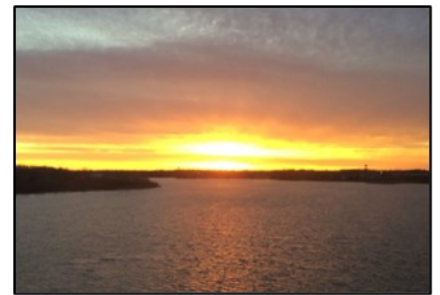


Town of Lawrence Comprehensive Plan

And Parks & Outdoor Recreation Plan

2024 Update



Adopted: September 13, 1993

Updated: May 22, 2000

January 23, 2006

March 14, 2016

September 9, 2024

Brown County Planning Commission

Planning and Land Services

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PO Box 23600

Green Bay, WI 54305-3600

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Town of Lawrence Comprehensive Plan and Parks & Outdoor Recreation Plan

Original Adoption: September 13, 1993
Updated: May 22, 2000
January 23, 2006
March 14, 2016
September 9, 2024

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Acknowledgments

The Town of Lawrence and Brown County Planning Commission would like to thank the following past and present Town of Lawrence community members, staff, committee members, and board members for their assistance in the completion of the Town of Lawrence Comprehensive Plan and Parks & Outdoor Recreation Plan:

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Chapter 1 - Issues and Opportunities

Introduction

The Town of Lawrence was founded in 1847 by Harvard graduate, businessman, and philanthropist Amos A. Lawrence. The Town is conveniently located along I-41 minutes from both Green Bay and the Fox Valley. Situated along the picturesque Fox River, the Town offers a blend of urban and rural lifestyles, with excellent neighborhoods, thriving businesses and stunning parks. Thanks to the continued development and expansion of municipal services, Lawrence has become one of the fastest growing municipalities in Brown County and the state of Wisconsin. The Town is served by two highly regarded school districts, West De Pere School District and Wrightstown School District.

Overall, the Town of Lawrence strives to provide a diversified work environment, a balanced housing stock and strong business environment for families, professionals, and individuals seeking a welcoming community.

Regional Context

Figure 1-1 shows the Town of Lawrence in relation to the rest of Brown County. The Town contains 15.99 square miles and is bordered by the City of De Pere, Village of Ashwaubenon, Village of Hobart, Town of Wrightstown, and Outagamie County. I-41 runs through the heart of the Town, providing easy access to the greater Green Bay metropolitan area to the north, and Appleton and the Fox Cities to the south.

Comprehensive Planning Process

Why Have a Comprehensive Plan?

Change in a community is inevitable. A comprehensive plan helps to guide change in the community as it occurs. While the comprehensive plan is a policy document, it also identifies current trends, challenges, and opportunities in a community, and provides a framework for proactively addressing and responding to issues and challenges facing a community. It helps guide elected officials to make informed decisions for the community, establishing new policies, and provides guidance for developers by identifying desirable locations for future developments and the preferred uses of those locations.

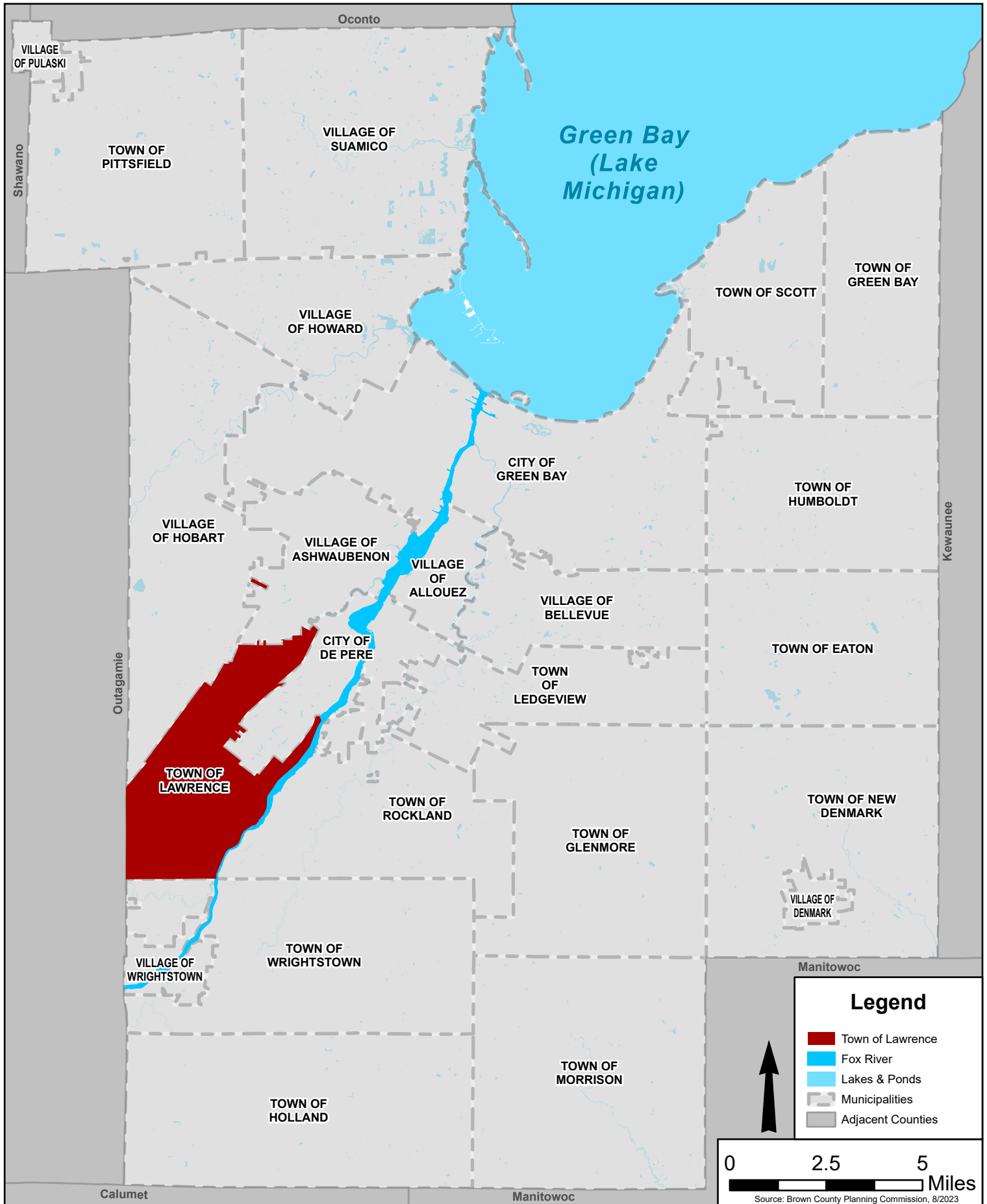
Elements of a Comprehensive Plan

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



Town of Lawrence Location

Figure 1-1



Legend

- Town of Lawrence
- Fox River
- Lakes & Ponds
- Municipalities
- Adjacent Counties

0 2.5 5 Miles

Source: Brown County Planning Commission, 8/2023

Under Wisconsin Statutes, ordinances adopted by The Town of Lawrence must be consistent with the Town's comprehensive plan. These ordinances include:

- ❖ Land Division and Subdivision Ordinance
- ❖ Zoning Ordinance
- ❖ Official maps such as the official zoning map

Key questions to consider and address through the comprehensive planning process include:

- ❖ What are the Town's conditions now?
- ❖ How did the Town get here?
- ❖ Where does the Town want to go?
- ❖ How does the Town get there?

Purpose of a Comprehensive Plan

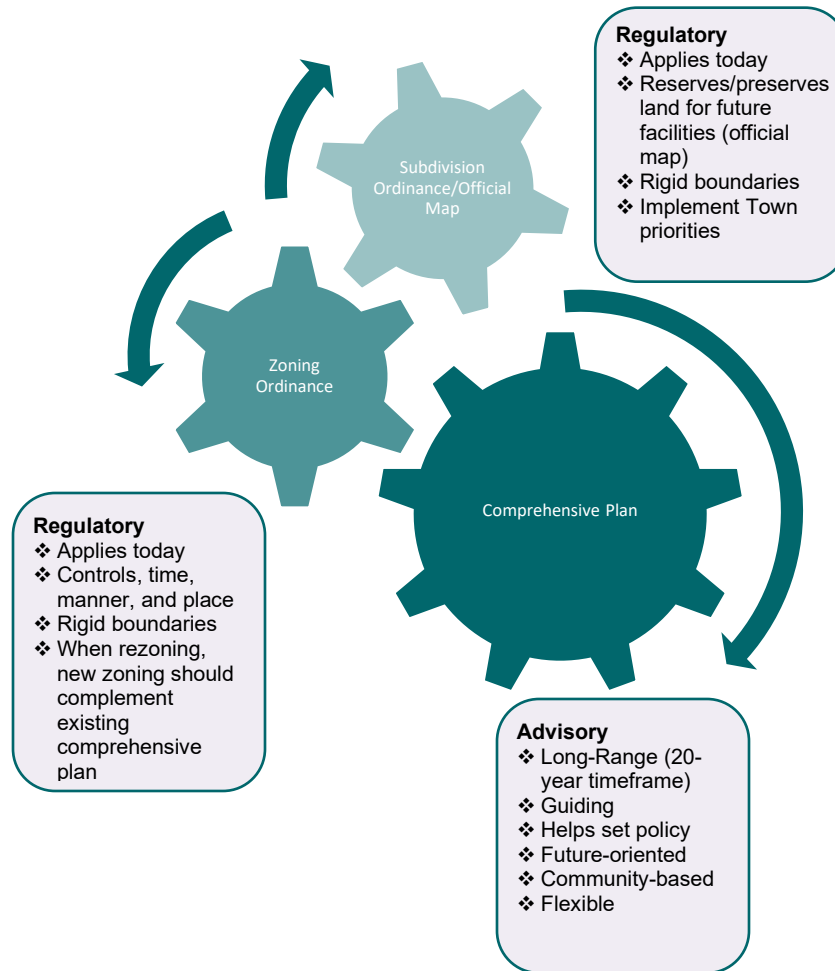
The planning process strives to answer the questions in the previous section using both qualitative and quantitative approaches. Qualitative approaches include incorporating feedback provided by residents at the Town visioning session and online interactive map, while quantitative approaches incorporate data to both identify and determine the extent of issues and challenges in the community, and to discern past trends in the community.

The plan incorporates the nine elements required by Wisconsin Statute 66 as outlined on page 8. Each element includes existing conditions, goals, objectives, and specific strategies and policy recommendations. While the comprehensive plan is broken down by elements, all of the elements are interrelated, and the goals, objectives, and strategies reflect the interrelatedness between elements.

Together, these elements will guide the Town of Lawrence as it continues to evolve and develop, providing guidance for Town staff, elected officials, developers, and residents to make decisions regarding current and future development in the Town. While a comprehensive plan is adopted by ordinance, the comprehensive plan itself is not an ordinance. Town staff and elected officials may use the comprehensive plan by:

- ❖ Referring to it to make informed policy and administrative decisions;
- ❖ Citing desired outcomes of the comprehensive plans when applying for state and federal grants for projects in the Town;
- ❖ Guiding the creation and revision of municipal ordinances (such as the zoning ordinance), and;
- ❖ Prioritizing infrastructure and facility improvements.

The graphic below summarizes how the comprehensive plan works in conjunction with Lawrence's zoning ordinance and subdivision ordinance/official map.



Public Outreach and Engagement

The development of the comprehensive plan update is heavily informed by feedback provided by Town residents. The top 10 issues and opportunities forming the basis of the comprehensive plan were informed by these comments. To collect input from residents, the following methods were used:

- ❖ Public visioning session
- ❖ Online questionnaire (same questionnaire used for the public visioning session)
- ❖ Follow-up survey to visioning session participants (mailed to those who requested a hard copy and made available online for those requesting a digital copy)
- ❖ Online interactive map
- ❖ Online comment form
- ❖ Advisory committee meetings

Results of Public Outreach Results

A public visioning session for the comprehensive plan update was held at Hemlock Creek Elementary School on March 7, 2023. 83 people attended the public visioning session. Additionally, 40 comments were submitted through the online questionnaire. The results from the visioning session and online questionnaire were combined and consolidated to identify 29 unique themes that were distributed to visioning session participants in a follow-up survey. Due to the number of ideas received and to keep the follow-up survey at a manageable level, unique ideas receiving three or more votes at the visioning session were considered. The unique ideas distributed in the follow-up survey were used to identify the Top 10 issues and opportunities that formulate the basis for this comprehensive plan update.

