

2 HOUSING

Goal 1: The Village of West Salem will contain a variety of quality housing choices for all residents, including different age, income, and special needs populations.

Objectives:

- a. By increasing the availability of new housing that is affordable for people who live or work in the area. This may include multi-unit housing in certain locations.
- b. By encouraging investment in existing housing units to maintain and enhance the Village's current supply of housing.
- c. By encouraging the development of housing dedicated for senior citizens.

Goal 2: The quality, quantity, location, and timing of housing development will be carefully planned and coordinated with the provision of Village services and infrastructure.

Objectives

- a. By encouraging the use of mixed-use and traditional neighborhood design concepts in new developments and redevelopments where appropriate and compatible with existing land uses.
- b. By locating new developments in areas that will be efficiently and economically served by existing or planned Village streets, sanitary sewers, public water mains, and stormwater management facilities.
- c. By developing large ownership parcels as planned developments, rather than subdivided into lots without a coordinated development plan.
- d. By indicating a sufficient supply of developable land within and immediately surrounding the Village limits to meet projected housing unit needs while also exploring redevelopment opportunities to help meet those needs.
- e. By indicating adequate infrastructure and public services to meet existing and future demand for residential development.

Goal 3: Strengthen and support existing West Salem neighborhoods.

Objectives

- a. By protecting neighborhoods from incompatible land uses through effective land use and design controls.
- b. By ensuring new buildings – principal or accessory – are designed (architectural, size, scale, mass, etc.) to reflect the general character of the neighborhood in which they are developed.

- c. By improving transportation connections, particularly bicycle paths/routes and pedestrian facilities, between and within existing neighborhoods and other parts of the Village and region.
- d. By preserving historic homes and culturally important community features – both built and natural – in existing neighborhoods.
- e. By encouraging and supporting the maintenance and rehabilitation of older and deteriorating housing stock.

Goal 4: West Salem’s new residential neighborhoods will be attractively designed through both site and architectural design.

Objectives

- a. Through encouraging quality architectural design with attention to detail and building materials in new neighborhoods.
- b. By promoting neighborhood designs that maintain existing single-family character, this includes designing multi-family and senior housing to an appropriate neighborhood scale.
- c. By considering alternate residential development patterns such as cluster development and neo-traditional neighborhoods.
- d. By allowing for a mix of dwellings, work places, shops, civic spaces or buildings and parks if the market demand exists for such developments.

3 TRANSPORTATION

Goal 1: The Village of West Salem will work with La Crosse County and neighboring jurisdictions to provide a safe, efficient and economically sound transportation system that meets the needs of all its residents, businesses and visitors.

Objectives

- a. To maintain and improve a balanced, efficient and low cost transportation system. This system should take advantage of the existing infrastructure and accommodate a variety of transportation choices including driving, walking, biking and rail.
- b. To improve safety problems at key or busy intersections and existing or potentially hazardous areas.
- c. To improve the existing local and regional transportation system to make sure it meets the needs of residents who are elderly or disabled.
- d. To provide multimodal connections between local jurisdictions and regional attractions.
- e. To coordinate the provision and improvement of transportation infrastructure with land use and development in and adjacent to the Village.
- f. To continue participating in the La Crosse Area Planning Committee (LAPC), the region's metropolitan planning organization (MPO).
- g. To explore alternative methods of traffic calming, especially in new subdivisions where roadways are being constructed.

Goal 2: Encourage and promote biking and snowmobiling activities and services on the La Crosse River State Trail.

Objective

- a. Inform trail users about the West Salem and opportunities for tourism, food, lodging that exist within close proximity.
- b. Enable safe connections from the Trail to places of special interest through appropriate signage and facility development (crosswalk striping, etc.)

Goal 3: Provide an attractively designed transportation system.

Objectives

- a. By maintaining or elevating the quality of street design so that streets are more attractive and inviting for pedestrians, bicyclists, drivers, and transit riders.
- b. By ensuring that the gateways to the Village are attractively designed, such as the entrance to the Village off I-90 at CTH C and Neshonoc Road and STH16.

