

# Community Vision and Implementation

## 1. Introduction

Out of all the chapters in this plan, this one is by far the most important because it focuses on the future of Richfield. The first part of this chapter looks at forecasts and projections. The next part focuses attention on future conditions, including utilities, community facilities, transportation, and land use. In the final part of this chapter, a vision statement for each of the required plan elements is clearly articulated. When taken together, these vision statements establish a unified vision for Richfield and provide a direction and focus for the planning effort. A variety of goals, objectives, and policies provide additional detail relative to those vision statements. Implementation activities are listed, which collectively serve as the master “to do” list for implementing the plan.

## 2. Plan-Based Forecasts and Projections

### Overview

The smart growth legislation requires that the plan be based on population forecasts over the 20-year planning horizon.<sup>1</sup> The anticipated population base can then be translated into the number of additional housing units that will be needed over the planning period to accommodate the anticipated population base. This same section of the legislation also requires a set of 20-year forecasts for employment.

The final set of forecasts relates to future land use and arises out of the forgoing forecasts.<sup>2</sup> The future land use plan must show additional land for development to accommodate the anticipated number of new households and to facilitate the addition of new employment opportunities.

Table 11-1 presents the various forecasts. The following subsection presents background information about each and describes in more detail how they were prepared.

### Population

According to the U.S. Bureau of the

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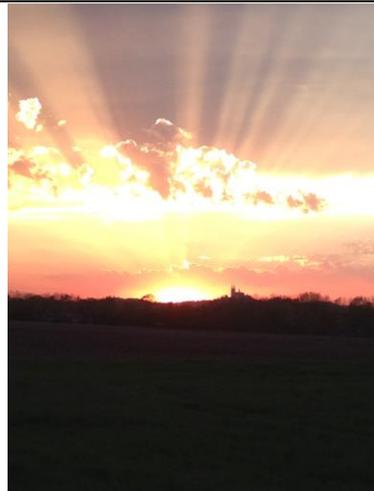


Table 11-1. Plan-Based Forecasts: 2014 to 2033

|                               | 2014<br>to 2018 | 2019<br>to 2023 | 2024<br>to 2028 | 2029<br>to 2033 | 2014<br>to 2033 |
|-------------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Additional population         | 404             | 418             | 433             | 448             | 1,703           |
| Additional households         | 191             | 200             | 209             | 219             | 819             |
| Additional housing units      | 199             | 208             | 217             | 228             | 852             |
| Land area (acres) [1]         |                 |                 |                 |                 |                 |
| Commercial and office         | 10              | 10              | 15              | 15              | 50              |
| Manufacturing and warehousing | 15              | 15              | 20              | 20              | 70              |
| Residential                   | 937             | 979             | 1,022           | 1,074           | 4,004           |
| Additional employment (jobs)  |                 |                 |                 |                 |                 |
| Commercial and office         | 277             | 277             | 415             | 415             | 1,384           |
| Manufacturing and warehousing | 116             | 116             | 155             | 155             | 542             |
| Total                         | 393             | 393             | 570             | 570             | 1,926           |

Notes:

1. The amount of land needed for each of these uses includes public infrastructure. A factor was also applied to increase the supply of land to account for consumer choice.

<sup>1</sup> Wis. Stats. s. 66.1001(2)(a)

<sup>2</sup> Wis. Stats. s. 66.1001(2)(h)

Census, Richfield added 927 residents between 2000 and 2010, and in the three years following the 2010 census, the Wisconsin Department of Administration estimated a gain of 66 residents for a total resident population of 11,366 in 2013. This amount of growth over that 13-year period translates into an average annual growth rate of 0.7 percent.

The Southeastern Wisconsin Regional Planning Commission (SEWRPC) prepared a set of high, intermediate, and low projections for Washington County through 2050 (Table 11-2). The intermediate projection shows a net increase of 48,600 residents during that period (i.e., 2011-2050). This translates into an average annual growth rate of 0.79 percent, which is slightly higher than what was observed in Richfield from 2000 to 2013.

Table 11-2. Actual and Projected Population in Washington County: 2010-2050

| Year              | High Projection |                              |         | Intermediate Projection |                              |         | Low Projection |                              |         |
|-------------------|-----------------|------------------------------|---------|-------------------------|------------------------------|---------|----------------|------------------------------|---------|
|                   | Population      | Change from Preceding Period |         | Population              | Change from Preceding Period |         | Population     | Change from Preceding Period |         |
|                   |                 | Number                       | Percent |                         | Number                       | Percent |                | Number                       | Percent |
| 2010 (actual)     | 131,900         | --                           | --      | 131,900                 | --                           | --      | 131,900        | --                           | --      |
| 2015 (projected)  | 143,100         | 11,200                       | 8.5     | 138,200                 | 6,300                        | 4.8     | 134,900        | 3,000                        | 2.3     |
| 2020 (projected)  | 151,600         | 8,500                        | 5.9     | 144,600                 | 6,400                        | 4.6     | 137,600        | 2,700                        | 2.0     |
| 2025 (projected)  | 160,500         | 8,900                        | 5.9     | 151,300                 | 6,700                        | 4.6     | 141,600        | 4,000                        | 2.9     |
| 2030 (projected)  | 169,700         | 9,200                        | 5.7     | 158,000                 | 6,700                        | 4.4     | 146,900        | 5,300                        | 3.7     |
| 2035 (projected)  | 178,600         | 8,900                        | 5.2     | 164,500                 | 6,500                        | 4.1     | 151,800        | 4,900                        | 3.3     |
| 2040 (projected)  | 187,200         | 8,600                        | 4.8     | 170,300                 | 5,800                        | 3.5     | 156,100        | 4,300                        | 2.8     |
| 2045 (projected)  | 195,300         | 8,100                        | 4.3     | 175,500                 | 5,200                        | 3.1     | 159,600        | 3,500                        | 2.2     |
| 2050 (projected)  | 203,400         | 8,100                        | 4.1     | 180,500                 | 5,000                        | 2.8     | 162,800        | 3,200                        | 2.0     |
| Change: 2010-2050 | --              | 71,500                       | 54.2    | --                      | 48,600                       | 36.8    | --             | 30,900                       | 23.4    |

Source: U.S. Bureau of the Census and *The Population of Southeast Wisconsin* (Technical Report No. 11), Southeastern Wisconsin Regional Planning Commission, April 2013

After evaluating various growth rates, it was determined that a growth rate of 0.7 was a realistic assessment of desirable population growth in the coming years. Although this rate of growth is a reasonable expectation over the 20-year planning horizon, it is possible that the actual rate may be less than or more than the anticipated rate. Exhibit 11-1, on the following page shows population growth based on a low projection of 0.5 percent and a high projection of 0.9 percent.

Exhibit 11-1. Population Scenarios for Richfield: 2014-2033

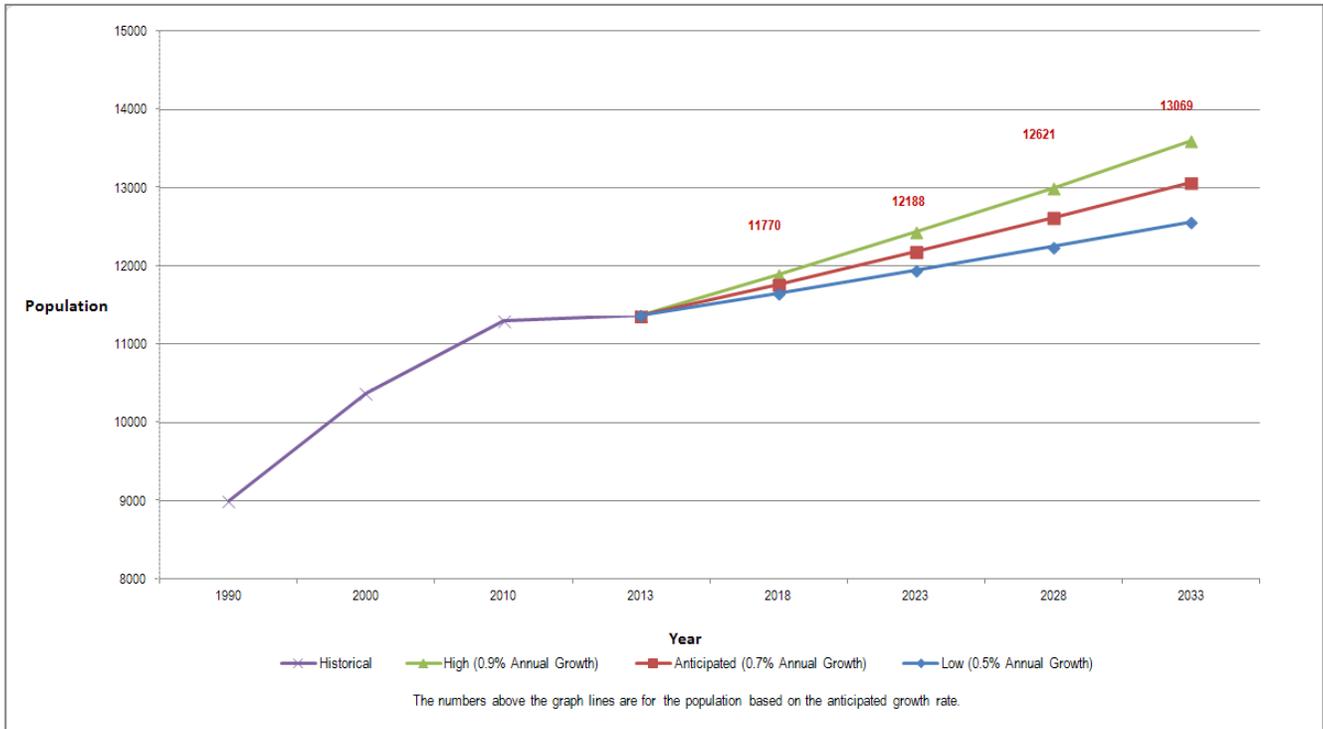


Table 11-3 shows the year-end population projections and the number of new residents added in each of the five-year increments based on this growth rate. From 2014 to 2033, close to 1,703 new residents are anticipated.