Guiding Issues for the Comprehensive Plan

A key outcome of the public outreach described in the previous section was to identify the top 10 issues. These issues encompass both existing issues facing the Town and the desired future of the Town residents would like to see. The top 10 issues frame the different elements of the comprehensive plan and shape the general vision for the future of the Town over the next 20 years.

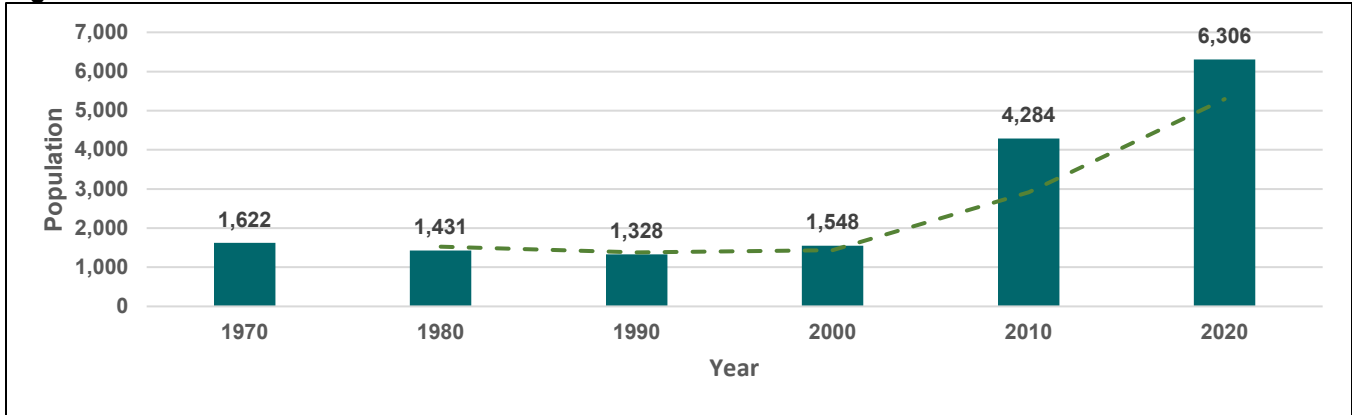
The top 10 issues are:

1. Attract more businesses to the Town such as restaurants, shops, and hotels to serve residents.
2. Keep small town/rural atmosphere and promote/attract small local businesses.
3. Control taxes and spending; maintain low property taxes.
4. Expand sidewalks, trails, and bike lanes to connect residential subdivisions to schools and parks; improve bicycle and pedestrian connectivity throughout the Town.
5. Protect natural resources (e.g. wooded areas) in the Town.
6. Increase the number of parks, park amenities, and nature conservancies in the Town; develop new recreational opportunities in the Town.
7. Encourage growth opportunities (land uses) in the Town that are orderly and compatible with existing land uses and neighborhoods.
8. Locate new industrial developments away from residential areas.
9. Build a Community Center/Public Pool/YMCA/Fitness Center.
10. Avoid higher density land uses such as apartment complexes, condos, etc., and require large lot sizes (greater than one acre) for residential areas.

Demographic Trends

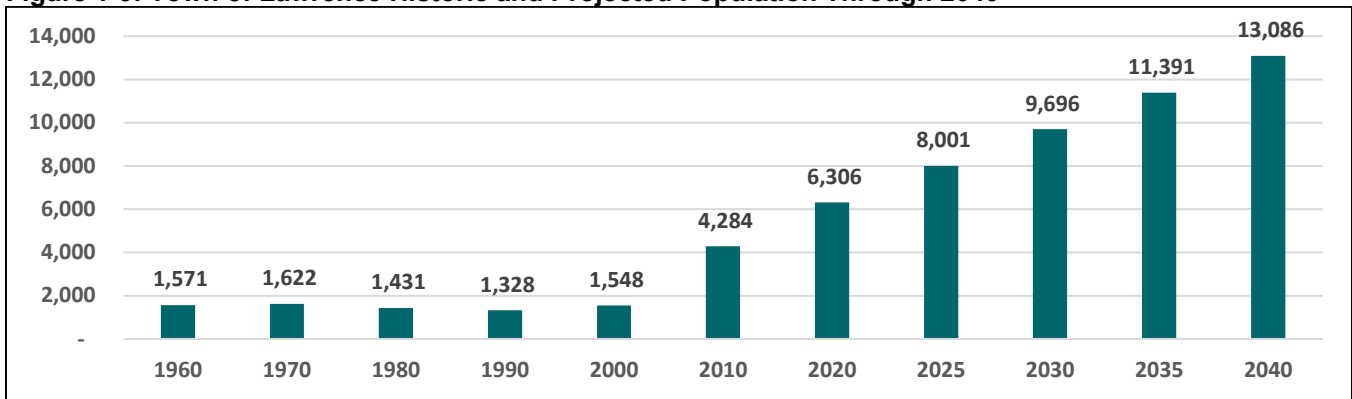
As previously noted, since the early 2000s, the Town of Lawrence has been one of the fastest growing communities in Brown County. As shown in Figure 1-2, the population of the Town has historically been in the low-to-mid 1,000s. Today, there are over 6,300 residents in the Town. Since 2000, the population of the Town has grown by 300%. The most rapid growth occurred between 2000 and 2010, when the Town grew by 177%; but growth was still robust between 2010 and 2020, growing nearly 50%. The Town's robust growth is expected to continue over the 20-year planning timeframe (Figure 1-3). While the population increases won't play out exactly as shown on Figure 1-3, the general trend of the Town continuing to experience rapid population growth is expected, and the Town should expect and prepare for the addition of thousands of new residents over the next 20 years.

Figure 1-2: Town of Lawrence Historic Growth Trend 1970 – 2020



Source: U.S. Census Bureau, 1970 – 2020 Decennial Censuses

Figure 1-3: Town of Lawrence Historic and Projected Population Through 2040



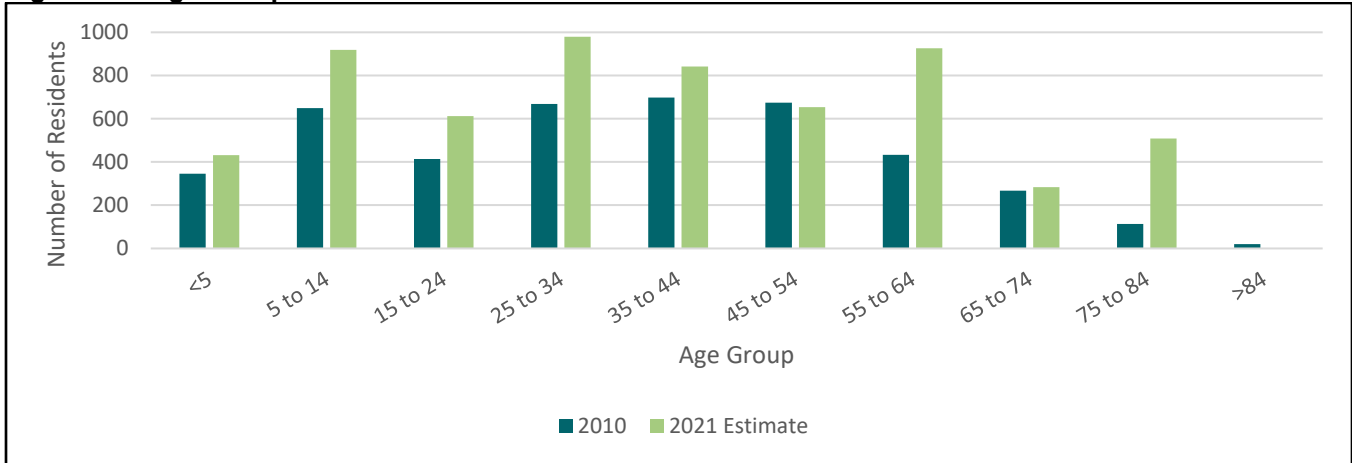
Source: U.S. Census Bureau 1970 – 2020 Decennial Censuses, Brown County Planning Commission 2040 Area Water Quality Plan

Age Distribution

Figure 1-4 below shows the age distribution for the Town of Lawrence and population change estimates between age groups from 2010 to 2021. The age group distribution estimate in 2021 is similar to the 2010 age group distribution. Most notably, is the significant population increase in the 55 to 64 age group, along with a sizable population increase of retirees. Another notable trend is the increase in 25 to 34-year-olds and a corresponding increase in children, suggesting that more young families with children are moving to Lawrence.

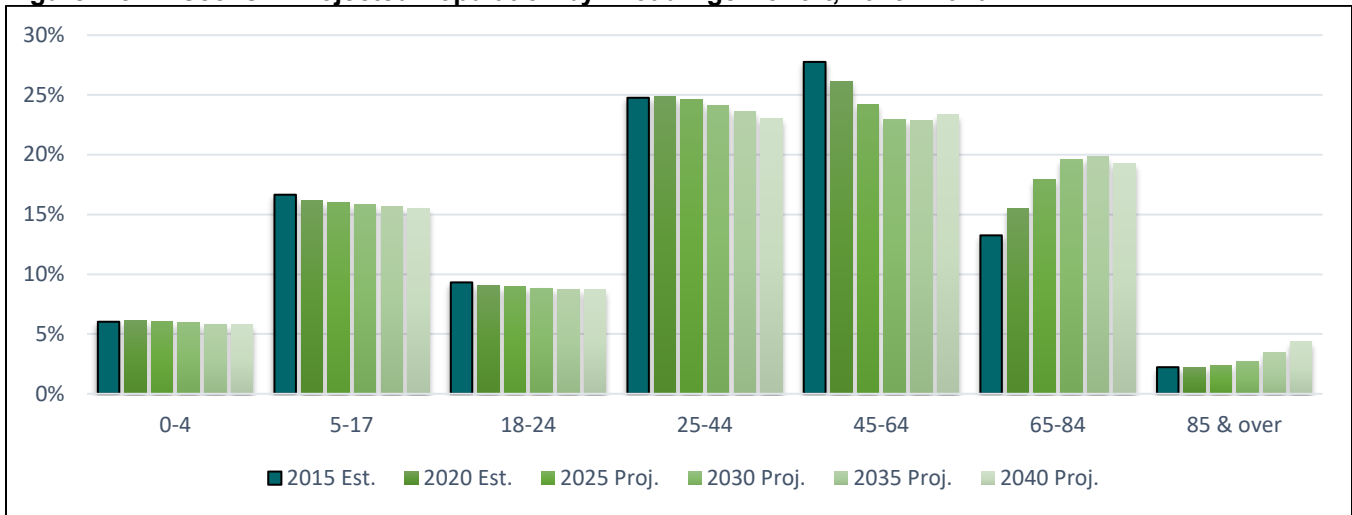
The age group trends in the Town of Lawrence differ significantly from the State of Wisconsin as a whole (Figure 1-5). Based on Wisconsin Department of Administration population projections for different age cohorts through 2040, it is anticipated that the State will continue to age, while the population 17 and younger is projected to continue to slowly decline. The increase in older residents is one area of consistency between Lawrence and Wisconsin age group distributions, and the Town will need to plan accordingly for older residents.