- c. By encouraging boulevard treatments on major collectors and arterials.

Goal 4: Support transportation strategies that improve West Salem's economic vitality.

Objectives

- a. By supporting reasonable, reliable and safe travel ways for freight and goods movement in the Village and region.
- b. By working closely with the LAPC or DOT to ensure a safe, efficient, and multimodal regional transportation system that maintains access to major employment centers.

Goal 5: Ensure affordable transportation.

Objectives

- a. By operating and maintaining transportation facilities in a way that reduces the need for expensive future repairs.
- b. By requiring developers to pay the costs of transportation improvements that result with new development. In locations where multiple developments generate traffic, portion the payments based on trip generation. Also, include bicycle, pedestrian and transit improvement costs.

4 UTILITIES AND COMMUNITY FACILITIES

Goal 1: Ensure Village residents and businesses are adequately served by desired public utilities and facilities in a cost-effective way and in a manner that promotes a high quality of life.

Objectives

- a. To maintain current facilities and provision of services to appropriate levels.
- b. To work cooperatively with La Crosse County, the West Salem School District, the Town of Hamilton, the Department of Natural Resources (DNR), U.S. Fish & Wildlife Service (USFWS), Army Corps of Engineers, and other jurisdictions to ensure efficient, economical, and quality provision of community services and facilities.
- c. By directing new development to areas that can be efficiently and economically served by existing or planned Village streets, sanitary sewers, public water mains, stormwater management facilities, life and safety services.
- d. By continuing to require new development to pay the cost of municipal services, so that the existing taxpayers are not burdened with inequitable taxes or service costs.
- e. By seeking grants, state loans and alternative methods of funding improvements.
- f. By maximizing the use of West Salem's existing utility systems and using existing public facilities to serve new development whenever possible.
- g. By supporting a strong interrelationship with the school district in cooperative use of facilities.
- h. By encouraging the economical and efficient provision of infrastructure and public services including identifying and reserving for future use lands sufficient to meet needs for necessary services.
- i. By promoting the highest and most efficient levels of police, fire and first responder services for the Village.

Goal 2: Avoid environmentally sensitive areas when extending and constructing new utilities and community facilities.

Objective

- a. By consulting the Environmental Features Map (5.1) before making decisions regarding location of new utilities or community facilities, and encourage development and redevelopment practices that will maintain or improve the natural environment.

Goal 3: Continue to provide and improve outdoor recreational facilities for active uses (e.g. ball games) and natural areas for passive uses (e.g., birdwatching).

Objectives

- a. By ensuring recreational facilities and programs are planned to serve both local residents and tourists and designed at a scale appropriate to the intended use and the surrounding environment. Recreational uses and facilities should also be consistent with the other goals and objectives identified in this plan, especially those related to land use, transportation and the environment.
- b. By preserving and protecting compatible land uses adjacent to existing community parks and recreation areas.
- c. By promoting the multiple use of facilities in design and development, such as developing school/park combinations and community centers/recreation spaces.
- d. By using pedestrian and bicycle facilities to connect parks and open spaces.

5 AGRICULTURAL, NATURAL, AND CULTURAL RESOURCES

Goal 1: Preserve the scenic views, wetlands, woodlands, and wildlife habitat within the Village and encourage the protection of these resources on surrounding lands.

Objectives

- a. By continuing to require the protection of existing vegetation on new development sites to the greatest extent possible to minimize soil erosion during and after construction.
- b. By locating all public facilities (roads, buildings, etc.) to minimize impacts on environmental features, when possible.
- c. By requiring natural resource features to be accurately depicted on all site plans, certified survey maps, preliminary plats and final plats.
- d. By promoting compact development.
- e. By purchasing or acquiring through conservation easement environmentally important lands, when possible.

Goal 2: Encourage land use patterns and practices that are environmentally sensitive and minimize the disruption to the natural hydrologic system, including the balance between ground and surface waters.

