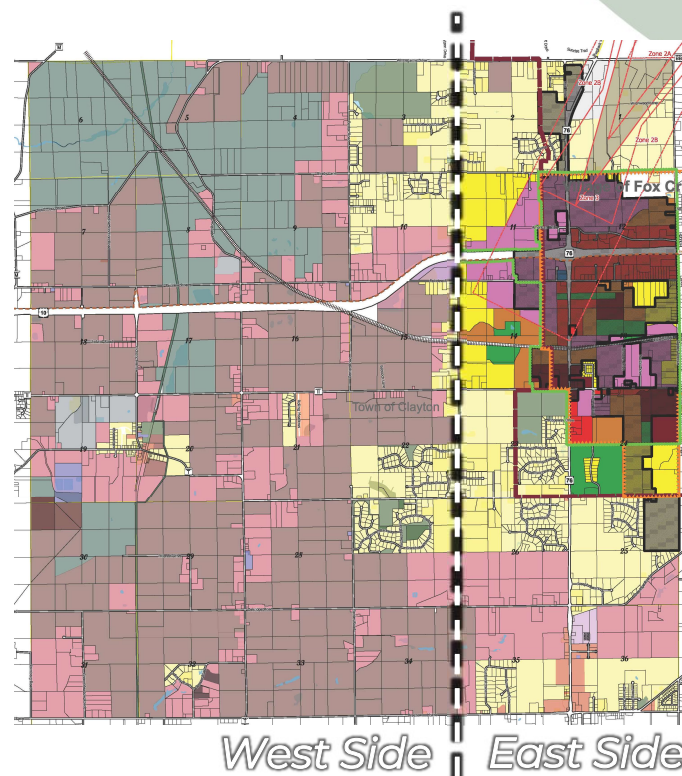
### Generalized Characteristics of the Town of Clayton

#### West Side

- Active Agriculture (working lands)
- Limited Large Lot Residential
- Limited Service Provision
- Hamlet of Larsen
- Open Spaces, Woodlands, & Habitat.
- WIOUWASH & Friendship Trails
- Renewable Energy Potential

#### East Side

- Denser Residential Development
- Mixed Use Development
- Employment Center (commercial & industrial development)
- “Town Center” (new municipal building)
- Walkable/Bikeable
- Parks & Trails
- Renewable Energy Accommodations
- Maintains “Valley” Viewshed



# Town of Clayton Comprehensive Plan Update

## Outside Forces & Trends

A wide variety of impacts may be felt due to circumstances beyond the control of the Town of Clayton. How will these impact future planning for the Town?

- New Neenah High School Impacts
- Inflation / Costs (food, gas, building materials)
- Housing Affordability for Workforce & Retirement
- Renewable Energy Generation
- Electric Vehicles / EV Charging Stations
- Workforce Shortages
- Equity & Inclusivity
- Climate Change Impacts & Adaptability
- Work-From-Home
- The Great Resignation
- 3-D Printing
- Micro-Mobility (e-scooters, e-bikes, etc.)
- Resiliency (disasters, economic, social)
- Artificial Intelligence (AI)
- Self-Driving Cars
- Recreation & Trails Expansion
- Shopping from Home (changing retail)
- Demographics (aging population)
- Escalating Road Construction Costs

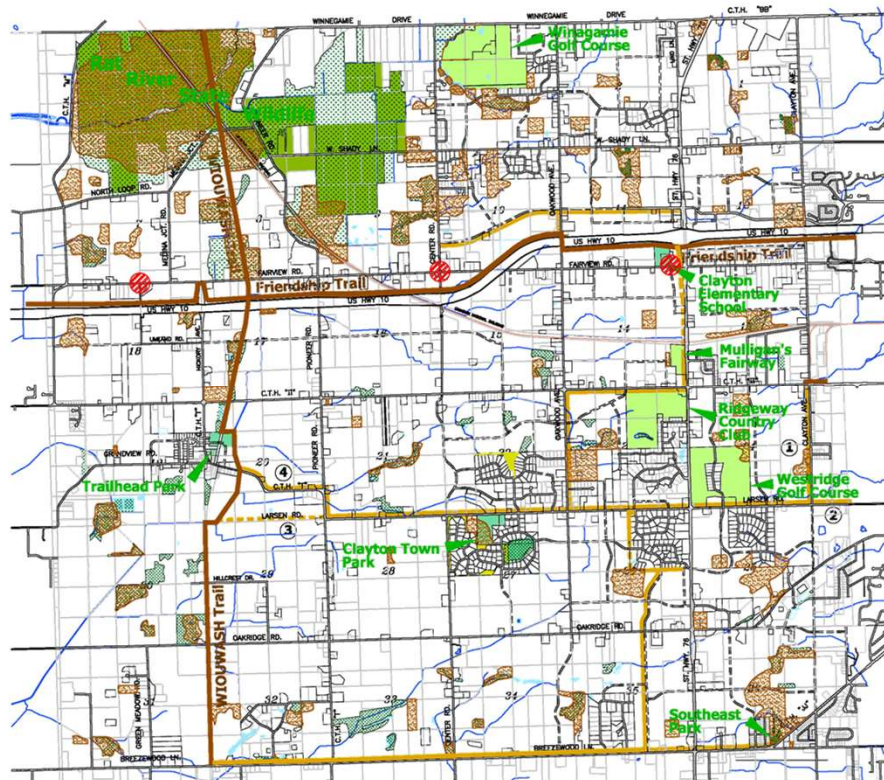
**What trends are missing? What trends are you most concerned about?**



# Town of Clayton Comprehensive Plan Update

## Parks & Trails Committee Role

Recreation opportunities are important to Town of Clayton residents. So much that the Town recently renamed its “Greenspace Committee” to “Parks & Trails Committee” in order to better recognize the increasing demands for recreation and the breadth of issues and opportunities that the Committee will need to address. The Committee will be reviewing and providing input in this realm.



Map 15  
Town of Clayton  
Park and Open Space Plan



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**Where would you like to see new parks and trails located? What types of recreation opportunities are missing?**