Figure 1-4: Age Group Distribution Between 2010 and 2021 in the Town of Lawrence



Source: U.S. Census Bureau, 2017-2021 American Community Survey 5-year Estimates

Figure 1-5: Wisconsin Projected Population by Broad Age Cohort, 2015 - 2040

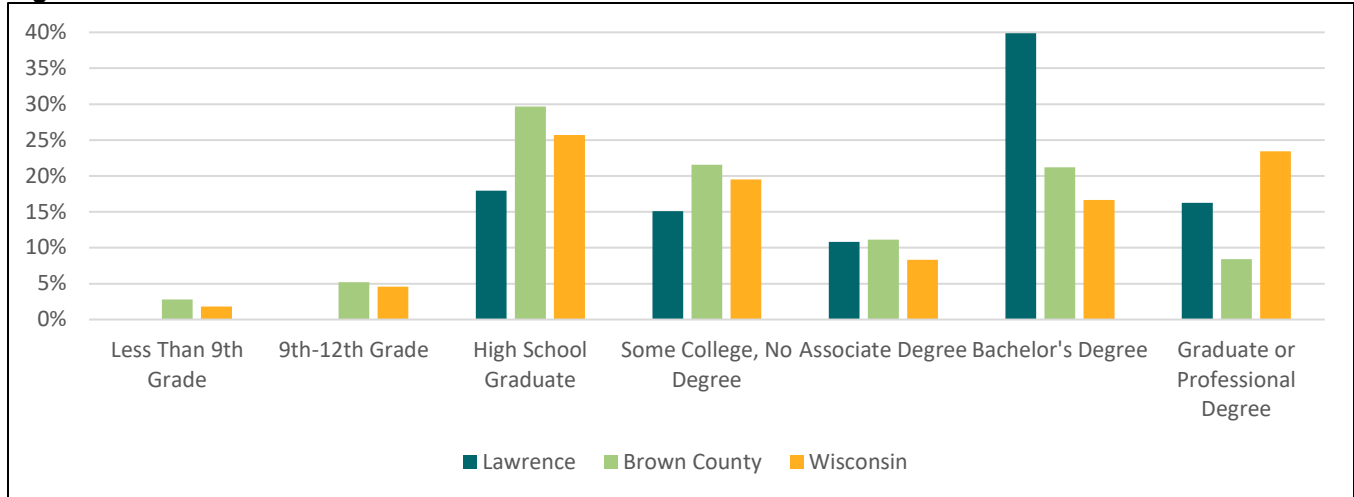


Source: Wisconsin Department of Administration – Demographic Services Center, “A Report on Projected State and County Populations and Households for the Period 2010-2040 and Municipal Populations, 2010-2040” October 2013, https://doa.wi.gov/DIR/FinalProjs2040_Publication.pdf

Education Levels

As shown in Figure 1-6, Lawrence residents have a much higher level of educational attainment compared to Brown County and the State of Wisconsin. More than half of Town residents have at least an associate degree, while approximately 40% have a Bachelor’s Degree. According to the U.S Bureau of Labor Statistics Current Population Survey (“Education pays, 2021,” *Career Outlook*, U.S. Bureau of Labor Statistics, May 2022.), higher educational attainment is directly correlated to lower unemployment rates and higher median income. In 2021, a person with a high school diploma had median weekly earnings of \$802 and an unemployment rate of 6.2 percent, while a person with a bachelor’s degree had median weekly earnings of \$1,334 and an unemployment rate of 3.5 percent. Advanced degrees such as Master’s, Professional, or Doctoral Degrees had even higher median weekly earnings and lower unemployment rates.

Figure 1-6: Education Attainment

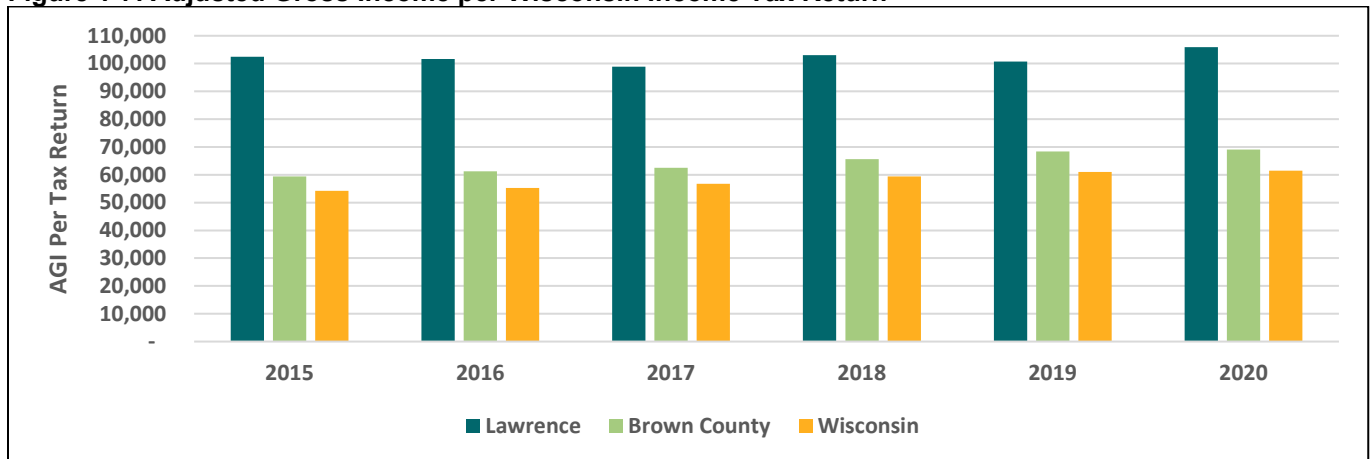


Source: U.S. Census Bureau American Community Survey 5-year Estimates 2017-2021.

Income Levels

Figure 1-7 shows the income ranges between the Town of Lawrence, Brown County, and Wisconsin. Consistent with Figure 1-6, the Town of Lawrence has considerably more high-income earners than Brown County and the State, and comparably fewer lower-income residents. More than half of Lawrence residents earn more than the Brown County median household income of \$68,799.

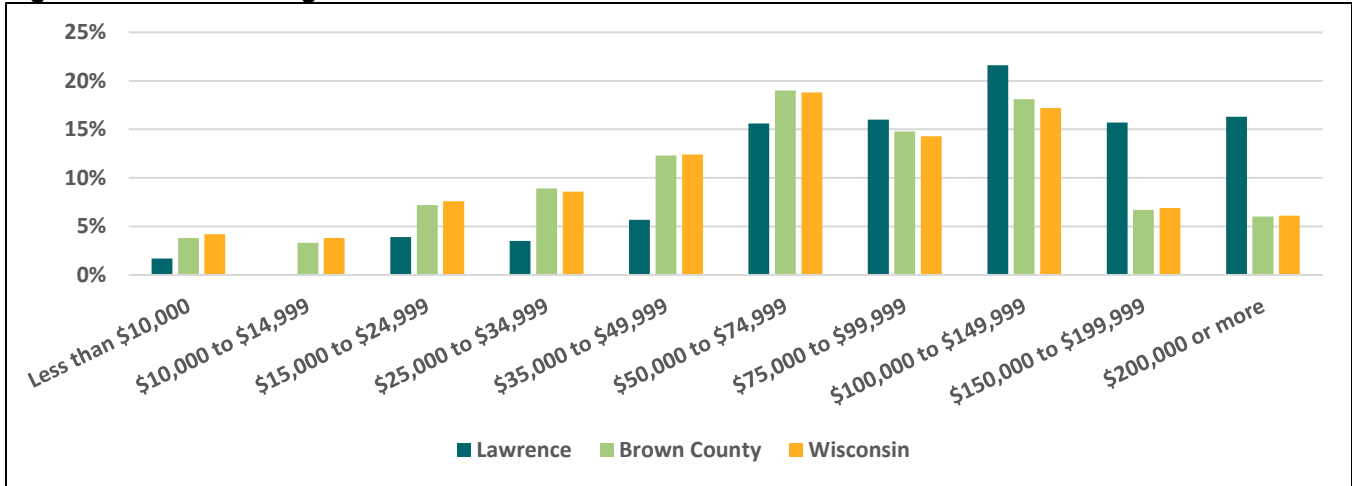
Figure 1-7: Adjusted Gross Income per Wisconsin Income Tax Return



Source: Wisconsin Department of Revenue, Adjusted Gross Income Per Return, 2015-2020.

Figure 1-8 shows the income ranges between the Town of Lawrence, Brown County, and Wisconsin. Consistent with Figure 1-7, the Town of Lawrence has considerably more high-income earners than Brown County and the State, and comparably fewer lower-income residents. More than half of Lawrence residents earn more than the Brown County median household income of \$68,799.

Figure 1-8: Income Ranges



Source: U.S. Census Bureau, 2017-2021 American Community Survey 5-year Estimates.

Employment Characteristics

Management, business, science, and art constitute the primary occupations for Lawrence residents as shown in Figure 1-9 below. This is much higher than the rest of the county and state. The primary occupation of Lawrence residents corresponds to the higher income ranges residents have compared to the rest of the county and state.

Figure 1-9: Town of Lawrence Employment by Occupation

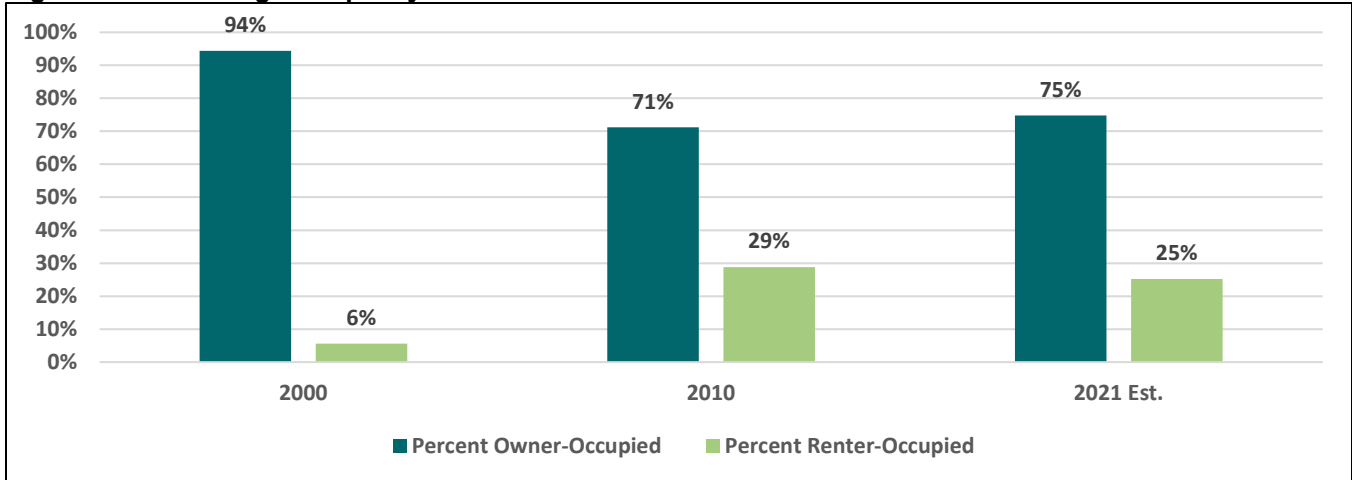
Label	Lawrence	Lawrence	Brown County	Brown County	Wisconsin	Wisconsin
	Estimate	Percentage	Estimate	Percentage	Estimate	Percentage
Management, business, science, and arts occupations:	2,181	64%	52,473	37%	1,145,124	38%
Service occupations:	531	15%	22,552	16%	479,062	16%
Sales and office occupations:	447	13%	30,081	21%	596,737	20%
Natural resources, construction, and maintenance occupations:	132	4%	11,081	8%	258,724	9%
Production, transportation, and material moving occupations:	141	4%	24,665	18%	534,965	18%

Source: U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates, Selected Economic Characteristics.

Housing Characteristics

Figure 1-10 shows the changes in housing characteristics since 2000 in Lawrence. As the graph shows, owner-occupied housing has declined since 2000. The most significant change was between 2000 and 2010, likely due to the effects of the 2008 housing crash and subsequent recession. Since 2010, the percentage of owner-occupied housing has rebounded only slightly. Over the 20-year timeline of this plan, owner-occupied housing will likely continue to be challenged due to nationwide challenges including a lack of housing supply, affordability, and generational shifts in the housing market.