Objectives

- a. By requiring proper stormwater management practices, such as rain gardens, detention, infiltration and wetland restoration, to maintain or increase groundwater recharge and reduce excess runoff.
- b. By preserving wetlands as essential components of the hydrologic system and as valuable wildlife habitat.
- c. By continuing to enforce the Village's Wellhead Protection Requirements (Chapter IX) and update the ordinance as necessary. Consider developing a long-term plan to account for future wells.
- d. By requiring Best Management Practices to control erosion and sedimentation during construction.
- e. By discouraging the regrading of large areas that alters natural topography and drainage patterns.
- f. By continuing to protect floodplain areas and natural drainageways from being filled or altered in any way that reduces their function.

Goal 3: Enhance public access, use and enjoyment of the community's natural and recreational resources.

Objectives

- a. By promoting increased public access to Lake Neshonoc where environmentally feasible.
- b. By establishing and maintaining an efficient system of parks, trails, pedestrian pathways, bicycle routes and greenways to provide access and linkage to natural and recreational resources.
- c. By promoting the cooperation and coordination of acquisition and development of natural and recreational areas among state and local agencies, individuals, businesses and foundations.

Goal 4: Identify, conserve and protect West Salem's cultural, historical and archaeological resources.

Objectives

- a. By encouraging the preservation of historically significant buildings and sites in West Salem. These include, but are not limited to, the Hamlin Garland Homestead and the Palmer-Gullickson, Pulmer-Lewis octagon homes.
- b. By ensuring West Salem's environmental and aesthetic qualities, including the water quality of Lake Neshonoc, are preserved or enhanced.
- c. The village will encourage and assist the West Salem Historical Society in their mission.

6 ECONOMIC DEVELOPMENT

Goal 1: Create jobs for the West Salem area work force and broaden Village property tax revenues by increasing and further diversifying Village employment opportunities by retaining and attracting clean non-polluting industry.

Objectives:

- a. By working with La Crosse County and other area jurisdictions on regional economic development initiatives that benefit the Village and region.
- b. By creating an economic development plan for the Village that addresses background data, available sites, incentives and the Village's overall economic development goals.
- c. By identifying properties that are suitable for the expansion of business and industrial parks by conducting a commercial building lands inventory.
- d. By marketing the assets of the region to stimulate high-quality economic growth. These assets include convenient access to railroad, air, trucking and the interstate as well as the outstanding natural amenities of the area.
- e. By encouraging high-technology/clean manufacturing industries to locate in the Village of West Salem to provide improved employment opportunities.

Goal 2: Encourage the continued development and growth of downtown, other business-zoned areas and other community attractions through promoting the Village as a convenient shopping and tourism center.

Objectives:

- a. By encouraging reinvestment, redevelopment and infill development on vacant or underutilized land in the downtown business district.
- b. By directing retail businesses to established commercial corridors and districts through the use of this comprehensive plan.
- c. By communicating with business and industry leaders on a regular basis to ensure their needs are being met.
- d. By striving to promote the Village of West Salem as a friendly place to do business and working to promote tourism-related business development.
- e. By attracting firms that complement existing industries and increase business for established companies.
- f. By continuing to improve on architectural and landscape architectural standards for development and redevelopment by promoting design that complements or improves the character of commercial areas and equal, high-quality materials and architectural detailing on all facades.

7 INTERGOVERNMENTAL COOPERATION

Goal 1: The Village will maintain good relationships with governmental units in and around the region.

Objective:

- a. To establish and maintain excellent communication with other government officials (staff, elected and appointed officials) both formally (on committees, etc.) and informally (telephone calls, emails, etc.); and continue to build and establish new relationships while maintaining municipal independence.
- b. To communicate with surrounding towns and municipalities on issues of annexation, extraterritorial jurisdiction, road plowing, and other intergovernmental efforts.

Goal 2: Participate in regional planning efforts and coordinate planning activities with neighboring communities and La Crosse County.