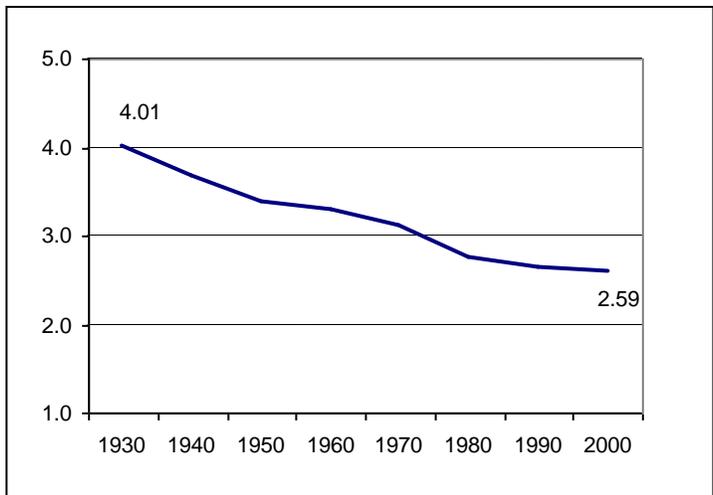
Richfield’s population will for the most part be housed in independent living units; few will be living in nursing homes or other similar institutional settings. Therefore, the population living in households will mirror the total resident population.

**Housing Forecasts**

Having established the anticipated resident population living in a household setting, it is possible to forecast the number of housing units that will be needed to accommodate the growing population.

The number of households was estimated by dividing the anticipated population living in a household by the average household size for each of the time periods. Nationally, the average household size has been on a steady downward trend for a number of decades as shown in Exhibit 11-2. This trend is also evident throughout much of Wisconsin and in Richfield. From 1990 to 2010, the average household size in Richfield declined from 3.17 to 2.71. It is anticipated this trend will continue in Richfield over the planning period, but at a slower rate of decline, and cause the figure to drop to about 2.6.

Exhibit 11-2. Average Household Size; United States: 1930 to 2000



Source: Census Bureau

**Table 11-3. Population: 2014 to 2033**

| Year                       | Total Resident Population [1] | Population in Households |
|----------------------------|-------------------------------|--------------------------|
| 2014                       | 11,446                        | 11,446                   |
| 2015                       | 11,526                        | 11,526                   |
| 2016                       | 11,607                        | 11,607                   |
| 2017                       | 11,688                        | 11,688                   |
| 2018                       | 11,770                        | 11,770                   |
| 2019                       | 11,852                        | 11,852                   |
| 2020                       | 11,935                        | 11,935                   |
| 2021                       | 12,019                        | 12,019                   |
| 2022                       | 12,103                        | 12,103                   |
| 2023                       | 12,188                        | 12,188                   |
| 2024                       | 12,273                        | 12,273                   |
| 2025                       | 12,359                        | 12,359                   |
| 2026                       | 12,446                        | 12,446                   |
| 2027                       | 12,533                        | 12,533                   |
| 2028                       | 12,621                        | 12,621                   |
| 2029                       | 12,709                        | 12,709                   |
| 2030                       | 12,798                        | 12,798                   |
| 2031                       | 12,888                        | 12,888                   |
| 2032                       | 12,978                        | 12,978                   |
| 2033                       | 13,069                        | 13,069                   |
| Number Added During Period |                               |                          |
| 2014 – 2018                | 404                           | 404                      |
| 2019 – 2023                | 418                           | 418                      |
| 2024 – 2028                | 433                           | 433                      |
| 2029 – 2033                | 448                           | 448                      |
| 2014 – 2033                | 1,703                         | 1,703                    |

**Table 11-4. Housing: 2014 to 2033**

| Year                       | Households | Housing Units |
|----------------------------|------------|---------------|
| 2014                       | 4,255      | 4,426         |
| 2015                       | 4,293      | 4,466         |
| 2016                       | 4,331      | 4,505         |
| 2017                       | 4,369      | 4,545         |
| 2018                       | 4,408      | 4,586         |
| 2019                       | 4,447      | 4,626         |
| 2020                       | 4,487      | 4,668         |
| 2021                       | 4,527      | 4,709         |
| 2022                       | 4,567      | 4,751         |
| 2023                       | 4,608      | 4,794         |
| 2024                       | 4,649      | 4,836         |
| 2025                       | 4,690      | 4,879         |
| 2026                       | 4,732      | 4,923         |
| 2027                       | 4,774      | 4,966         |
| 2028                       | 4,817      | 5,011         |
| 2029                       | 4,860      | 5,056         |
| 2030                       | 4,903      | 5,101         |
| 2031                       | 4,947      | 5,146         |
| 2032                       | 4,992      | 5,193         |
| 2033                       | 5,036      | 5,239         |
| Number Added During Period |            |               |
| 2014 – 2018                | 191        | 199           |
| 2019 – 2023                | 200        | 208           |
| 2024 – 2028                | 209        | 217           |
| 2029 – 2033                | 219        | 228           |
| 2014 – 2033                | 819        | 852           |

This demographic trend suggests that even if the population of the Village did not grow, additional housing units would be needed to account for a smaller number of people living in each housing unit.

Table 11-4 shows the anticipated number of households over the 20-year planning horizon by year and for each of the 5-year increments. Having established the number of households that will be living in the Village, it is necessary to determine the number of housing units that will be needed to house them. The number of housing units will, more often than not, exceed the number of households in that a certain share of the housing units will be vacant at any point in time. They may be vacant because it is not considered a primary residence, because it is for rent or for sale, or simply not occupied. For the purpose of this plan, it is assumed that 4 percent of the housing units will be vacant at any point in time. The calculated number of housing units is also shown in Table 11-5.

### Employment Forecasts

As shown on the future land use map, land is allocated to accommodate new commercial and industrial enterprises. Using employment ratios based on acreage, the number of potential new jobs was calculated (Table 11-5). It is anticipated that the land designated for commercial and industrial land uses could support over 1,926 additional jobs over the next 20-year period.

**Table 11-5. Anticipated Number of New Jobs: 2014 to 2033**

|                    | 2014 to 2018 | 2019 to 2023 | 2024 to 2028 | 2029 to 2033 | 2014 to 2033 |
|--------------------|--------------|--------------|--------------|--------------|--------------|
| Retail and service | 121          | 121          | 182          | 182          | 606          |
| Office             | 156          | 156          | 233          | 233          | 778          |
| Manufacturing      | 69           | 69           | 92           | 92           | 322          |
| Warehousing        | 47           | 47           | 63           | 63           | 220          |
| <b>Total</b>       | <b>393</b>   | <b>393</b>   | <b>570</b>   | <b>570</b>   | <b>1,926</b> |

Notes:  
 1. The amount of land needed for each of these uses includes public infrastructure. A factor was also applied to increase the supply of land to account for consumer choice.

### Land-Use Forecasts

Consistent with the Village’s long-term vision, single-family housing units will be the predominate type of housing over the next 20 years. Duplex units will account for about one percent of the total. Table 11-6 shows the number of housing units by type.

The land area requirements for each of these housing types were calculated by applying an average density to each of the categories. These values were then adjusted upward to account for infrastructure (e.g., roads, smaller community parks). Each of these values was again adjusted upward to allow consumers a choice between different competing housing developments.

Table 11-7 shows the number of acres needed for each of the housing types for each of the five-year increments. A total of 4,000 acres should be shown on the future land use map for residential purposes intended to occur over the next 20 years.

It should be noted that these data are intended for planning purposes only. It is important to keep precise figures on actual development levels and update these forecasts based on more current information and to account for actual development activity and shifts in the housing market as necessary.

**Table 11-6. Anticipated Number of Additional Housing Units by Type: 2014 to 2033**

| Time Period        | Single-Family | Duplex    | Total [1]  |
|--------------------|---------------|-----------|------------|
| 2014 – 2018        | 193           | 6         | 199        |
| 2019 – 2023        | 202           | 6         | 208        |
| 2024 – 2028        | 211           | 6         | 217        |
| 2029 – 2033        | 224           | 4         | 228        |
| <b>2014 – 2033</b> | <b>830</b>    | <b>22</b> | <b>852</b> |

Notes:  
 1. Data derived from Table 11-4.

**Table 11-7. Land Requirements for Housing by Type: 2014 to 2033**

| Time Period        | Single-Family | Duplex    | Total        |
|--------------------|---------------|-----------|--------------|
| 2014 – 2018        | 933           | 5         | 938          |
| 2019 – 2023        | 975           | 5         | 980          |
| 2024 – 2028        | 1,018         | 5         | 1,023        |
| 2029 – 2033        | 1,070         | 5         | 1,075        |
| <b>2014 – 2033</b> | <b>3,996</b>  | <b>20</b> | <b>4,016</b> |

Notes:  
 1. Data derived from Table 11-4.

## 3. Future Utilities and Community Facilities



Exhibit 11-3 lists the various utilities and community facilities in Richfield. For each one, the current adequacy of the facility is identified as being adequate or inadequate. Recommendations to meet future needs may include expanding or improving existing facilities, or creating new facilities. Based on the vision of this plan, no additional Village facilities are required to accommodate the growing population in the next 10-year period.