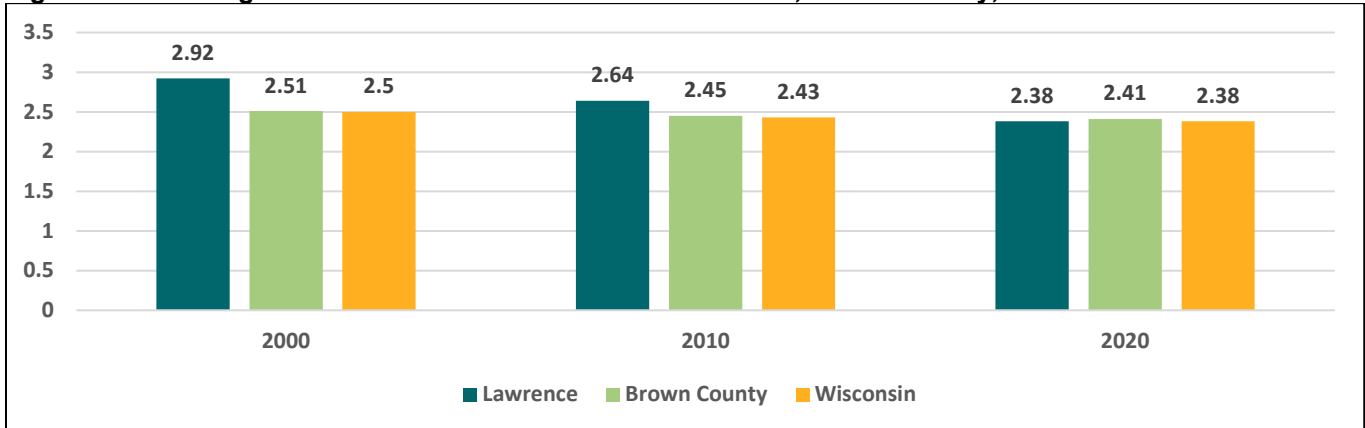
Figure 1-10: Housing Occupancy Trends in the Town of Lawrence 2000 - 2021



Source: U.S. Census Bureau, American Community Survey 5-year Estimates 2017 - 2021

Figure 1-11 compares the average household size in the Town of Lawrence, Brown County, and Wisconsin between 2000 and 2020. In 2000, the average household size was higher than the County and the state; however, across all three geographic levels, average household size has declined since 2000. This trend in the Town appears to be due, in part, to the increase in the number of older residents, which are less likely to have children in the household, and families having fewer children. Over the 20-year planning timeframe of this plan, it is anticipated the average household size in the Town of Lawrence will continue to mirror county, state, and national trends, and will continue to decline.

Figure 1-11: Average Household Size in the Town of Lawrence, Brown County, and Wisconsin 2000 - 2020



Source: U.S. Census Bureau, Decennial Census

Employment Forecasts

Current employment characteristics and trends are discussed in detail in the Economic Development Chapter of the comprehensive plan. However, the employment forecast section of this chapter sets the stage for later discussion regarding strengths and weaknesses of Town of Lawrence employment sectors.

The Metropolitan Area Outlook Report, produced by the Wisconsin Department of Revenue - Division of Research and Policy, is a quarterly report that discusses and compares current employment trends in the nation, state, and state metropolitan statistical areas, which includes the Green Bay Metropolitan Statistical Area (MSA). The report also projects future employment trends by metropolitan statistical areas based on local economic conditions and indicators.

The rate of economic growth in the Green Bay MSA (composed of Brown, Oconto, and Kewaunee Counties) has recovered from the COVID-19 pandemic, and employment levels are slightly higher than they were prior to the pandemic in 2019.

As of the September 2023 Wisconsin Metropolitan Area Outlook Report, it is expected that employment levels will begin to level out due to recovery from the COVID-19 pandemic, while employment rates are expected to see small declines in 2025. The Economic Development Chapter in the comprehensive plan provides additional data and analysis related to the Town of Lawrence local economy.

Population and Housing Forecasts

The Brown County Planning Commission prepared population projections for Brown County as part of the 2040 Brown County Area Water Quality Plan. The projections are combined with historic population trends in Figure 1-3. It is anticipated that the Town of Lawrence will continue to grow rapidly over the 20-year planning time frame of this comprehensive plan, likely adding several thousand new residents over the next 20 years.

Based on current population trends and forecasted trends, housing will be a key issue for the Town over the life of this plan. It is likely that thousands of new houses will be needed to accommodate the influx of new residents. Even with new housing constructed, it is expected that housing costs in the Town will continue to remain very high. Housing is examined in greater detail in Chapter 5 of this plan.

Summary for Issues and Opportunities

The basic demographics of the Town of Lawrence indicate the Town as a whole is a relatively wealthy, middle aged and well-educated community that can expect continued steady population growth over the next 25 years. Over the next 25 years, the Town of Lawrence is projected to add approximately 7,000 new residents, increasing the total population to over 13,000. New housing will be critical for the Town to accommodate the influx of new residents. The population growth is driven by many factors including the Town's proximity to two major metropolitan areas in the state, quality of life, safety, and quality schools.

Additionally, the Town is well positioned to compete for new businesses in the Town due to the presence of the interstate, large tracts of undeveloped land, the construction of the South Bridge Connector, and new infrastructure relative to other areas of the Green Bay Metropolitan Area. As this occurs, potential conflicts/concerns could arise. Concerns about industrial development and placement were brought up often during public outreach. The Land Use Chapter and Economic Development Chapter of this plan identify a variety of strategies, policy recommendations, and other actions the Town can take to address these concerns while still accommodating new development.

Although the strong population, employment, and housing growth in the Town of Lawrence will provide an opportunity to implement many of the policy objectives in the comprehensive plan, providing services to the growing population while protecting the areas unique natural resources in the face of development pressures must also be considered and planned.

Chapter 2: Land Use

Introduction

As presented in the Issues and Opportunities chapter, the Town of Lawrence grew at a rapid rate over the last 30 years, which has greatly altered the character of the community. The high rate of growth is projected to continue through the course of this Comprehensive Plan. Thus, it is extremely important that the Town of Lawrence set growth policies and standards to guide future development so that the plan goals and objectives are met. This section of the plan identifies the Town of Lawrence existing land uses, and based on the identified goals and objectives, this section also provides recommendations for the Town of Lawrence to implement to attain desired future land uses and patterns.

Goals and Objectives

Goal: The achievement of a quality living environment through a well-planned mix of compatible land uses, while preserving the integrity of the natural environment.

Objective: Enhance the Town of Lawrence's potential for quality growth and development without adversely affecting the existing services and facilities.

Objective: Develop an appropriate mix of land uses to provide for the present and future needs of the Town of Lawrence.

Objective: Encourage growth opportunities in the Town that are orderly and compatible with existing land uses and neighborhoods.

Objective: Protect and preserve natural resources for all future developments in the Town.

Objective: Increase the number of and access to parks, open space, and recreation opportunities for Town residents.

Existing Land Use

In order to plan for future land use and development in the Town of Lawrence, it is necessary to consider existing land uses and development trends. A land use inventory, which classifies different types of land use activities, is an important means of identifying current conditions. In addition, by comparing land use inventories from previous years, various trends can be discerned that are helpful in establishing the plan for future land use.

The Brown County Planning Commission conducts a county-wide land use inventory following the release of a new aerial photo. Land use inventories are also supplemented by land use inventories carried out for localized comprehensive planning efforts. For the Town of Lawrence, an updated land use inventory was completed using a combination of Brown County's 2020 aerial photo, Google Earth, parcel mapping, and address points by use. The existing land use inventory is summarized in Figure 2-1 and a map of existing land use in the Town is shown in Figure 2-2. The following sections provide a more detailed breakdown of existing land uses in the Town of Lawrence.

Figure 2-1: Town of Lawrence 2023 Land Use Acreage

Land Use	2014		2023		2014-2023 Percent Change
	Total Acres	Percent of Total	Total Acres	Percent of Total	
Single-Family	1,284.5	12.60%	1,607.04	15.69%	25.00%
Two-Family	22.2	0.22%	14.99	0.15%	-33.00%
Multi-Family	81.0	0.79%	110.02	1.07%	35.00%
Residential Land Under Development	66.3	0.65%	142.86	1.39%	114.00%
Vacant Residential Land	54.7	0.54%	53.79	0.53%	-2.00%
Total Residential	1,508.7	14.80%	1,929.26	18.83%	27.00%
Retail Sales	31	0.30%	38.50	0.38%	24.00%
Retail Services	75.3	0.74%	81.02	0.79%	7.00%
Office Parks	16.2	0.16%	16.17	0.16%	-1.00%
Vacant Commercial Land	14.4	0.14%	8.61	0.08%	-41.00%
Total Commercial	136.9	1.34%	144.30	1.41%	5.00%
Manufacturing	92.6	0.91%	112.33	1.10%	20.70%
Wholesaling	15.7	0.15%	2.85	0.03%	-81.94%
Extractive (Sand/Gravel Pits)	81.1	0.80%	81.05	0.79%	-0.57%
Storage	22.7	0.22%	45.69	0.45%	100.26%
Other	0	0.00%	0	0.00%	0.00%
Vacant Industrial Land	29.1	0.29%	4.56	0.04%	-84.41%
Total Industrial	241.2	2.37%	246.48	2.41%	1.67%
Streets and Highways	906.4	8.89%	1025.79	10.01%	12.60%
Other Motor Vehicle Related	0	0.00%	13.17	0.13%	0.00%
Railroads	56.1	0.55%	48.48	0.47%	-14.02%
Total Transportation	962.5	9.44%	1,087.44	10.61%	12.41%
Generation/Procession of Comm./Utilities	3.6	0.04%	3.87	0.04%	6.96%
Transmission of Communication/Utilities	3	0.03%	4.36	0.04%	44.60%
Waste Processing/Disposal/Recycling	3.9	0.04%	0	0.00%	-100.00%
Total Communication/Utilities	10.5	0.10%	8.23	0.08%	-22.01%
Administrative/Governmental Facilities	11.6	0.11%	1.82	0.03%	-82.00%
Safety Institutions/Facilities	0	0.00%	2.50	4.67%	0.00%
Educational Facilities	34.4	0.34%	32.55	0.32%	-5.85%
Health Institutions/Governmental Facilities	0	0.00%	0.53	0.01%	0.00%
Religious and Related Facilities	6.1	0.06%	16.66	0.16%	171.74%
Total Institutional/Governmental	52.1	0.51%	53.5	0.52%	2.17%

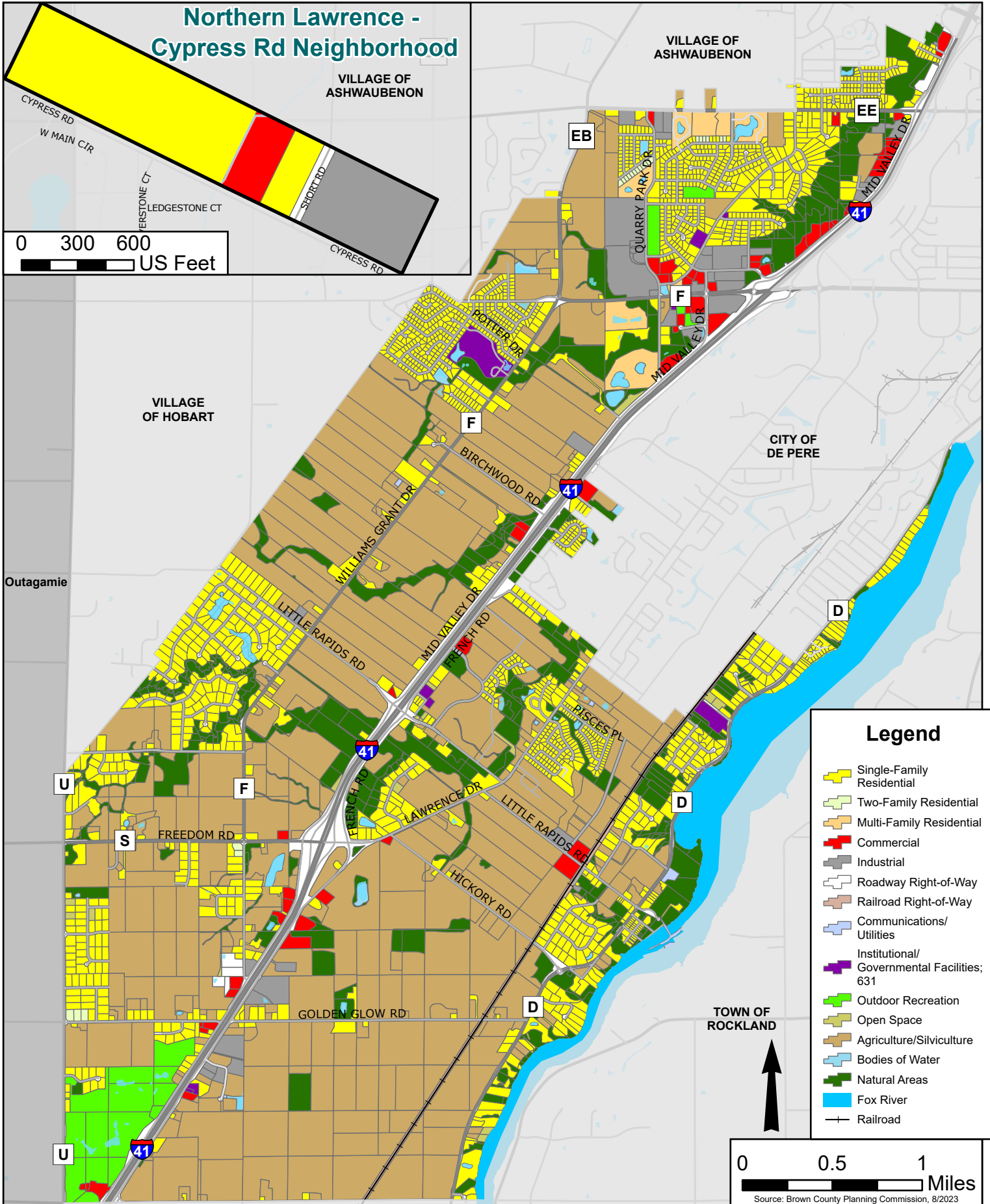
Campgrounds	2.6	0.03%	4.11	0.04%	57.28%
Parks/Parkways/Picnic Areas	19.1	0.19%	19.05	0.19%	-0.76%
Tennis Courts	0.2	0.00%	0.23	0.00%	14.42%
Athletic Fields	0.7	0.01%	3.09	0.03%	339.20%
Golf Courses/Driving Ranges	197.2	1.93%	196.09	1.91%	-1.06%
Total Outdoor Recreation	219.8	2.16%	222.57	2.17%	0.75%
Open Space/Cropland/Pasture	5,180.9	50.83%	4,850.78	47.35%	-6.84%
Agricultural Buildings	108.7	1.07%	127.48	1.24%	16.69%
Commercial Forests	0	0.00%	9.83	0.10%	0.00%
Total Agricultural	5,289.6	51.89%	4,988.09	48.69%	-6.18%
Water Features	470	4.6%	492.53	4.81%	4.27%
Locks and Dams	0	0.0%	0	0.00%	0.00%
Woodlands	917	9.0%	822.35	8.03%	-10.77%
Wetlands and Other Natural Areas	343.5	3.4%	250.07	2.44%	-27.57%
Natural Land Under Development	41.4	0.4%	0	0.00%	-100.00%
Total Natural Areas	1,771.9	17.38%	1,564.95	15.28%	-12.12%
Grand Total	10,193.2	100.00%	10,245.38	100.00%	N/A