Objectives:

- a. To participate in regional planning efforts and coordinate planning efforts (e.g., comprehensive, land use, transportation, and natural resource protection), regulations, and specific land use decisions with neighboring communities, La Crosse County, MRRPC, and the La Crosse Area Planning Committee (MPO).
- b. To work with regional municipalities to discuss long-term acquisition, or facilities extension, of municipal services including water and sewer.
- c. By establishing boundary agreements.

Goal 3: Coordinate with neighboring communities and La Crosse County to provide high quality services in the most cost effective manner possible.

Objective:

- a. To work cooperatively with neighboring communities to provide more effective, and lower cost services provision.
- b. By identifying opportunities to jointly provide expanded or new services such as additional recreational programs or parks facilities with neighboring communities.

Goal 4: To collaborate with all neighboring jurisdictions, La Crosse County, and organizations (e.g., LAPC) to implement this Comprehensive Plan.

Objectives

- a. By collectively protecting environmental resources and enhancing transportation access.
- b. By working together to create a coordinated growth and development strategy for the region.
- c. By jointly pursuing economic development initiatives including the promotion and enhancement of West Salem.

8 LAND USE

Goal 1: Implement and maintain a land use plan and map that reflects current community values and provides for future expansion.

Objectives

- a. By making land use decisions based on the Future Land Use Plan and Map.
- b. By comprehensively reviewing and updating this Plan and Map to ensure it continues to reflect current community values. Update the Plan and Map every ten years.
- c. By maintaining an adaptive Plan that responds to new priorities over time.
- d. By ensuring consistency between planning initiatives and implementation tools.

Goal 2: Revitalize and reestablish downtown West Salem as a vibrant community destination.

Objectives

- a. By connecting the downtown to community destinations such as Lake Neshonoc and the La Crosse River State Trail to increase traffic and promote community assets.
- b. By encouraging a mix of businesses downtown.
- c. By promoting infill and redevelopment downtown.
- d. By ensuring the transportation system is adequately designed to serve the downtown. This includes bicycle compatibility and viable vehicular parking opportunities.
- e. By ensuring that new development is well designed, high quality (materials), pedestrian oriented, and environmentally friendly.

Goal 3: To enhance transportation corridors that create attractive, safe and efficient transportation opportunities for residents, visitors, and industry.

Objectives

- a. By enhancing and linking commercial/industrial districts to support existing and future neighborhoods. Include connections to the La Crosse River State Trail.
- b. By limiting strip commercial patterns that decentralize pedestrian accessible development.
- c. By capitalizing on opportunities for infill and redevelopment along existing commercial corridors.

- d. By encouraging higher density housing to be located near major transportation corridors and ensuring an interconnectedness of multimodal opportunities.

Goal 4: To promote reasonable growth and development that augments the municipal tax base and preserves community character.

Objectives

- a. By involving the public in community planning efforts. This includes the consideration of requiring neighborhood plans to be developed for large tracts of land. These plans will include site designs, access requirements, soils reports, drainage plans, and other studies deemed appropriate by local officials. It will also include a public involvement process to ensure community support. The plan will be adopted as part of the Comprehensive Plan to ease in the implementation of development in planned areas.
- b. By establishing and implementing growth management strategies to preserve community character while utilizing land as efficiently as possible and protecting environmentally sensitive areas.
- c. By establishing a Long Range Planning Area. The area contained within the Long Range Planning Area are rural areas located beyond the Village's expected urban expansion over the next 20 years, but should be reserved for eventual inclusion into the Village's growth area and be protected from patterns of development that would impede urbanization. Intergovernmental cooperation in planning these areas is essential.
- d. By promoting compatible infill development and redevelopment throughout the Village and particularly along commercial corridors.
- e. By establishing mixed use districts to provide a variety of complementary uses within existing neighborhoods of distinct land use.

Goal 5: To encourage quality urban design and establish a clear identity and sense of place for the Village of West Salem through quality building and site designs.

Objectives

- a. By ensuring plans and regulations facilitate quality design.
- b. By ensuring public improvements (e.g., signs, streets, buildings) incorporate attractive physical features in highly visible locations.
- c. By ensuring community gateways are welcoming and attractive.
- d. By maintaining the character and quality of existing neighborhoods.