**Exhibit 11-3. Public Facilities Plan: 2014 to 2033**

| Village Facilities/Services          | Current Status (2013) | Recommendation  |   |   |   |
|--------------------------------------|-----------------------|---|---|---|---|
|                                      |                       | 2014 to 2018  | 2019 to 2023  | 2024 to 2028  | 2029 to 2033  |
| Village hall                         | Adequate              | -   | -   | Renovation/Expansion                                      | -   |
| Recreation facilities                | Adequate              | -   | -   | -   | -   |
| Library services                     | Adequate              | -   | -   | -   | -   |
| Police services                      | Adequate              | -   | -   | -   | -   |
| Fire protection                      | Adequate              | -   | New building for Station #1                               | -   | -   |
| <b>Facilities/Services by Others</b> |                       |   |   |   |   |
| EMS                                  | Adequate              | -   | -   | -   | -   |
| Solid waste collection and recycling | Adequate              | -   | -   | -   | -   |
| Telecommunication and fiber optics   | Adequate              | Support the development of new technology, as appropriate | Support the development of new technology, as appropriate | Support the development of new technology, as appropriate | Support the development of new technology, as appropriate |
| Electrical and natural gas           | Adequate              | -   | -   | -   | -   |
| Public schools                       | Adequate              | -   | -   | -   | Potential facility expansion                              |
| Child care                           | Adequate              | Encourage additional capacity as needed                   |
| Health care                          | Adequate              | -   | -   | -   | -   |
| Cemeteries                           | Adequate              | -   | -   | -   | -   |

### 4. Future Transportation

The projects, along with potential local street connections, are identified on Map 11.



### 5. Future Land Use

The Village of Richfield is divided into various land-use districts as depicted on Map 12 and as described in Exhibit 11-4. At the outset it should be noted that these districts are established for general planning purposes only; they may or may not correlate to the Village’s current zoning map.

Once this plan is adopted and/or amended, Village officials will need to examine the current zoning regulations and associated map to determine if, and how, they should be revised to implement the future land use map.

The future land use map is intended to present a logical development pattern within the Village over the next 20 years. If a property owner in one of the surrounding Towns wishes to annex to the Village, the Village Board will evaluate those requests on a case-by-case basis pursuant to state law and any intergovernmental agreements that may apply.

The future land use map should bring together most, if not all, of the elements of the comprehensive plan such as natural resources, economic development, housing, and transportation. It is a map of what the community wants to have happen; it is not a prediction. The intent of the future land use map is to guide day-to-day decisions relating to land use, such as zoning map amendments and land divisions. The 20-year future land use map is intended to provide a long-term perspective with regard to land-use decisions.

The mapping process for the 2014 comprehensive plan update started a discussion which would ultimately lead to a paradigm shift for the Village. In 2004 the Village adopted a comprehensive plan with both a 10 and 20 year future land use map. During the update, it was determined by the Plan Commission and Village Board that property owners should be given the right to sell and/or develop their property whenever they decide to do so, so long as it conforms to the plans adopted herein. Prior to the adoption of the 2014 update, should an individual wish to rezone their property, there was a potential that the development would need to be staggered by 10 years in order to be permissible or go through the process of amending the future land use map.

**Exhibit 11-4. Land-Use Categories and Relationship to the Village's Existing Zoning Regulations**

| Land Use District            | General Description   | Section of Zoning Code and Zoning District   |
|------------------------------|---|--|
| Single-Family Residential    | These areas are likely to accommodate additional single-family residential subdivisions. Cluster/open space designs (permitted in the RS-1B Zoning District) are encouraged in these areas. Continued farm uses are also encouraged in Rs-1 and Rs-1R   | 70.191 Country estate district (RS-1)<br>70.191A Country estate/remnant parcel district (Rs-1R)<br>70.192 Single-family residential and rural preservation district (Rs-1A)<br>70.193 Single-family cluster/open space residential district (Rs-1B)<br>70.194 Single-family residential district (Rs-2)<br>70.195 Single-family residential district (Rs-3)<br>70.195A Single-family residential district (Rs-4) |
| Two-Family Residential       | This district is intended to accommodate duplexes. This district is intended to be located next to commercial uses and other similar land uses where the nature of residential use allowed in this district acts as a suitable transition to single-family housing and other less intense land uses. This district may only be applied to entire properties that are within the STH 175 corridor. As an additional requirement, primary access to a residential development in this district shall be provided off of a roadway classified as a minor arterial on the map titled "Transportation Network" in this plan. | 70.196 Two-family cluster/open space residential district (Rd-1)<br>70.196A Two-family residential district (Rd-2)   |
| Walkable Hamlet Mixed Use    | One walkable hamlet mixed use district is shown in the northeast corner of the Village off of STH 175. A blend of uses including single family homes on smaller lots, with mixed use neighborhood businesses (e.g., deli, ice cream parlor, restaurant, pubs, daycare, video rental store, card shop, etc.).  | 70.212 Walkable hamlet district (WHD)  |
| Commercial                   | Commercial businesses (e.g., stores, restaurants) would be subject to proposed local design and zoning requirements for signage, lighting, and landscaping to ensure that developments are attractive and an asset to the Village. This would include ordinances to limit building square footage to prevent big-box uses from locating in the Village. New commercial areas are shown along the highway corridors.   | 70.197 Neighborhood business district (B-1)<br>70.198 Community business district (B-2)<br>70.199 General business district (B-3)<br>70.200 Highway business district (B-4)  |
| Limited commercial           | Existing commercial businesses located outside of the Village's commercial centers. General standards for commercial uses would apply to these properties to address the ongoing operations and potential expansions. Because these businesses are typically in residential areas, there is concern regarding the potential reuse (i.e., conversion to another type of business operation).   | None; this will be addressed when the Village amends the zoning code.  |
| Business Mixed Use           | It is expected that this area will develop as an upscale business park. Businesses in this location will be well landscaped, utilize similar building materials and roof pitches, have consistent signage, and appropriate lighting defined by the Village in a design ordinance. All development will be compatible with nearby residential areas (e.g., no impact on groundwater, no noticeable noise, light, or vibration).  | 70.216 Business Mixed Use (BMU)  |
| Neighborhood Activity Center | This area is intended to accommodate a range of public services (e.g., schools, churches, daycare), small professional offices, and small retail establishments.  | None; this will be addressed when the Village amends the zoning code.  |
| Office/Light Industrial      | This area is shown in Section 2. It is designed to serve as a buffer between the commercial/light industrial uses near USH 41/45 and the residential and natural areas to the west. Moreover, given the frequency of train travel it is believed these uses are a good fit with this area. Again, it is expected that uses will develop in an office park setting.  | 70.215 Office/Light Industrial district  |
| Industrial                   | Additional industrial development is shown along the railroad corridor in the northeast portion of the Village. As with commercial, industrial uses would be subject to Village zoning and design requirements. Existing uses along Beechwood Industrial Drive generally represent the quality and size of desired  | 70.201 General Wholesale Business/Warehousing district (M-1)<br>70.202 Limited Industrial district (M-2)<br>70.203 General Industrial district (M-3)   |

|                        |  |   |
|------------------------|--|---|
|                        | development.   | 70.204 Industrial Park district (M-4)                                 |
| Public Roadway         | Dedicated public right-of-ways   | None  |
| Institutional          | Land uses in these areas include the full range of public uses (e.g., post offices, municipal offices and other government facilities, fire stations, EMS facilities, schools) and quasi-public uses such as places of worship and private educational facilities. | 70.206 Institutional district (I-1)                                   |
| Utility                | These areas include major utility infrastructure sites including electric substations and telecommunication towers.  | 70.206 Institutional district (I-1)                                   |
| Railroad               | Existing railroad corridors  | None; this will be addressed when the Village amends the zoning code. |
| Quarry                 | Active quarries are included in this designation.  | 70.205 Extractive district (M-5)                                      |
| Quarry Redevelopment   | These areas will be redeveloped for residential or recreational purposes. It is possible the quarry off of STH 175 may include some commercial uses as well.   | None  |
| Recreation             | These areas include public parks, golf courses, and other similar uses.  | 70.207 Park and recreation district (P-1)                             |
| Water                  | Open bodies of water including lakes and large streams   | None  |
| Woodland               | Isolated woodlands primarily in upland areas   | 70.209 Upland conservancy district (UC)                               |
| Wetland                | Wetland areas defined by authoritative bodies, including the Wisconsin Department of Natural Resources   | 70.208 Lowland conservancy district (LC)                              |
| Environmental Corridor | Environmentally sensitive land; primarily 100-year floodplains   | 70.210 Floodland district (F-1)                                       |

Below is a table that breaks down maximum anticipated development acreage for major land use categories planned in Richfield. These acreages would represent all areas developing as shown on the future land use maps. It is quite possible; particularly for the non-residential uses that time beyond the 20-year horizon will be needed to fully develop.