Source: 2014 Land Use Inventory; 2023 Update. Totals may not add up to actual Town of Lawrence acreage and percentage due to rounding.



Existing Land Use

Figure 2-2



Residential Land Uses

Of the developed land uses, residential is the second most dominant category, behind agriculture. In 2023, the Town of Lawrence had 1,929.26 acres devoted to residential land use (27 percent of the total Town area), compared to 1,508.7 residential acres in 2014 (14.80 percent), a nearly 28 percent increase in residential land uses since 2014.

Single-family residential makes up most of the residential uses in the Town, with 85 percent of the overall housing stock inhabited by a single family per building. The remainder of the Town's residential land uses is comprised of multi-family dwellings and condominium units as a response to the growing and diversifying population in the Town of Lawrence.

The highest concentration of sewerred residential development is west of I-41, between Grant Street and Williams Grant Drive. Most homes in this area are suburban-style single-family residences with lots generally one-third to one-half acre in size. Condominium and duplex units have been developed in this area recently, helping to diversify a small percentage of the Town of Lawrence housing stock.

There are some subdivisions in the Town of Lawrence that rely on private onsite sewage disposal systems. These subdivisions are primarily located in the southern and central part of the Town of Lawrence. Lots in these subdivisions generally range from 1.5 to 4 acres in size. The lots in the Town of Lawrence with onsite systems are almost exclusively single-family homes.

Several factors help explain the increases in usage of lands for residential purposes. The downturn in the agricultural economy gave rise to the presence of developable land, and the location of the Town of Lawrence, adjacent to the Green Bay Metropolitan Area as well as on I-41 and connected to Appleton, makes for easy accessibility to public services, as most residents live in the Town of Lawrence, but commute to jobs outside the community. While more difficult to quantify, it is possible that some of the increase in residential uses are due to the COVID-19 pandemic and the subsequent rise in hybrid and remote work. As the Town of Lawrence continues to grow, further diversification in housing stock should be considered to account for continued changes in demographics and housing choice preferences.

Industrial Land Uses

The Town of Lawrence Business Park is located west of the interchange of I-41 and along Scheuring Road. This area experienced rapid development due to convenient access and visibility to I-41.

There are additional industrial properties, mostly along I-41 at French Road and south of Freedom Road, and also along American Boulevard. There is also a sand and gravel pit at the intersection of Scheuring Road and Quarry Park Drive, as well as various other industrial sites scattered throughout the Town of Lawrence.

Industrial land uses saw minor increases since 2014. In terms of acreage, existing industrial uses occupy 246.48 acres of land (2.41 percent) in the Town of Lawrence, compared to 241.2 acres (2.37 percent) in 2014.

Commercial Land Uses

Commercial land uses experienced modest growth, occupying 144.30 acres (1.41 percent) of land in the Town compared to 136.9 acres (1.34 percent) of land in 2014. The primary commercial areas, like industrial, are at the Town of Lawrence Business Park located west of the I-41 and Scheuring Road intersection. Additional locations are scattered along I-41 as well as on Little Rapids Road near the railroad crossing. Locations along I-41 are attractive for commercial and light industrial development due to visibility and access.

Transportation Land Uses

Transportation land uses include public streets, highways, trails, and railroads. Transportation land uses total 1087.44 acres (10.61 percent) in the Town, an increase of 127 acres since 2014. This increase can be largely attributed to new platted subdivisions in the Town. This acreage does not include the right-of-way for the South Bridge Connector. Streets and highways account for 94.3 percent of transportation land uses in the Town. The railroad right-of-way accounts for 4.5 percent and other motor vehicle land uses account for the remaining percent of transportation land uses.

Communications and Utilities Land Uses

Communications and utilities land uses occupy 8.23 acres of land, which is 0.08 percent of the Town of Lawrence acreage. This is a slight decline in acreage from 2014, when there were 10.5 acres of land. This difference is most likely due to the individual interpretation of staff conducting the inventory. The primary land use in this category is for waste disposal and recycling.

Institutional and Governmental Land Uses

Institutional and governmental land uses occupy 53.5 acres of land, which is 0.52 percent of all acreage in the Town. This is essentially unchanged from the 2014 land use inventory and likely reflects individual staff interpretation. The West De Pere School District acquired land at the intersection of Little Rapids Road and Lawrence Drive in anticipation of constructing a future elementary school on the site.

Outdoor Recreation Land Uses

Outdoor recreation land uses occupy 222.57 acres of land, which represents 2.17 percent of acreage in the Town. This is only a minor change over the acreage from the 2014 land use inventory. The largest outdoor recreational facility is the 196.09-acre Mid Vallee Golf Course located on Mid Valley Drive, south of Golden Glow Road. The remaining outdoor recreation uses include 19.5 acres of parks and picnic areas, a 4.11-acre portion of the Apple Creek Campgrounds on Mid Valley Drive, and 3.09 acres of athletic fields and tennis courts.

There are not many outdoor recreation areas in the Town of Lawrence. Please note that this category breaks out portions of areas that may be parts of a school district, so the acreage is not inappropriately counted twice.

Agricultural Land Uses

Agricultural land uses decrease as the Town continues to grow. In 2014, there were 5,289.6 acres of agricultural land in the Town; in 2023, the acreage has decreased to 4,988.09 acres. This is mostly due to the conversion of agricultural lands into residential uses.

Remaining agricultural parcels are becoming increasingly fragmented by new subdivisions and other developments throughout the Town of Lawrence. The largest area of contiguous agricultural land is located east of I-41 adjacent to Golden Glow Road at the southern end of the Town of Lawrence. Agricultural land totals are expected to continue to decrease as continued development continues to increase. Despite the ongoing loss in agricultural lands, it continues to make up the largest percentage (48.69 percent) of acreage in the Town.

Natural Areas Land Uses

Natural land use is the third highest land use category in the Town. One of the prime natural areas is the Fox River, which creates the easternmost border of the Town of Lawrence. Second, are woodlands, which are somewhat fragmented across the Town. Third are smaller waterway corridors, which may provide land-based trail opportunities and water-trail opportunities alike. Prime waterways include Apple Creek, Ashwaubenon Creek, Hemlock Creek, and various unnamed tributaries.

Natural areas comprise 1,564.95 acres in the Town, or 15.28 percent of acreage in the Town. This is a decrease of just over 200 acres from the 2014 land use inventory and is mostly due to natural areas being converted into residential uses. Of the 1,564.95 acres of natural areas in the Town, 492.53 acres are water features, mostly due to the Fox River. The increase in water feature acreage is due primarily to the installation of stormwater management ponds accompanying new subdivision developments.

Wetlands comprise 250.07 acres of land in the Town, or 2.44 percent of the Town's land use, down from 343.5 acres in 2014. Woodlands are 822.35 acres, or 8.03 percent of land uses in the Town, down from 917 acres in 2014.

Natural areas are a critical element of the rural character of the Town of Lawrence. Thus, an important consideration of this Comprehensive Plan is to seek ways to accommodate additional growth while still maintaining the woodlands and wetlands that remain.

Annexations

Annexations reduce the overall Town of Lawrence acreage in various land use categories. In recent years the number of annexations decreased and rarely occurs. The threat of annexations can be eliminated by establishing border agreements with neighboring villages and cities, or by incorporating as a village. The Town also can extend infrastructure to protect against annexations. The Town has existing border agreements with the City of De Pere, Village of Ashwaubenon, and Village of Hobart. While the Town does not currently share a border with the Village of Wrightstown, the Town should work with the Village to adopt an intergovernmental agreement that includes a border agreement if the Village boundary ever abuts the Town's boundary.

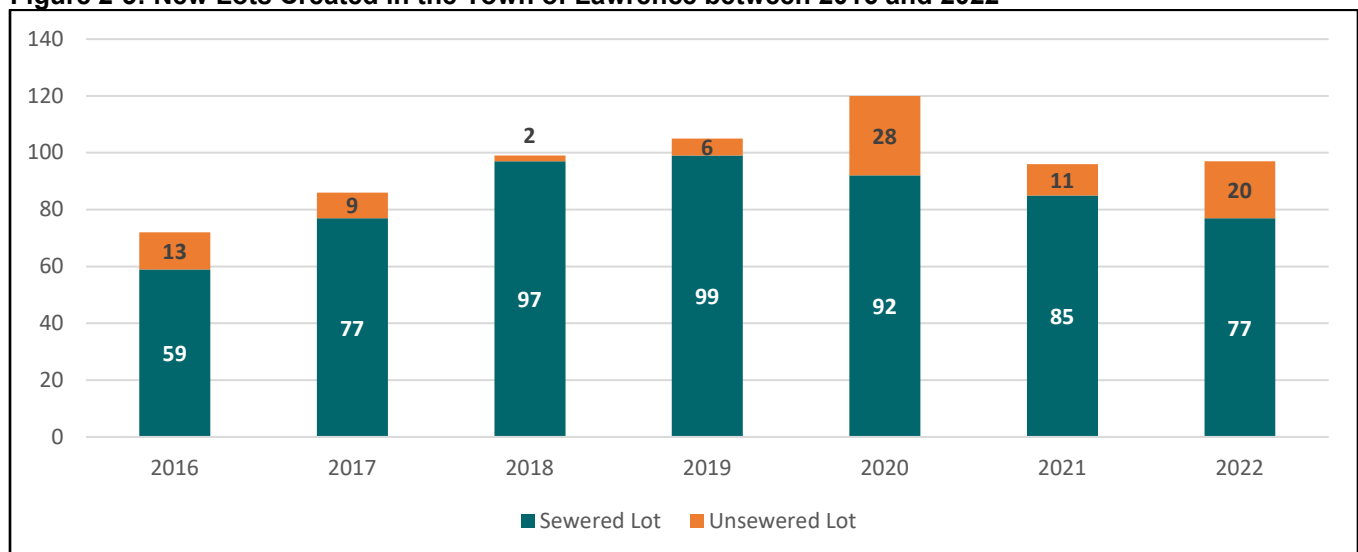
Land Use Trend Analysis

Land Use Trend Analysis

Supply and Demand

Figure 2-3 below shows the number of sewerred and unsewerred lots created in the Town of Lawrence annually from 2016 to 2022. Since 2016, the number of lots has increased this year, with a peak of 120 lots in 2020. Most of the lots have been created within the Town's sewer service area (75 percent or greater).