**Table 11-8. Future Land-Use: 2014 to 2033**

| Land Use District                    | Acres [1] | Percent of Total [2] |
|--------------------------------------|-----------|----------------------|
| Single-Family Residential            | 13,644.3  | 58.49                |
| Two-Family Residential               | 16.8      | 0.07                 |
| Walkable Hamlet Mixed Use            | 85.7      | 0.37                 |
| Commercial                           | 208.7     | 0.89                 |
| Limited Commercial                   | 17.0      | 0.07                 |
| Business Mixed Use                   | 521.6     | 2.24                 |
| Neighborhood Activity Center         | 216.8     | 0.93                 |
| Office/ Light Industrial             | 296.6     | 1.27                 |
| Industrial                           | 135.1     | 0.58                 |
| Public Roadway                       | 1,535.9   | 6.58                 |
| Institutional                        | 241.9     | 1.04                 |
| Utility                              | 4.5       | 0.02                 |
| Railroad                             | 105.8     | 0.45                 |
| Quarry                               | 92.7      | 0.40                 |
| Quarry Redevelopment                 | 75.2      | 0.32                 |
| Recreation                           | 733.9     | 3.15                 |
| Water                                | 324.2     | 1.39                 |
| Woodlands                            | 2,232.7   | 9.57                 |
| Wetland                              | 2,838.0   | 12.17                |
| Environmental Corridor (Overlay) [3] | 5,748.9   | 24.64                |
| Total                                | 23,327.4  | 100.0                |

Notes:

1. The actual land area of the Village is 23,324.3 acres, the difference is due to rounding
2. Total may not add up to 100.0 due to rounding.
3. Not included in Totals

## 6. Goals, Policies, and Implementation Activities

### Statewide Planning Goals

As required by state law, this plan is intended to help achieve various statewide planning goals. The relationship between these goals and this plan are shown below in Exhibit 11-5.

Exhibit 11-5. Relationship between State Goals for Local Planning and this Plan

| State Goal   | Plan Chapter |                |                                    |   |                      |                               |          |                |
|--|--------------|----------------|------------------------------------|---|----------------------|-------------------------------|----------|----------------|
|  | Housing      | Transportation | Utilities and Community Facilities | Agricultural, Natural, and Cultural Resources | Economic Development | Intergovernmental Cooperation | Land Use | Implementation |
| 1. Promotion of the redevelopment of lands with existing infrastructure and public services and the maintenance and rehabilitation of existing residential, commercial and industrial structures.                    | -            | -              | X                                  | -   | -                    | -                             | X        | X              |
| 2. Encouragement of neighborhood designs that support a range of transportation choices.   | -            | X              | -                                  | -   | -                    | -                             | X        | X              |
| 3. Protection of natural areas, including wetlands, wildlife habitats, lakes, woodlands, open spaces and groundwater resources.  | -            | -              | X                                  | X   | -                    | -                             | X        | X              |
| 4. Protection of economically productive areas, including farmland and forests.  | -            | -              | -                                  | X   | X                    | -                             | X        | X              |
| 5. Encouragement of land uses, densities and regulations that promote efficient development patterns and relatively low municipal, state governmental and utility costs.   | -            | -              | X                                  | -   | -                    | -                             | X        | X              |
| 6. Preservation of cultural, historic and archaeological sites.  | -            | -              | -                                  | X   | -                    | -                             | X        | X              |
| 7. Encouragement of coordination and cooperation among nearby units of government.   | -            | -              | -                                  | -   | -                    | -                             | -        | X              |
| 8. Building of community identity by revitalizing main streets and enforcing design standards.   | -            | -              | -                                  | -   | -                    | -                             | X        | X              |
| 9. Providing an adequate supply of affordable housing for individuals of all income levels throughout each community.  | X            | -              | -                                  | -   | -                    | -                             | -        | X              |
| 10. Providing adequate infrastructure and public services and an adequate supply of developable land to meet existing and future market demand for residential, commercial and industrial uses.                      | -            | -              | X                                  | -   | -                    | -                             | -        | X              |
| 11. Promoting the expansion or stabilization of the current economic base and the creation of a range of employment opportunities at the state, regional and local levels.   | -            | -              | -                                  | -   | X                    | -                             | -        | X              |
| 12. Balancing individual property rights with community interests and goals.   | X            | X              | X                                  | X   | X                    | X                             | X        | X              |
| 13. Planning and development of land uses that create or preserve varied and unique urban and rural communities.   | -            | -              | -                                  | -   | X                    | -                             | X        | X              |
| 14. Providing an integrated, efficient, and economical transportation system that affords mobility, convenience, and safety that meets the needs of all citizens, including transit-dependent and disabled citizens. | -            | X              | -                                  | -   | X                    | -                             | -        | X              |

### Implementation Accomplishments

Since adopting the comprehensive plan in 2004, a number of important implementation activities have been accomplished as generally listed in Exhibit 11-6.

Exhibit 11-6. Major Implementation Activities Completed: 2004 through December 2013

1. Amended the zoning code to allow walkable hamlets
2. Adopted a design overlay ordinance relating to highway commercial, neighborhood activity center, and industrial development
3. Created a Design Review Committee
4. Adopted an ordinance requiring developers to complete a traffic impact analysis
5. Utilized the Village's website to share information with residents and others regarding such things as transportation improvements
6. Established quiet zones in cooperation with Canadian National
7. Established a program to assess parkland dedication pursuant to the authority granted by Section 236.45, Wis. Stats.
8. Town Board considered, but rejected, the idea of providing a unified garbage collection system for residents
9. Developed an on-going well monitoring program
10. Created a groundwater ordinance in 2004
11. Updated the sign regulations in the zoning code in 2006
12. Adopted impact fees to help pay for certain public infrastructure in 2006
13. Adopted an outdoor lighting ordinance in 2006
14. The Town incorporated as a village on February 13, 2008
15. Developed a Strategic Plan for the Village in 2012
16. Adopted a Community Build-out Analysis in 2013
17. Instituted the use of a capital improvement plan and capital improvement fund in 2013

Note: The activities listed in this exhibit are not in chronological order and may not include all achievements realized

## Community Vision

To track planning progress and help to ensure that the plan is implemented, milestone dates (see definition in box) are provided for each objective. Special attention has been given to the milestone dates to ensure that individual objectives act in harmony with other stated goals and objectives and are feasible expectations for the Village.

To ensure that the plan elements are understood in their totality over the life of the plan, the Village of Richfield Plan Commission will annually review the goals and objectives. Part of this effort, will also include addressing conflicts which may arise between the nine elements.

Implementation of the Village of Richfield comprehensive plan will be the primary responsibility of the Village of Richfield Plan Commission. The Plan Commission will make recommendations pertaining to development issues, in accordance with the comprehensive plan, for the Village Board to consider when making final decisions. The element tables provided at the end of this chapter also include a "Champion/Partner" column. This person or agency is anticipated to play a crucial role in the completion of the particular objective for which they are identified.



### Key Terms in this Chapter

**Milestone Date** – A specific date, after the adoption of the comprehensive plan, when the Village will review the plan implementation action to see if the objective has been met and consider additional implementation strategies to achieve the stated goal.

**Vision** – An overall statement related to each of the nine required elements expressing the Village's expectations for the future. These statements provide a framework and context to consider when making future land use decisions.

**Goal** – A statement that describes, usually in general terms, a desired future condition. Goals will usually only address one specific aspect of the vision.

**Policy** – A course of action, or rule of conduct, used to achieve a vision or one or more goals of the plan. Therefore, they are developed after vision statements. In some cases, the policies relate closely to the vision, but provide more refined, specific actions the Village will abide by when making decisions.

**Overall Vision and Mission**

**Forward. Preserving...A Country Way of Life!**

We effectively plan and manage Village growth to successfully blend our rural heritage with our modern way of life. We protect our diverse natural and environment. We treasure our small-town feel while investing in thoughtful business development that enhances the vitality of our community. We actively preserve our open spaces, our dark evening skies, and beautiful parklands. We responsibly manage our previous water resources and thoughtfully consider development to protect them.

We value an accessible and efficient government that provides outstanding services to the community financed by the right balance of residential, commercial, and agricultural property. We value civic engagement and community involvement in Village planning and decision making. We proactively anticipate the needs of the community and work hard to ensure that we have safe and well-maintained roads; clean and usable parks; and inviting community buildings. We have a thoughtful and responsible approach to taxation that minimizes the financial burden of living here while supporting the essential government services and programs that sustain the health, safety, and beauty of the Village.

We welcome new residents and honor our long-time residents' way of life and traditions. We have active civic organizations that build community and share local traditions and events that celebrate our history and our promising future. Our parks and trails provide extensive recreational opportunities for those who live here and those who are just visiting.



A Country Way of life....worth preserving!

**Housing**

**Housing Vision Statement**

In 2033, Richfield offers rural residential living choices in harmony with the Village's rolling hills, wetlands, woodlands, farm fields, and lakes. Single-family homes are the primary housing choice, but some additional well-built and maintained alternative housing styles have been built to provide some other choices to young families and seniors . Village codes and ordinances promote attractive residential development with abundant green spaces, scenic views, and trails.



**Overarching Policies**

1. Utilize the patterns presented on the future land use maps as a guide for development.
2. Require new developments to provide links and access to planned trails where feasible.
3. Encourage the integration of varied housing stock and densities within developments or areas designated for higher density residential on the future land use maps.
4. Encourage a range of housing styles and types to support lifestyle needs and preference, which are consistent with our zoning code.
5. Require new housing developments to be consistent with the preservation of scenic beauty and the protection of the environment.
6. Ensure village codes and ordinances are up-to-date in regard to housing concerns.

**Goal 1:** Enhance the environmental assets and residential atmosphere of the Village so that it continues to be an attractive place to live.

**Specific Policies**

1. Continue to enforce floodplain regulations.
2. Encourage “low impact” development within the Village that can help reduce stormwater runoff and flooding.
3. Protect open vistas including views of Holy Hill and designated view corridors.
4. Consider pedestrian access and amenities (e.g., trails and sidewalks) as part of any housing development. This includes considering location choices for developments catering to seniors and families (children) that provide opportunities to walk to important destinations like schools, parks, and shopping.
5. Make green space an integral part of residential neighborhoods.

**Goal 2:** Maintain the market value of housing over time.

**Specific Policies**

1. Continue to enforce residential codes and ordinances to ensure that properties are well maintained.
2. Educate residents about the importance of property maintenance.

**Goal 3:** Encourage a variety of housing densities, consistent with the Village Code, to meet the needs of residents of varying incomes, ages, and lifestyle preferences and to support economic development.

**Specific Policies:**

1. Support existing county, private, and church efforts and consider new programs that provide needed assistance for elderly and disabled residents who wish to stay in their own homes.

| Implementation Activity   | Potential Funding | Champion/Partner                                      | Milestone Date |
|---|-------------------|---|----------------|
| Evaluate (through survey and Census Data) and monitor the need and appropriate location for alternative housing choices and support services for residents, including seniors.  | Village budget    | Planning & Zoning Administrator                       | 2015           |
| Review and possibly update existing development controls to encourage housing that is easily adaptable for seniors and residents with disabilities.   | Village budget    | Building Inspector<br>Planning & Zoning Administrator | 2016           |
| Create a new Planned Unit Development Zoning District to accommodate a blend of commercial, multiple and single-family development on a single property. This district would include performance standards, as opposed to strict setback requirements, to provide flexibility for developers interested in smaller properties with mixed housing types. | Village budget    | Plan Commission                                       | 2017           |

**Transportation**

**Transportation Vision**

In 2033, more residents than ever before take advantage of organized transit choices (including carpooling) to cost-effectively connect Richfield with nearby employment centers and entertainment choices. Trails and walkways are an integral part of the recreation and transportation network - providing connections between neighborhoods, neighboring communities, schools, parks, and the greater region. Personal vehicles remain the primary choice for transportation in the Village. Accordingly, a well-maintained system of neighborhood streets, Village and County roads and State highways provide for the safe and efficient transport of people and goods.



**Overarching Policies**

1. Provide a greater range of transportation choices (e.g., linkages), including quality roads, highways, sidewalks and trails to meet the diverse needs of the growing residential population.

2. Provide inspiring and well-maintained public streets in planned developments and hamlets.
3. Encourage transportation connections between developments (beyond just roads) to promote opportunities for walking, hiking, and biking through the community to enjoy the natural character of the Village.
4. Encourage the expansion of transportation choices for the elderly, disabled, and children (e.g., groups that cannot drive).
5. Discourage the development of roadways in environmentally sensitive areas such as wetlands, floodplains, scientific areas, and on soils with severe engineering limitations.
6. Schedule street improvements according to the analysis of existing physical street conditions, and Village budget capacities using a capital improvement plan and budget.
7. Direct future access points located along STH 164, STH 167 (Holy Hill Road), and STH 175 to intersecting public streets spaced at least 1,300 to 2,600 feet apart.
8. Whenever feasible, require new development to connect to the existing transportation system (e.g., connect between subdivisions).
9. Evaluate opportunities to establish bike routes whenever resurfacing or reconstructing a roadway.

**Goal 1:** Maintain and improve Village Roads in a timely and well-planned manner.

**Specific Policies**

1. Seek to increase local funds for road maintenance to support PASER recommendations.

| Implementation Activity   | Potential Funding | Champion/Partner                                 | Milestone Date |
|---|-------------------|--|----------------|
| In accordance with state law, using PASER, continue to update road ratings, as required.  | WisDOT            | Highway Superintendent                           | Continuous     |
| Use a Capital Improvements Plan, PASER results, traffic counts, and accident rates to coordinate and plan for annual roadway improvements and maintenance as well as other capital projects (e.g., municipal building upgrades, equipment purchases, etc.). | Village budget    | Village Administrator and Highway Superintendent | Annually       |

**Goal 2:** Develop a safe and accessible trail network through the Village of Richfield.

**Specific Policies**

1. To capitalize on its proximity to the Ice Age Trail, Richfield should encourage Washington County, the Town of Erin and the Wisconsin Department of Natural Resources to pursue trail connections between the Ice Age Trail and the planned Village of Richfield trails, where feasible and appropriate.
2. The Village should utilize volunteer labor (e.g., community groups, students, etc.) and donated materials to the greatest extent possible.
3. Integrate trail and bicycle way locations included on the *Transportation System Plan* on any *Official Map* developed by the Village.
4. Pursue grant funds to develop the recommended trail, sidewalk and bicycle way routes through the Village of Richfield.
5. Encourage developers to provide local trails within open space of conservation developments.

**Goal 3:** Support the long-term viability of area roads.

**Specific Policies**

1. Require larger highway use dedications along state and county highway right-of-ways, so if expansion is needed, space is available.
2. Ensure that developments along major roadways (e.g., STH 164, and STH 167) are not impacted by the traffic and noise.
3. Continue to support the efforts of law enforcement officials to achieve heightened enforcement for required stops and speed limits along area roads
4. Seek to install bypass lanes to accommodate the flow of traffic around left-turning vehicles accessing subdivisions located along Hillside Road and Hubertus Road and elsewhere as conditions warrant when needed at the time of reconstruction.

| Implementation Activity | Potential Funding | Champion/Partner | Milestone Date |
|-------------------------|-------------------|------------------|----------------|
|-------------------------|-------------------|------------------|----------------|

|   |                |                                 |      |
|---|----------------|---------------------------------|------|
| Incorporate development standards into the Village’s zoning code and land division regulations to ensure that development along state highway corridors can co-exist harmoniously with the traffic and noise associated with the roadway. | Village budget | Planning & Zoning Administrator | 2015 |
| Incorporate development standards into the Village’s zoning code and land division regulations to ensure that development along state highway corridors can co-exist harmoniously with the traffic and noise associated with the roadway. | Village budget | Planning & Zoning Administrator | 2015 |

**Goal 4:** Keep residents informed of transportation improvements.

| Implementation Activity   | Potential Funding | Champion/Partner        | Milestone Date |
|---|-------------------|-------------------------|----------------|
| Provide information about transportation improvements on the Village’s website, social media, and direct mailings which including work schedules and plans. | Village budget    | Public Works Supervisor | On going       |

**Goal 5:** Develop the transportation network in accordance with adopted land use plans, economic considerations, physical constraints, and community desires to meet local travel needs.

| Implementation Activity  | Potential Funding | Champion/Partner  | Milestone Date                       |
|--|-------------------|---|--------------------------------------|
| Develop an Official Map to plan for roadway extensions and improvements over time.   | Village budget    | Public Works Supervisor   | 2016                                 |
| Explore the desirability for an access management plan for Hubertus and Hillside Roads to ensure that these corridors function as local arterials through 2025.  | Village budget    | Public Works Supervisor<br>Planning & Zoning Administrator        | 2017                                 |
| Review the Transportation Network Map provided in this chapter every five (5) years to ensure that it accurately reflects changes indicated on the Village’s Official Map and current development plans. | Village budget    | Village Highway Superintendent<br>Planning & Zoning Administrator | To coincide with overall plan review |

**Goal 6:** Become an active partner in transportation improvements and planning in the Village and immediate vicinity by Washington County, WisDOT, and SEWRPC.

**Specific Policies**

1. Communicate and coordinate transportation improvements and plans with WisDOT, SEWRPC, and the Washington County Highway Department when appropriate.
2. Communicate and coordinate with WisDOT, SEWRPC, and the Washington County Highway Department regarding future improvements on STH 164 so that the needs and interests of the Village and its citizens are adequately met, and so that use and development of properties adjacent to that highway are consistent both with the improvements to the highway and the preservation of property values.
3. Coordinate with Washington County and WisDOT so when improvements/reconstruction of county or state roads are scheduled, appropriate consideration is given to the development of bike paths and trails in accordance with adopted plans.

| Implementation Activity  | Potential Funding | Champion/Partner                        | Milestone Date |
|--|-------------------|---|----------------|
| Provide copies of this plan and subsequent updates to WisDOT, SEWRPC, and Washington County.   | Village budget    | Village Planning & Zoning Administrator | As needed      |
| Coordinate with adjacent municipalities (ie: Town of Polk) and Washington County to upgrade planned county roads (e.g., Pioneer Road and STH 175) to accommodate additional local traffic as important area collector streets. | See Objective     | See Objective                           | Continuous     |

## Utilities & Community Facilities

### Utilities and Community Facilities Vision

In 2033, Richfield closely coordinates with Washington County, local school districts and nearby communities to ensure that residents have easy access to efficient services and quality facilities. Without jeopardizing public health and safety, the Village strives to ensure that property taxes are minimized by controlling debts, maintaining village equipment, carefully planning expenditures, and using volunteers whenever feasible. The Village has been able to reduce costs and improve efficiencies in services by entering into shared service agreements with neighboring communities. Richfield’s dedication has enabled the Village to offer a superior quality of living to residents.