Figure 2-3: New Lots Created in the Town of Lawrence between 2016 and 2022

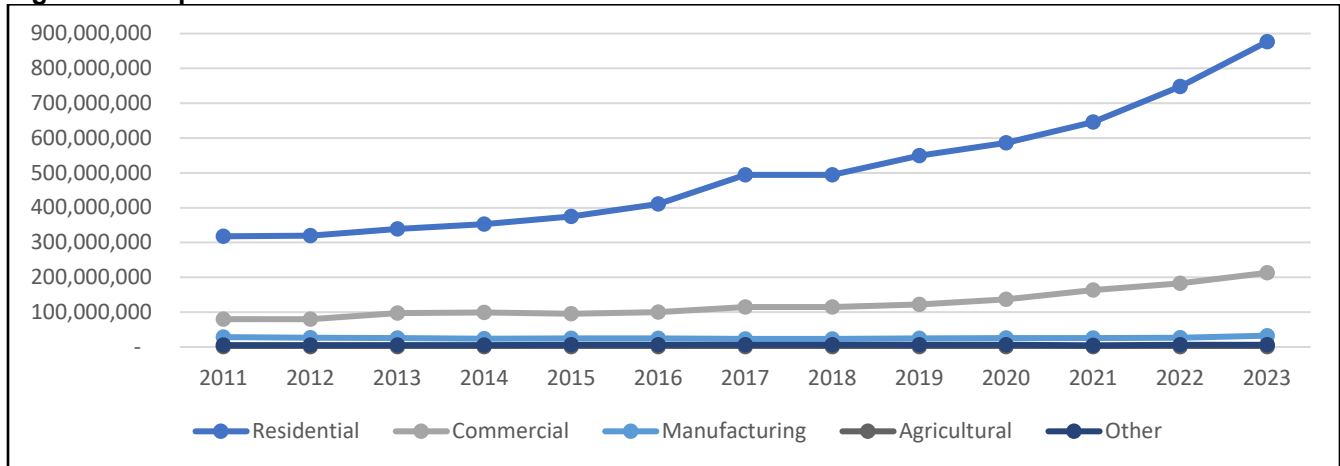


Source: Brown County Planning Commission

Land Prices

Figure 2-4 shows the total equalized land values for different development categories in the Town of Lawrence between 2011 and 2023. As the graph shows, residential values have nearly tripled since 2011 and have increased sharply since the onset of the COVID-19 pandemic in 2020. Commercial values have doubled and have also seen a significant increase since 2020. Manufacturing, agricultural, and other land uses have had largely stagnant values.

Figure 2-4: Equalized Land Values in the Town of Lawrence from 2011 to 2023



Source: Wisconsin Department of Revenue: Equalized Property Values. <https://www.revenue.wi.gov/Pages/SLF/EqualizedValue.aspx>. Accessed: 9/13/2023.

Opportunities for Redevelopment

While most of the development in the Town of Lawrence occurred within the past 10 years, sites along the I-41 corridor, the Business Park, and along the Fox River have the potential for infill and redevelopment opportunities. Identifying a downtown and creating a pedestrian-friendly downtown through traffic calming techniques, streetscaping, and demonstrating an overall Town investment can prove to be an effective first step of downtown revitalization, as has been seen in places such as the Broadway District in Green Bay and downtown De Pere. The scale of redevelopment projects may not be nearly as large in the Town of Lawrence as in De Pere or Green Bay, but both provide examples of how municipal investment in downtown streetscaping can provide an impetus for new private investment.

Traffic calming techniques and pedestrian amenities, including curb extensions, roundabouts, sidewalks, and narrower streets, can provide for a safer and more enjoyable pedestrian experience by slowing traffic. These changes have the potential to be the catalyst for an identifiable downtown. In addition to calming traffic, making the area more visually interesting through streetscaping techniques can include architectural streetlight fixtures, benches, planters, banners, and building façade improvements and enforced standards. These features make the Town of Lawrence more inviting for both residents and visitors to park their cars, walk around, and visit the local businesses.

There are many state programs that the Town of Lawrence can utilize in order to help fund improvements to the streetscape in developing urban areas. The programs are discussed in detail in the Implementation chapter.

Existing and Potential Land Use Conflicts

Agricultural and Residential Uses

The major land use conflict experienced by many suburbanizing communities is dealing with the sights, smells, and other activities that characterize active farming operations both within and adjacent to the Town of Lawrence. The Town should work with the remaining farmers to ensure that future development, either agricultural or residential,

does not negatively impact existing residents or farms. This can be accomplished through setting yearly facilitated meetings to discuss issues, such as farming and residential development, and to try to work toward a compromise or solution that both sides find agreeable. The Intergovernmental chapter provides additional policies and programs that the Town of Lawrence can utilize to help minimize or resolve conflicts among neighbors within the Town.

Industrial and Residential Uses

In recent years, conflicts between industrial and residential uses have grown. These conflicts do not necessarily exist between all industrial uses, but rather certain types of industrial uses that have been proposed in the Town. The conflict exists for many reasons including the scale of proposed industrial developments and the negative externalities associated with industrial development such as noise, truck traffic, and light pollution. While it is true that there are negative externalities associated with industrial developments, they provide benefits as well, such as employment for area residents, and a larger tax contribution. Tax contributions from industrial developments can help the Town generate significantly more revenue for funding and maintaining existing services, and adding new services such as parks and trails. The Town should balance the need for development while seeking to minimize the negative impacts to residents. Recommendations for achieving this balance are discussed in the recommendations section.

Sand/Gravel Pits and Residential Uses

An area of potential conflict is between the existing active sand/gravel pit operation and future residential development. Active pits with heavy truck traffic, blasting, and machinery operations are not typically compatible with residential development. Up to this point, some conflicts have been kept to a minimum, but due to the short distance between the active quarry on Scheuring Road and homes, problems may increase. As the Town of Lawrence continues to grow and expand, it should be aware of the existing quarry and ensure that developments (if not kept from locating near the quarry) provide adequate buffers and notification to potential homeowners that there is an active quarry located nearby. Also, new sand or gravel pit operators should be aware of the increasing residential nature of the Town and make every attempt possible to locate new operations away from existing development.

Airport and Residential Uses

An area of potential conflict is between the existing Austin Straubel International Airport and developing residential areas located in the northwestern portions of the Town of Lawrence. Airport Zoning District B reaches Packerland Drive and Scheuring Road. Airport Zoning District C reaches as far as South Ridge Road. Each zoning district has noise and height restrictions that may impact residential development and desirability to live in those locations due to airport noises. A potential extension of the runways at the airport could extend the zoning districts further to the south.

General Land Use Compatibility

As the Town of Lawrence continues to develop, it needs to ensure that new land uses are compatible with each other. Many uses, such as neighborhood commercial, institutional, recreational, and different housing types, should be integrated into new residential developments so long as they are designed to a scale and architecture that is compatible with a residential neighborhood. However, some uses, such as industries with heavy semi-trailer traffic, noise, or odors and "supercenter" retail, are typically not compatible with residential developments and should be sited in appropriate locations, such as the business park on Scheuring Road or at other locations with easy access to I-41. Keeping an awareness of potential conflicts and implementing a plan to resolve them before they arise is a critical part of proactive comprehensive planning.

20-Year Projections in 5-Year Increments and Trends

The State of Wisconsin Comprehensive Planning Law requires communities to project future land use needs for residential, commercial, industrial, and agricultural lands for a 20-year period in 5-year increments. To estimate how

much land the Town of Lawrence may need to continue to grow at its current rate, the land use inventories for 2014, and 2023 were first compared.

Figure 2-5 below shows the comparison in land use changes that provide the historical context and baseline for preparing the 20-year land use projections.

Figure 2-5: 20-Year Land Use Projections in Five-Year Increments

Land Use	Year				
	2023	2025	2030	2035	2040
Residential	1,929.26 Acres	2,183.75 Acres	2,360.02 Acres	2,536.29 Acres	2,712.56 Acres
Commercial	144.3 Acres	154.40 Acres	165.21 Acres	176.77 Acres	189.15 Acres
Industrial	246.48 Acres	278.52 Acres	314.73 Acres	355.65 Acres	401.88 Acres
Agricultural	4,988.09 Acres	It is expected that agricultural land uses within the Town will continue to decrease as they are converted to other uses.			

Source: Brown County Planning Commission

Residential Projection Trends

The Town's population is projected to double by 2040, from 6,306 residents in 2020, to approximately 13,000 residents in 2040. While thousands of new residents are anticipated to reside in Lawrence, the average household size is expected to continue to decline. The average household size of 2.38 in 2020 is used with the projected numeric population increase to estimate the number of new homes needed to accommodate future growth. The estimated land needed to accommodate new residents is based on single-family developments, using the minimum lot size required for sewerer lots and unsewered lots. The minimum lot size for sewerer lots is 12,000 square feet (0.275 acres) and the minimum required for a non-sewered lot is 65,340 square feet (1.5 acres).

The Town of Lawrence will focus on a 90% sewerer development criteria for all new subdivision lots (rather than 75 percent/25 percent used by towns that are not as close to urbanizing areas). There is a need for 705 acres of additional sewerer residential development and 294 acres of additional unsewered residential development by the year 2040. The total of 928.84 residential acres would need to increase significantly if a number of additional unsewered residential developments were unnecessarily allowed.

Commercial and Industrial Projection Trends

Based on the results of the 2023 land use inventory, it was found that there are approximately 0.07 acres of commercial land for every acre of residential area. Based on this ratio, the Town may need approximately 45 additional acres of commercial land.

For industrial uses, there are approximately 0.13 acres of industrial uses for every acre of residential uses. Based on this ratio, the Town may need 155 acres of land to meet future needs.

Agricultural Projection Trends

Due to the Town's rapid growth, agricultural land has and will continue to be the primary land use converted to new residential, commercial, and industrial uses. It is expected that the amount of land under agricultural production will decline over the 20-year timeframe commensurate with new residential, commercial, and industrial development.

Sewer and Water Expansion Areas

The sewer and water expansion areas identify where services, such as sewer and water, currently exist, where extensions of the services are planned, and where expansions can be most cost-effectively extended when warranted by development pressures, while staying consistent with the direction provided by the State of Wisconsin's Comprehensive Planning Law. Expansion areas are not intended to be growth boundaries. Rather, they indicate where the Town of Lawrence is planning for the extension of public utilities and services based upon

sound planning through the promotion of the efficient, logical Town growth instead of far more costly and inefficient “hop-scotch” development patterns. Identifying where and when the Town of Lawrence is intending to extend public utilities and services in conjunction with the projected growth of the community and the 2040 Brown County Area Water Quality Plan, shows all parties are involved with the Town’s intended development pattern, thereby providing additional information to property owners who can then make more informed decisions regarding future utilization of their land.

A sufficient supply of vacant lands that can be provided with public services should be maintained to allow for continued orderly sewer and water growth. The supply should be based on the projected growth for the expansion areas but should also be flexible enough to allow for market conditions.

Properties that can be more easily serviced and that are more strategically located in relation to existing municipal services should be a top priority for sewered development. Unsewered development should be strongly discouraged within the 5-year service increments, rather than allowing unsewered development for a relatively short amount of time and then trying to retrofit these areas with public sewer and water when these services are available. Extending public sanitary sewer and water service into areas with existing development is politically very difficult and economically quite expensive. Existing residents are oftentimes reluctant to expend money for public sewer and water service when they have existing systems that, in their estimations, work adequately. In addition, the lot sizes and widths of such developments are typically much larger in unsewered areas than in sewered situations. Buildings are oftentimes set back much farther from the road in non-sewered situations, creating higher costs to homeowners when converting to public sewer and water service because of the need for more lineal footage for lateral connections to the homes. Future street designs are often out of skew because of the different lot sizes required for unsewered versus sewered lots.