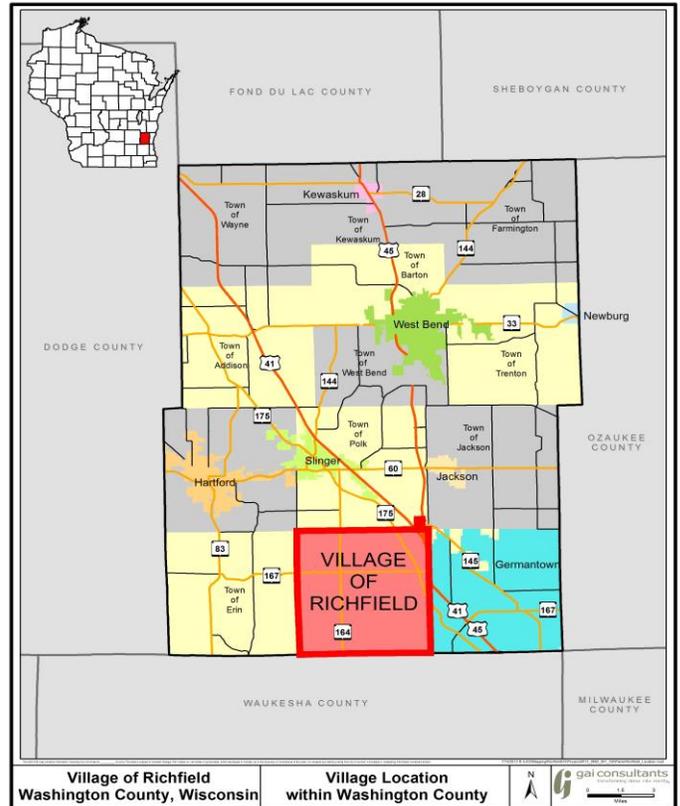
### Overarching Policies

1. Continue to require park dedication fees and where appropriate consider dedication of land for parks, preservation of environmentally sensitive areas and trails.
2. Locate park and open space throughout the community to ensure all neighborhoods have access to open space.
3. Encourage the involvement of citizens in the planning and improvement of Village parks.
4. Consider the year-round use of park and trail facilities to provide additional winter recreation choices in the Village.
5. Construct all new park facilities for handicapped accessibility. (This is required to maintain eligibility for matching park funds from the Department of Natural Resources.)
6. Seek to minimize Village staff by continuing to utilize private contractors to provide timely and cost effective services to Village residents and businesses.
7. Use the Village’s Official Map to reserve especially suitable areas for eventual parks, trails, and utilities.
8. Require developers to pay their “fair share,” through appropriate impact fees, for improvements needed to support new development requests.

**Goal 1:** Maintain abundant park, recreation and open space facilities in the Village that meet or exceed National Recreation and Park Association Standards.

### Specific Policies

1. Support the objectives outlined in the Village’s park and open space plan, including the establishment of additional community park facilities.



| Implementation Activity   | Potential Funding | Champion/Partner                | Milestone Date                    |
|---|-------------------|---------------------------------|-----------------------------------|
| Update the Village of Richfield Park and Open Space Plan as needed to maintain grant eligibility, and after major updates to this comprehensive plan. | WDNR<br>SEWRPC    | Planning & Zoning Administrator | 2013 and every 5 years thereafter |

**Goal 2:** Due to groundwater susceptibility to contamination ensure that growth and development respects the Village’s groundwater.

### Specific Policies

1. Continue to monitor groundwater quality and quantity.

| Implementation Activity   | Potential Funding               | Champion/Partner  | Milestone Date |
|---|---------------------------------|---|----------------|
| Partner with the Land Use Division of the Washington County Planning and Parks Department to educate residents about responsible septic system maintenance and the importance of groundwater quality. Such information can be included with annual tax bills, a periodic newsletter, cable channel broadcasts, or on the Village’s website. | Well Compensation Grant Program | Washington County   | 2014           |
| Develop ordinances to require the installation of groundwater test and observation wells (approximate cost \$2,000) to measure transivity (i.e., how fast water moves or how much can be pumped) and storivity (i.e., how much water can be stored) for each new subdivision development and for commercial and industrial development.     | Village budget                  | Village Administrator and Planning & Zoning Administrator   | 2015           |
| Conduct a comprehensive groundwater assessment study and well-monitoring program.   | Village budget                  | Planning & Zoning Administrator<br>& Consultant Hydrologist | Continuous     |

**Goal 3:** Ensure that new development is served by efficient, cost-effective utilities and community facilities within the Village’s capacity to provide such services.

**Specific Policies**

1. Continue to use a capital improvements program (CIP) as a central tool to implement this comprehensive plan. The CIP should help the Village plan for needed utilities and community facilities improvements, as well as transportation, and other improvements.
2. Continue to educate residents about available community facilities in the area through the Village’s website. Whenever feasible, format posted information so it can be easily printed by residents.
3. Involve service providers to the extent deemed appropriate in the review of development projects to ensure that adequate public services are available to meet the needs of the project.
4. Continue to pursue shared service opportunities when mutually beneficial (i.e., cost savings) to improve the efficiency and quality of utilities and community facilities. This may include shared services with local jurisdictions.
5. Encourage the development of communications infrastructure to support high-speed data transfer in areas planned for future commercial, industrial, and mixed-use development.

**Goal 4:** As the population grows, continue to ensure that Richfield is a safe community by meeting or exceeding recognized standards for public safety.

**Specific Policies**

1. When new subdivision, commercial, and industrial development requests are submitted to the Village, have the Richfield Volunteer Fire Company review the applications and provide recommendations with respect to fire systems needs as part of the site plan review process.

| Implementation Activity   | Potential Funding             | Champion/Partner                    | Milestone Date |
|---|-------------------------------|-------------------------------------|----------------|
| Develop new and upgrade existing facilities consistent with the 2004 Facilities Assessment.                       | State Trust Fund Loan Program | Refer to 2004 Facilities Assessment | 2016           |
| Develop communication technologies necessary for public safety (e.g., Amber alert, cellular communication, etc.). | State Trust Fund Loan Program | Refer to 2004 Facilities Assessment | Begin in 2014  |

**Agricultural, Natural, and Cultural Resources**

**Agricultural, Natural & Cultural Resources Vision**

In 2033, prime agricultural lands, woodlands, wetlands, lakes, rivers and other natural areas provide recreational opportunities and wildlife habitat. The Village’s farmland and natural areas maintain a link to Richfield’s rural agricultural past and serve as a buffer between undeveloped uses and residential and commercial areas. Panoramic vistas and scenic outlooks throughout the Village offer unobstructed views of Holy Hill, the Oconomowoc River, and the Milwaukee skyline. Residents enjoy access to many natural areas via a network of local and county trails. The Coney/Oconomowoc Nature Preserve is a cherished community asset providing hiking, skiing, and wildlife viewing opportunities while serving as a natural laboratory for local schools. Canoeing, kayaking, fishing, and hunting are common recreational pursuits. Access to a great variety of cultural facilities and historical resources enriches the lives of residents.



**Overarching Policies**

1. Preserve the most significant aspects of the natural resource base, that is, primary environmental corridors, which contribute to the maintenance of the ecological balance, natural beauty, and economic well being of the Village and environs.
2. Protect floodplains and other areas having severe soil restrictions from development through local ordinances.
3. Protect groundwater and develop programs to ensure the long-term viability of the aquifer as a source of potable water.
4. Encourage the proper handling of wastes and chemicals so that they produce a minimum effect upon ground and surface water.
5. Regulate the type of industrial development in the Village to minimize the chances of groundwater contamination.
6. Discourage development that will interfere with important natural resources, including area lakes and rivers.
7. Provide zoning that supports local family farm operations and small specialty farms to maintain agriculture as a part of the rural landscape.
8. Maintain the Village’s rural character by (1) limiting residential development to areas with soils that support foundations and septic systems, and (2) communicating with local farmers who want to sell their property about options available through land trusts and conservation development design techniques.
9. Support state and federal efforts to protect threatened and endangered species in the Village.
10. Protect wetlands by applying the Lowland Conservancy Zoning District to wetlands in the Village, and requiring wetlands to be preserved in the open space portions of conservation subdivisions.

**Goal 1:** Protect wetlands in the Village.

**Specific Policies**

1. Monitor the adequacy of state laws with respect to wetland protection.
2. Adopt local regulations to protect wetlands if state laws are not adequate.
3. Ensure that development and development-related activities minimize the impact wetlands.

| Implementation Activity   | Potential Funding | Champion/Partner                | Milestone Date |
|---|-------------------|---------------------------------|----------------|
| Evaluate the need for adopting setbacks to separate different types of development and development-related activities from wetland areas. | Village budget    | Planning & Zoning Administrator | 2015           |

**Goal 2:** Preserve the rural character and support the Village’s “Country Way of Life” mentality by maintaining open space, natural areas, and farmland.

| Implementation Activity  | Potential Funding | Champion/Partner                | Milestone Date |
|--|-------------------|---------------------------------|----------------|
| Using the <i>Future Land Use Map</i> as a guide, seek to direct residential and commercial development to certain areas, including those areas least suited for farming, with soils that support foundations and septic systems. | N/A               | Planning & Zoning Administrator | Continuous     |

**Goal 3:** Preserve and enhance wildlife habitat.

1. Encourage local landowners to pursue opportunities to protect their land by working with land trusts.
2. Solicit the input of the Wisconsin Department of Natural Resources during the review of development projects to better identify and protect wildlife habitats, when it makes sense, particularly those unique to the community.
3. Discourage fragmentation of wildlife habitat by encouraging development adjacent to existing development.

4. Continue efforts to establish a network of green corridors throughout the community to act as wildlife corridors. This effort should begin with areas protected through shoreland wetland zoning, open areas preserved in conservation-based subdivisions, and with the establishment of additional trails and greenways in accordance with the future land use maps.

| Implementation Activity   | Potential Funding              | Champion/Partner                | Milestone Date |
|---|--------------------------------|---------------------------------|----------------|
| Partner with local land trusts to protect wildlife habitat areas.   | River Protection Grant Program | Land Trusts<br>WDNR             | Continuous     |
| Seek to protect environmental corridors through proper zoning to help protect natural resources and plant and wildlife habitat. This effort will include a review of the recommendations of the SEWRPC Natural Areas Plan to help protect important plant and wildlife habitat areas. | N/A                            | Planning & Zoning Administrator | Continuous     |

**Goal 4:** Preserve and protect the historic resources of Richfield to promote the educational, cultural, and general welfare of village residents and provide for a more interesting, attractive, and vital community.