Because public sewer and water will be extended in a relatively short period of time to many parts of the Town of Lawrence, new unsewered development should not be permitted inside of the areas proposed for future sewer service. For those areas outside the existing and proposed sewer service areas, the Town of Lawrence should carefully review and consider the future impact any proposed new unsewered development may have on the efficient and logical extension of public sewer and water. If new unsewered lots are allowed, the road frontage and depth to the new structure should be minimized, and the septic field should be located in a way to enable the cost-effective provision of public sewer and water when they become available.

Sewer Service Amendments

To account for unexpected growth and other Town of Lawrence opportunities, the service areas and, therefore, the plan may be amended if consistent with the goals, objectives, and intent of the plan. Because there is a local plan amendment process to go through, it gives the Town of Lawrence a chance to determine whether the action is consistent with the plan before making a large public investment in the extension of utilities and services. The amendment process also gives the property owner and/or developer an indication of whether utilities and services will be extended before making a large private investment outlay.

Consistency with the Brown County Area Water Quality Plan

It is important for the Town of Lawrence to keep in mind that the future service area does not take the place of the sewer service areas identified in the Brown County Area Water Quality Plan. The proposed sewer service areas identify where the Town of Lawrence is planning to extend sewer and water services over the next 20 years along with an associated timeline, while the sewer service area is a regulatory tool under Wisconsin Administrative Code NR121. As the Town of Lawrence looks to expand its sewer service area, it must have a corresponding amount of new development to enable the expansion to occur in a manner consistent with the policies set forth in the Brown County Area Water Quality Plan. To facilitate sewer service boundary amendments consistent more smoothly with the proposed sewer service areas, the Town of Lawrence should maintain a running tally of the acres of new development that have occurred in the sewer service area since the Area Water Quality Plan was developed.

Future Land Use Recommendations

The Town of Lawrence growth should be orderly and cost-effective, while making maximum use of existing and planned services. For instance, the plan recommends that the area most easily serviced by municipal sewer and water should develop first and that infill areas and areas contiguous to existing development should be given priority before other more costly areas are developed.

Future development decisions should also be integrated with the other elements and recommendations of the comprehensive plan, which include utilities and infrastructure, transportation, community facilities, and natural resources. To be effective, the recommendations for future land use must be consistent with the recommendations for other aspects of the plan, such as the location and timing of new public utilities or future streets.

Although it may be assumed that conventional subdivision activity will continue in the Town of Lawrence, the strict separation of compatible uses should be minimized. The Town development policies should focus more on mixing and joining compatible land uses rather than the conventional method of separating residential, commercial, and other land uses from one another. For example, the Plan's residential recommendations encourage the development of neighborhoods that include mixed housing types rather than single-use residential subdivisions as well as mixed use commercial and residential developments.

The idea of creating diverse neighborhoods rather than stand-alone single-use developments is a common theme throughout the Future Land Use section of this chapter. Figure 2-6 shows the future land use plan for the Town of Lawrence.

Sewered Residential Areas

As discussed in the proposed sewer service area section of this chapter, the northern half of the Town of Lawrence is planned to eventually be served by public sewer and water. The ability to expand infrastructure to accommodate new sewer service expansions with NEW Water (GBMSD) is available. Therefore, permitting unsewered development in these areas will not be in the Town of Lawrence's best interest. Therefore, the Town should not permit new unsewered development within the existing and proposed sewer service areas because retrofitting unsewered development to public sewer lines is oftentimes politically difficult and expensive for the homeowner. Additionally, the more residents who choose to live in unsewered developments results in fewer potential sewered customers who are available to help defray the costs of the existing public sewer and water system. Therefore, the Town should take care when determining where the development of unsewered lots will be allowed so that the Town does not interrupt the logical, efficient extension of public utilities consistent with the proposed sewer service areas.

The Town should maintain smaller sewered lots as identified in the zoning ordinance. Additional smaller lot developments should be considered with contiguous preserved greenspace areas including such features as scenic vistas, upland woodlands, and cultural features, in addition to unbuildable areas.

To help maintain the Town of Lawrence's rural feel when the area is rapidly developing, conservation subdivisions should be encouraged in those parts of the Town where there may be future trail connections or where there are critical environmental features that the Town wishes to maintain in the Parks & Outdoor Recreation Plan section of this plan. Conservation subdivisions should take advantage of the hills and ravines along waterways, as well as near woodlands, wetlands, and floodplains such as near the Fox River on the Town's east border.

As much as possible, future sewered residential development in Lawrence should be based upon the concept of neighborhoods. A neighborhood should be more than just a housing development by itself. It should include recreational uses, such as a neighborhood park, institutional uses, such as churches or schools, and neighborhood commercial uses that provide goods and services geared primarily for the surrounding residents. The recommendations for future land use within the Town emphasize characteristics that can help make any neighborhood walkable, livable, and varied. In addition to the concepts discussed in this chapter, the review of future development proposals should consider the following broad characteristics:

- **Walkable**, meaning that pedestrians can easily reach everyday destinations and that an area can be traversed in about 10 minutes. Several enjoyable route choices should also be available for pedestrians.
- **Livable**, meaning that a neighborhood is safe with a focused center and easy access by various means of travel to schools, shopping, and services that meet many of the needs of its residents.
- **Varied**, meaning that a variety of buildings, spaces, and activities are included and are designed and operated in harmony with the residential character of the neighborhood without disruption from highly contrasting buildings or activities that relate only to themselves.

Sewered Residential Areas Identified on the Future Land Use Map

The following special sewered residential areas are identified in priority order, with special focus emphasis called out for each area. Mixed uses should be emphasized in all areas. Non-sewered residential development should be avoided in these areas unless it is determined that no other form of sewer service is available now or in the near future. The Town desires an approximately 70 percent single-family residential and 30 percent multi-family residential balance for new homes constructed in the Town.

- A. Sewered residential area along Williams Grant Drive, between Birchwood Road and Scheuring Road and Birchwood Road. This area is partially built out, includes large open areas that were presently farmed, and already is serviced by a grade school. The use of walkable and bikeable access routes is necessary for this type of design to function as a walkable and livable neighborhood while reducing automobile traffic for short trips. A park is proposed near the Williams Grant Drive intersection and Birchwood Road intersection. Likewise, a park north of Hemlock Creek Elementary School, near Scheuring Road is proposed.
- B. Sewered residential area along Lawrence Drive, north from Little Rapids Road. The design and layout should have a slightly suburban feel. Neighborhoods should still be walkable and bikeable, but there likely may be a need to travel for certain services. To minimize the need for distance travel to basic services, a focus on small commercial nodes to accommodate the residential needs should be emphasized. Outdoor recreation areas such as baseball diamonds should also be considered to serve town residents and generate opportunities to host events such as baseball tournaments to create additional economic opportunities for the town. Additionally, a park near Little Rapids Road and Lawrence Drive is proposed, as is a park near or within the developing Orion's Run neighborhood.
- C. Sewered residential area along Lost Dauphin Road, following the Fox River. Lot sizes on the east side of the street tend to be larger due to land value, vistas and access to the water. Emphasis should be placed on retaining public views and access to the river for recreation purposes, particularly around Lost Dauphin State Park.

Sewered Commercial Areas

The following special sewered commercial areas are identified in priority order, with special focus emphasis called out for each area. Non-sewered commercial development should be avoided in the following areas.

- A. Sewered Commercial development along the Mid Valley Drive frontage road at the north end of the Town of Lawrence. It is necessary that commercial development in this area have high design standards because the businesses are easily viewed by passerby on I-41, and the visibility creates the feel for the community. Either design standards that mimic the City of De Pere should be used, or a new high quality design style that is unique to the Town of Lawrence should be developed for all commercial site plans.
- B. Sewered commercial nodes near Little Rapids Road. Smaller service-oriented business nodes should be developed in this area to serve the expanding residential public, reducing travel for Town of Lawrence residents. Focus on design standards that fit the community and adjacent residential areas should be considered.

Sewered Mixed Use Areas

Mixed land uses/with a buffer on the future land use map are intended to include a variety of uses. For the purposes of this comprehensive plan, desired uses within these areas included but are not limited to:

- Retail
- Business/Commercial
- Church/Worship
- Schools
- Entertainment
- Hospitality (hotel, motel, restaurant)
- Cultural
- Residential (single-family, or multi-family)
- Recreational Development

Best use practices should prevail in the design and implementation of this category.

The following special sewered mixed use areas are identified in priority order, with special focus emphasis called out for allowing a mixture of residential and commercial uses. The mixture is potentially impacted by the addition of the southern bridge crossing the Fox River and crossing through the Town of Lawrence. Unsewered mixed use development should be avoided in the following areas.

- A. Sewered mixed use area along Packerland Drive at the north end of the Town of Lawrence and in the area of Orange Road. This is an area where the expansion of existing residential development, commercial development, and potentially light industrial development is likely to occur, but may compete with commercial and industrial development along Packerland Drive if not blended properly, particularly if the southern bypass bridge connects to the Scheuring Road and Packerland Drive intersection. The design of any residential neighborhoods should be similar to areas "A" near the grade school; however, special focus will need to be placed on buffering between the residential areas and future commercial and industrial areas.
- B. Sewered mixed use along CTH S, Mid Valley Drive, and Williams Grant Drive. A mix of residential and commercial uses should be encouraged. Commercial development should be prioritized closer to Freedom Rd and I-41 due to the visibility from the county highway and interstate, while residential uses should be prioritized further west to provide a buffer to the residential areas west of Williams Grant Drive.
- C. Sewered mixed use at the Scheuring Road and Packerland Drive intersection. It is likely that more commercial uses may find this area appealing than residential, but a properly designed mixed use is recommended. This area provides businesses with immediate access to customers using I-41 along Scheuring road, as well as access to customers using STH 172 along Packerland Drive. The South Bridge Connector will also provide access to the east side of Brown County. Connections to Austin Straubel International Airport are also available. For this reason, a well-designed commercial park with high quality design and siting standards should be considered at this location. Expansions of well-designed industrial uses adjacent to the business park may be considered on Packerland Drive as an alternative to residential development, as long as the uses are light industrial or high tech. Also, smaller service-oriented business nodes should be developed in the southwest area of the business park to serve the nearby expanding residential public, reducing travel for Town of Lawrence residents. Focus on design standards that fit the community and nearby residential areas should be considered.

Sewered Industrial Areas

The following special sewered industrial areas are identified in priority order, with special focus emphasis called out for each area. Unsewered industrial development should be avoided in the following areas.

- A. Sewered Industrial development along the Mid Valley Drive frontage road at the north end of the Town of Lawrence. It is necessary that industrial development in this area have high design standards because the

businesses are easily viewed by passerby on I-41, and the visibility creates the feel for the community. Either design standards that mimic the City of De Pere should be used, or a new high quality design style that is unique to the Town of Lawrence should be developed in the near future for all commercial site plans.

- B. Sewered Industrial development within the existing Town of Lawrence Business Park at the I-41 and Scheuring Road intersection. Space is limited, but the remaining vacant lots should be filled with compatible industrial uses with high design standards.
- C. Sewered industrial development along American Boulevard and future extensions of American Boulevard and west of the railroad track. This area is largely undeveloped and has access to multiple transportation options in the Town including the Canadian National railroad line, CTH S, and I-41. Industrial uses requiring rail service should be prioritized along this corridor and shippers should be encouraged to use the rail line as much as possible. This will help minimize the number of truck trips on Town roads and minimize some of the negative externalities associated with industrial activities.

Unsewered Residential, Commercial, and Industrial Areas

The following special unsewered areas are identified based on land use, and should be the last areas to be developed due to lack of sewer services. In some cases, to retain a rural feel, such as in residential development, unsewered development may be considered acceptable.

- A. **Residential:** Unsewered residential area along Williams Grant Drive, between Little Rapids Road and Golden Glow Road. In this area, larger residential lots that retain a rural feel should be considered. However, because the Town is rapidly expanding, it may be very likely that sewer service will become available, and residents may need or want to connect to public services. Only about 10 percent of the developing residential areas should be considered in this area to retain a 90%-10% ratio desired (but not required) by the community. Three parks are proposed within or adjacent to this residential area. Details are available on the Parks & Outdoor Recreation section of this Plan.
- B. **Commercial:** Unsewered commercial uses should be considered south of Hickory Road. These uses help provide a mix of land uses and can complement proposed industrial uses located east and west along Hickory Road.
- C. **Industrial:** A future Industrial Park-like development should be considered at the I-41 and Lawrence Road intersection on the east side of I-41. Again, development when no sewer service is available may be difficult, thus, this is a site to consider for longer term development when sewer service arrives. Unsewered Industrial development along the French Road frontage road at the south end of the Town of Lawrence should be considered provided design standards are considered due to visibility.