**Specific Policies**

1. Support the preservation of historic resources in the Village
2. Support the efforts of the Richfield Historical Society and other local preservation groups.
3. Promote Richfield’s unique parks and historic resources to attract new businesses and tourism.

| Implementation Activity  | Potential Funding        | Champion/Partner                                 | Milestone Date |
|--|--------------------------|--|----------------|
| Coordinate with the Richfield Historical Society to catalogue historic properties and locations in the Village. Share this information with the State of Wisconsin Architecture and History Inventory. | State Historical Society | Richfield Historical Society and Park Commission | 2016           |
| Evaluate the feasibility of and support for establishing a historic landmarks commission.  | Village budget           | Richfield Historical Society and Park Commission | 2015           |
| Distribute copies of community brochures throughout the community and at regional events (e.g., parade of homes, home shows, chamber of commerce, etc.).   | Village budget           | Richfield Historical Society and Village Staff   | Ongoing        |
| Advertise community events in regional newspapers and other print and digital media, and through the Wisconsin Department of Tourism.  | State Historical Society | Various groups                                   | Ongoing        |

**Goal 5:** Preserve and protect Richfield’s groundwater to ensure a long-term, viable source of potable water for current and future residents.

**Specific Policies**

1. Continue the ongoing program of monitoring groundwater levels in the Village.
2. Work with adjoining municipalities and Washington County on an overall strategy to protect the regional groundwater supply.

| Implementation Activity  | Potential Funding | Champion/Partner | Milestone Date |
|--|-------------------|------------------|----------------|
| Evaluate the feasibility of and need for adopting a requirement that developers would need to install a monitoring well(s) within residential development projects when deemed appropriate.                                  | Village budget    | Village Board    | 2016           |
| Identify those areas within the Village where susceptibility to groundwater contamination is highest and develop plans to ensure that land use within these areas occurs in a manner consistent with protecting groundwater. | Village budget    | Village Board    | 2016           |

|  |   |                       |      |
|--|---|-----------------------|------|
| Develop an information and education strategy aimed at providing Village residents with the tools to protect their potable water supply. | Wisconsin Environmental Education Board Grant | Village Administrator | 2016 |
|--|---|-----------------------|------|

**Goal 6:** Protect the quality of surface and groundwater in Richfield.

**Specific Policies**

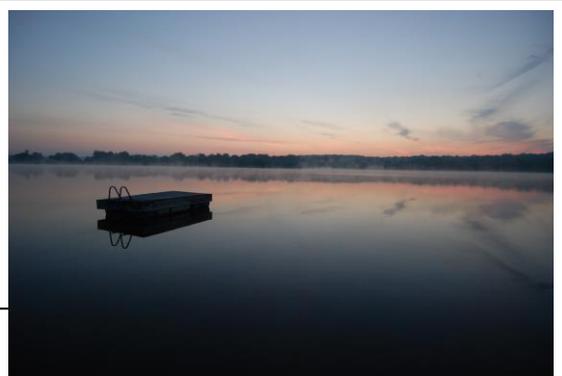
1. Create, maintain, and enhance natural buffers along streams.
2. Encourage farmers to use available manure management technologies.
3. Encourage residents to use rain gardens to encourage infiltration of storm water and recharge to groundwater.
4. Continue to encourage and where appropriate require cluster subdivisions due to their groundwater benefit associated with less developed land that requires less fertilized lawns and landscaping.
5. Support the efforts of the Wisconsin Department of Natural Resources and Washington County to ensure that local non-metallic mining operators adhere to the requirements of chapter NR 135.

| Implementation Activity   | Potential Funding                              | Champion/Partner  | Milestone Date |
|---|--|---|----------------|
| Support the efforts of Washington County to enforce stream and lake setback requirements by enforcing local zoning requirements and policies established in the Washington County Land and Water Resource Management Plan.  | WDNR Lake Classification and Protection Grants | Washington County & Planning & Zoning Administrator     | Continuous     |
| Work with Washington County and the Wisconsin DNR and DATCP to promote and help fund buffer strips along streams and the lakeshores.  | WDNR River Protection Grant Program            | Washington County & Planning & Zoning Administrator     | Continuous     |
| Educate residents about the importance of environmental corridors and support efforts by the Southeast Wisconsin Regional Planning Commission to identify and protect these areas.  | Wisconsin Environmental Education Board Grant  | Planning & Zoning Administrator                         | Continuous     |
| Coordinate with the Wisconsin Department of Natural Resources and Washington County Land and Water Conservation Department to complete an in-depth analysis of surface waters in the Village to understand changes in the quality and clarity of surface waters (including changes in fish counts). | Lake Planning Grant                            | Wisconsin DNR<br>Planning & Zoning Administrator        | 2020           |
| <ol style="list-style-type: none"> <li>a. Establish test sites for streams and lakes in Richfield.</li> <li>b. Annually monitor test site results and compare the results over each sequential 5-year period to track changes.</li> </ol>   | River Protection Grant                         |   |                |
| Coordinate with Washington County to educate homeowners on the need for proper maintenance of private well and onsite wastewater treatment systems, periodic testing of private well water, and planning for eventual well, pump or drain field replacements.                                       | Wisconsin Environmental Education Board Grant  | Washington County & Village Administrator               | Continuous     |
| Provide education materials to residents on the Village website, through Village newsletters and in a welcome packet related to proper well maintenance, septic maintenance, and other issues of local importance.  | Wisconsin Environmental Education Board Grant  | Village Administrator & Planning & Zoning Administrator | Continuous     |

**Economic Development**

**Economic Development Vision**

In 2033, Richfield is a bedroom community that supports its local businesses that cater to commuting residents. The Village relies primarily on residential acres to support its tax base. Economic development is in harmony with the Village’s natural environment and residential areas.



The Richfield Hamlet and STH 175 corridor accommodate a variety of small businesses, local services, and residential choices that have been carefully designed to co-exist with the residential character of the community. The USH 41/45 corridor provides an economic development district that supports the needs of the traveling public and locals and provides jobs for area residents.

Tourism has expanded based on the Village’s scenic character, recreational choices, and proximity to regional destination points. Visitors come to enjoy local parks, golf courses, lakes, trails, and the Kettle Moraine atmosphere.

**Overarching Policies**

1. Provide assistance to persons and organizations interested in developing new, or expanding existing, small businesses in the Village.
2. Enhance the historic character of the hamlet areas to enhance the attractiveness of the Village to customers and promote tourism.
3. Support local agriculture as an integral part of the Village’s economy.
4. Support the ultimate redevelopment of local non-metallic mining operations in accordance with the Future Land Use Maps.
5. Assist businesses through the development approval process.

**Goal 1:** Encourage local economic development opportunities that exist in harmony with the Village’s rural residential atmosphere.

**Specific Policies**

1. Build commercial development in the identified districts shown on the future land use maps.

| Implementation Activity  | Potential Funding  | Champion/Partner                | Milestone Date |
|--|--|---------------------------------|----------------|
| Revitalize the Village’s website to function more effectively as a targeted economic marketing tool (e.g., include a list of Village businesses and information from this plan with respect to visions, strengths, and the survey results).  | Joint Effort<br>Marketing<br>Destination<br>Marketing<br>Grant | Village staff                   | Continuous     |
| Create an economic development strategy, which would identify the market areas served by the different business areas shown on the future land use maps. The strategy should focus on ways to draw in residents and business owners alike, maintain the local market place, and current destinations within old hamlets as community focal points that are able to compete by offering a unique environment, products, and services than available nearby. | Village budget   | Village Administrator           | 2017           |
| Revitalize the zoning code with respect to the permitting of local non-metallic mining operations to include requirements for annual operation plans and permits to minimize impacts on nearby residential areas.  | Village budget   | Planning & Zoning Administrator | 2014           |
| Revise the home occupation ordinance to permit and promote appropriate home occupations while ensuring that they remain compatible with the residential character of the neighborhood in which they are located.   | Village budget   | Planning & Zoning Administrator | 2014           |

**Goal 2:** Collect the revenue needed to maintain and expand public infrastructure and services needed for economic development.

**Specific Policies**

1. Support improvements with state, county, and other agencies as needed to minimize duplication of services and increase efficiencies in services provided.
2. Evaluate the need and support for the establishment of tax increment financing districts on a case-by-case basis.

**Goal 3:** Revitalize the hamlet areas of Richfield and Hubertus to enhance their historic charm, mix of businesses, walkable amenities, and tourist potential.

**Specific Policies**

1. Support initiatives and other efforts encouraging Village residents to shop locally.
2. Support the historic design/character of Richfield and Hubertus by investing in needed lighting, signage, pedestrian amenities, plantings, and other improvements.

| Implementation Activity   | Potential Funding | Champion/Partner                                    | Milestone Date |
|---|-------------------|---|----------------|
| Work with WisDOT to ensure the character of Richfield is maintained as part of the highway reconstruction | Village budget    | Plan Commission and Planning & Zoning Administrator | 2014           |

**Goal 4:** Improve communication and coordination with local businesses to support the retention of local businesses and establishment of new small, local businesses.

| Implementation Activity  | Potential Funding | Champion/Partner                | Milestone Date |
|--|-------------------|---------------------------------|----------------|
| Encourage local business organizations to grow and proposer in order to promote the success of local business enterprises and to more effectively communicate their desires and expectations with the Village. | Village budget    | Planning & Zoning Administrator | Continuous     |

## Land Use

### Land Use Vision

In 2033, cluster and large-lot development approaches are widely used to accommodate single-family residential neighborhoods while preserving open space, natural areas, wildlife habitat, and some farmland in Richfield.

In addition to economic activity near USH 41/45 in the northeastern corner of the Village, local businesses are concentrated primarily within the Richfield Hamlet and along the STH 175 corridor. To a lesser extent, neighborhood businesses are also found in Hubertus, Plat, and Colgate, as well as the activity centers along STH 164. Other areas have retained their rural, low-density residential character with patches of farmland and woodlands, lakes and river corridors adding to the Village’s charm.



The Village relies on effective land-use ordinances (i.e. zoning, design and subdivision) to conserve the Village’s natural resources, promote quality residential development, and provide development options that are also sensitive to preservation of rural character.

### Overarching Policies

1. Review development proposals in accordance with this comprehensive plan, particularly to encourage conservation-based residential developments and to address the design and scale of non-residential uses.
2. Support energy efficient building and design practices when practical.
3. Direct residential development away from primary commercial development areas identified on the Future Land Use Maps to accommodate some commercial development to serve local residents and visitors, provide a stable tax base, and create local employment opportunities, with minimal impact on the Village’s quality residential neighborhoods.
4. Support business designs that respect the residential character of the community.
5. Support infrastructure improvements (e.g., walkways, trails, etc.) to improve the walkability of the hamlet areas and connections between residential developments when feasible.

**Goal 1:** Protect the Village’s abundant and high quality natural resource areas to maintain Richfield’s natural atmosphere and community character.

### Specific Policies

1. Support the use of, and require where appropriate, conservation subdivision design techniques to maintain open spaces, wildlife habitat, scenic vistas, and perhaps some farmland.

**Goal 2:** Provide effective tools to promote desired development patterns in the Village of Richfield.

| Implementation Activity   | Potential Funding | Champion/Partner                | Milestone Date |
|---|-------------------|---------------------------------|----------------|
| Maintain a zoning map that accurately reflects existing zoning districts.   | Village budget    | Planning & Zoning Administrator | Continuous     |
| Review and update the Village sign ordinance to more accurately reflect changes in sign technology and the need for different signage types (e.g., pedestrian oriented vs. highway oriented) in different areas of the community. | Village budget    | Planning & Zoning Administrator | 2014           |

|   |                |                                 |            |
|---|----------------|---------------------------------|------------|
| Develop connectivity standards within the subdivision and zoning ordinance to promote better connectivity through the community.  | Village budget | Planning & Zoning Administrator | 2014       |
| Update the official map to reflect the recommendations of this plan, particularly with respect to roadway improvements, parkland development, and trail development.  | Village budget | Planning & Zoning Administrator | Continuous |
| Create a design overlay ordinance, with specific standards for highway commercial, neighborhood activity center, industrial, lakeshore residential, and commercial and residential development. Illustrate this ordinance extensively to clarify desired development. | Village budget | Planning & Zoning Administrator | 2020       |

**Goal 3:** Create an accessible destination point for residents and visitors that offer basic goods, services, and residential choices.

| Implementation Activity  | Potential Funding | Champion/Partner                                | Milestone Date                            |
|--|-------------------|---|---|
| Seek to infill and expand the Richfield hamlet along with the connecting STH 175 corridor, so that it may serve as a community asset and focal point for quality mixed development using grants and private investment.  | Village budget    | Village Board & Planning & Zoning Administrator |   |
| <ul style="list-style-type: none"> <li>a. Coordinate with the County, WisDOT, and developers to pursue sidewalk development along STH 175 and CTH Q with links to parks, schools, post offices trails, and other destinations immediately adjacent to these corridors.</li> <li>b. Use illustrations from this plan, as well as additional renderings, to create a streetscape plan and development brochure to clearly describe the desired size, scale, and design of infill and redevelopment projects in the Richfield hamlets, as well as, the STH 175 corridor.</li> <li>c. Consider allowing the revitalization of the R-3 district to accommodate already existing mixed uses in the Hamlet Areas</li> </ul> |                   |   | <p>Continuous</p> <p>2021</p> <p>2022</p> |

## Intergovernmental Cooperation

### Intergovernmental Cooperation Vision

By 2033, intergovernmental cooperation efforts have enabled Richfield to establish partnerships with neighboring communities, state agencies, Washington County, and the school districts to provide coordinated, cost-effective services. Annexations have been avoided based on carefully planned Village development patterns that utilize local services and through boundary agreements that seek to protect the rural character of the Village.

### Overarching Policies

1. Continue to cooperate with all neighboring municipalities, Washington and Waukesha Counties, SEWRPC, state agencies, and school districts for mutual benefit.

**Goal 1:** Richfield will maintain and seek additional opportunities to improve communication with neighboring communities, the school districts, the WDNR, WisDOT, Washington County, SEWRPC, and other intergovernmental partners.

| Implementation Activity  | Potential Funding | Champion/Partner                | Milestone Date                |
|--|-------------------|---------------------------------|-------------------------------|
| Conduct intergovernmental meetings to review commercial, industrial, and residential developments on an as-needed basis. | Village budget    | Planning & Zoning Administrator | Continuous but only as needed |

**Goal 2:** Resolve annexation and boundary disputes in a mutually beneficial manner.

| Implementation Activity   | Potential Funding | Champion/Partner      | Milestone Date |
|---|-------------------|-----------------------|----------------|
| Consider opportunities for shared service agreements between the Village and neighboring municipalities to create efficiencies in our daily operations. | Village budget    | Village Administrator | Continuous     |

**Goal 3:** Seek new ways to coordinate and share community facilities and services with neighboring communities, the school districts, and Washington County.

**Specific Policies**

1. Consider opportunities when signing contracts with private companies to coordinate with neighboring communities and the school districts that need similar services (i.e., plowing, resurfacing, etc.) and then negotiate with the private company for a reduced cost based on the larger project volume.
2. Pursue opportunities to purchase expensive road maintenance equipment jointly with neighboring communities that can share the equipment in exchange for paying a portion of the purchase and maintenance costs.
3. Consider opportunities to lease existing Village equipment to generate revenue for the Village and avoid situations where neighboring communities and the school district own similar equipment that is underutilized.
4. Coordinate with surrounding communities, to consider snowplowing schedules that efficiently meet the needs of area residents. This may involve using Village equipment to plow portions of Village streets (and vice versa) to maximize efficiencies and minimize costs.
5. Encourage the school districts to collaborate in ways that will allow them to provide additional services to Village residents (e.g., expanded library hours, youth summer reading programs, opportunities for community use of classrooms as meeting spaces for seniors and community classes).
6. The Village, school districts, and other public and private entities should explore joint use agreements relating to recreational facilities to increase coordination so as to increase benefits and minimize capital and operational costs.

| Implementation Activity  | Potential Funding | Champion/Partner | Milestone Date |
|--|-------------------|------------------|----------------|
| Develop and adopt a coordinated traffic circulation and access plan along all of Richfield’s boundary road corridors based on the transportation network map and transportation plan map included in this plan and the plans of neighboring communities. | Village budget    | See objective    | 2019           |

**Implementation**

**Overarching Policies**

Use this comprehensive plan as an important tool in local decision making.

**Goal 1:** Ensure that the Village of Richfield comprehensive plan is an effective tool for making local land use decisions.

| Implementation Activity   | Potential Funding | Champion/Partner                | Milestone Date |
|---|-------------------|---------------------------------|----------------|
| Annually review the goals and objectives in the plan to assess implementation success and consider additional objectives.   | Village budget    | Planning & Zoning Administrator | Continuous     |
| As available, provide updated information to supplement the plan information (e.g., updated existing land use map, updated zoning map, updated transportation network map, groundwater study information, etc.) | Village budget    | Planning & Zoning Administrator | Continuous     |

**Goal 2:** Ensure that the Village of Richfield ordinances are effective tools for making land use decisions.

| Implementation Activity | Potential Funding | Champion/Partner | Milestone Date |
|-------------------------|-------------------|------------------|----------------|
|-------------------------|-------------------|------------------|----------------|

|   |                |  |            |
|---|----------------|--|------------|
| Update the zoning map based on a complete review of Village zoning approvals. The current zoning map is outdated and in some cases inaccurate.  | Village budget | Village Engineer<br>Planning & Zoning<br>Administrator | Continuous |
| Revise the subdivision regulations regarding phased development to promote orderly development of commercial and mixed-use areas in accordance with the future land use maps.   | Village budget | Planning & Zoning<br>Administrator                     | 2018       |
| Pursue the following amendments to the zoning code to clarify the ordinance requirements:   | Village budget | Planning & Zoning<br>Administrator                     | 2015       |
| <ul style="list-style-type: none"> <li>a. Revise the definition of <u>building</u> to ensure that it requires the structure to be constructed above grade.</li> <li>b. Provide a definition of <u>Principal Use</u>.</li> <li>c. Complete a critical review of the residential zoning districts to determine if they are all distinguishable and necessary or if there are opportunities to combine the districts. Several of the residential districts do not accommodate future development. That language needs to be made compatible with the accessory use provisions, home occupation provisions, and sign ordinance provisions of the Village’s ordinances.</li> <li>d. In the R-3 District revise the setback tables to address situations where a lot width is not consistent. Review the setback distances to ensure that they are consistent with Village needs.</li> <li>e. In the RS-1B District revise the setback table to be consistent with initial printing of the ordinance.</li> <li>f. Seek to clarify the differences between the light and heavy industrial zoning districts based on number of employees, building square footage and environmental (including groundwater) impact.</li> <li>g. Revise the commercial zoning districts to include a square footage standard (i.e., less than ___ square feet allowed by right, if larger conditional use approval required) to help ensure that new commercial development is consistent in scale with the rural, residential setting of the community.</li> <li>h. Revise the village’s zoning regulations to more clearly define where home occupations are permitted.</li> </ul> |                |  |            |