Mixed Use Housing Development

Forms of housing within neighborhoods should be mixed so people of different ages and incomes have opportunities to live in the area of the Town that they choose. The recommendation for most of the future residential development is to encourage variation and a mixing of residential types. Townhouses, duplexes, and smaller apartment buildings can be strategically interspersed with single-family residences. Likewise, certain commercial areas can be blended with well-designed multi-family developments in upper levels or with adjacent structures that have complimentary, well thought out designs. Design standards and the creation of open space and other buffers can help integrate different residential intensities. Large expanses of strictly one residential type should be avoided, while variation in house models should be encouraged to avoid monotonous streetscapes.

Builders and developers are encouraged to use their ingenuity to combine and distribute a variety of housing types to make an attractive marketable neighborhood with housing for people of various income levels and preferences. Although the current preference for the Town of Lawrence is to maintain its single-family residential character, there likely will be an increased demand for single-family attached homes, multifamily homes, and aged-care facilities as the community continues to age. In order to account for this trend, at least two housing types should be included in any sewer residential project encompassing more than 30 acres. As the acreage of the residential project

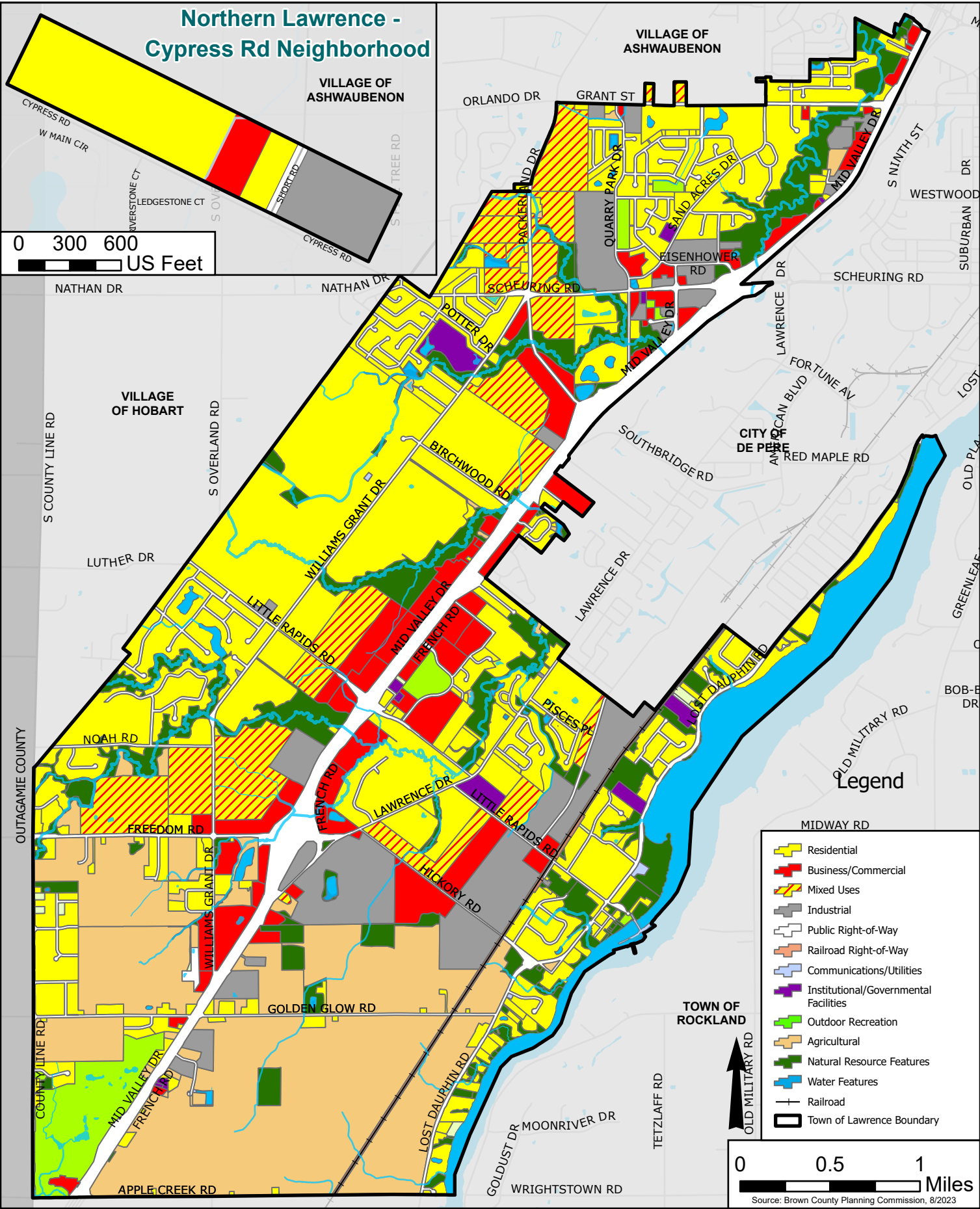
increases, the number of housing types should also increase. This can be achieved in various ways. Some examples include:

- Sewered single-family house lots
- Duplexes
- Townhouses
- Condominiums
- Accessory dwelling units
- Group homes
- Apartments in mixed use commercial developments (provided they are compatible in scale and character with other dwellings and structures in the proposed neighborhood).



Future Land Use Map

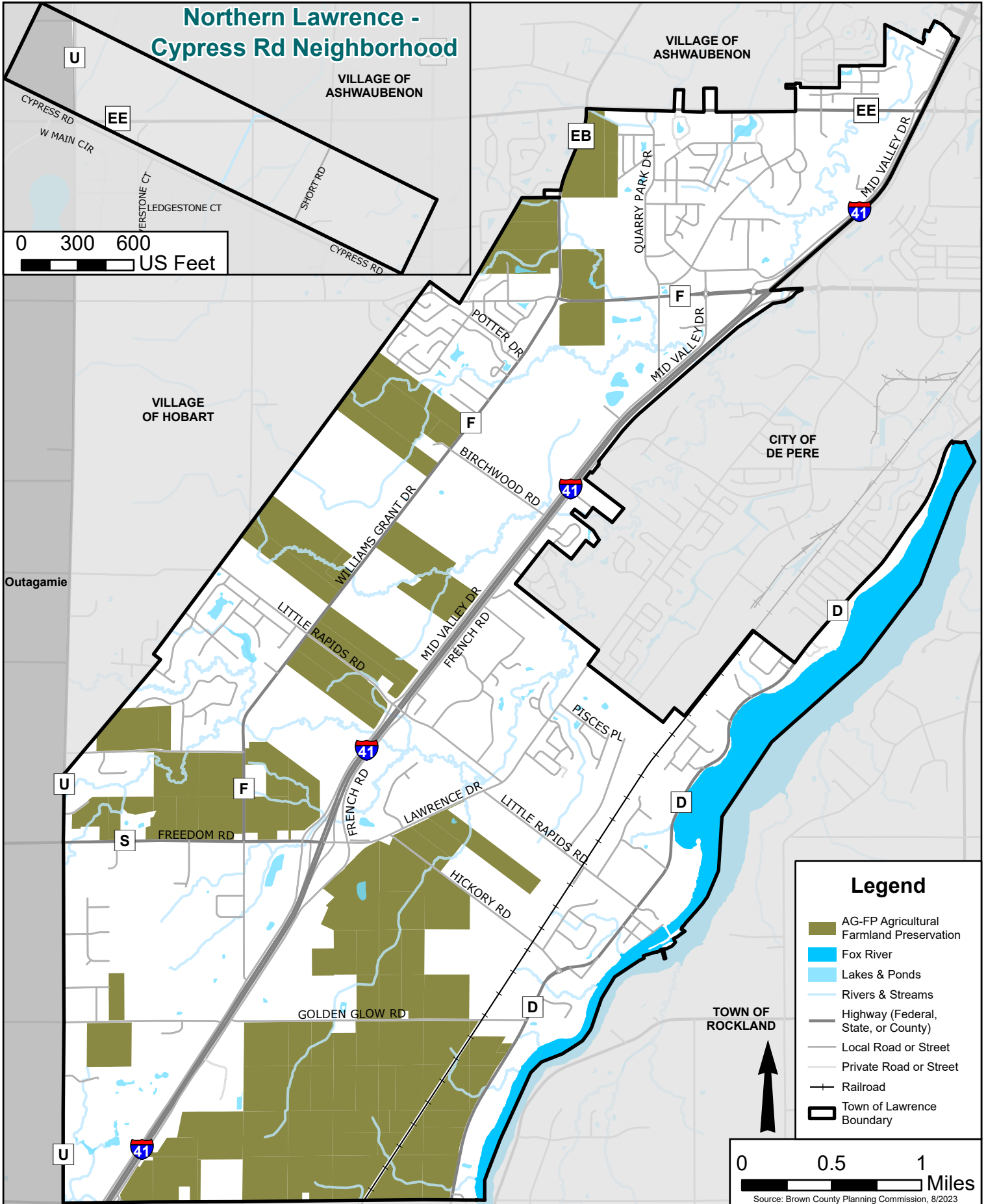
Figure 2-6





Agricultural Farmland Preservation Area

Figure 2-7



Town Center

One of the most effective ways the Town can implement many of the goals, objectives, and recommendations in this plan is through the development of a town center. A town center serves as a hub for a variety of activities such as living, conducting business, social opportunities, civic events, etc. As the Town continues to evolve, the development of a Town Center can not only address some of the development concerns, but can also create branding opportunities that can help the Town of Lawrence stand out from other communities in Brown County. A variety and balance of land uses and activities is essential for a healthy and thriving town center. It is recommended that the Town develop, adopt, and implement a master plan for a future Town Center. The plan should include and address the following components:

- Civic uses such as a library, community center and a park/open space
- Mix of residential uses and housing types
- Mix of commercial and service-oriented uses
- Sidewalks and green space, including the development of a dedicated non-motorized route to and from the Town Center to encourage residents and visitors to walk and bike.

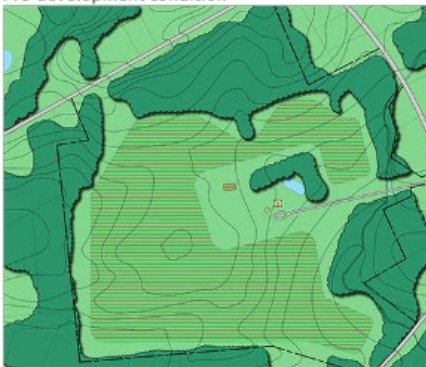
Howard Commons in the Village of Howard provides an example of a municipal center that the Town could use as a point of reference to guide the development of a Lawrence Town Center.

Conservation Designed Development

Conservation designed development is a subdividing method that focuses on maintaining open space and conserving significant natural and cultural features. This is accomplished by preserving a significant portion of a development site as undivided open space with the remaining land uses for house lots and necessary roads. The open space is permanently preserved through conservation easements. Conservation subdivisions provide the landowner with the same number of lots, or possibly more, than could be accomplished through a conventional subdivision. The graphic below shows a pre-developed site and compares a conventional subdivision design to a conservation designed subdivision. Key differences between a conservation designed subdivision and conventional subdivision include:

- The same number or more lots are accommodated using less land.
- Key open space, natural, agricultural, or vista features are preserved.
- Due to the smaller footprint of the lots, less infrastructure such as roads, stormwater management, water, sewer, and communication lines are required.

Pre-development condition



Conventional subdivision layout



Conservation Subdivision design



Source: Chester County Planning Commission. Conservation Subdivision Design Guide.
<https://www.chescoplanning.org/municorner/conservationsubdivision/Definition.cfm>. Accessed 9/13/2023.

Due to the desire of Town residents wanting to retain both a developing and a rural character, due to agriculture and natural features, the conservation by design subdivision offers an alternative to typical subdivisions with large house lots blanketing entire tracts of land. With the limited number of areas of wetlands, upland woodlands, and waterway shorelines, conservation subdivisions provide a means to protect and preserve those unique or critical wildlife features on each site to help maintain the Town's rural character. Conservation subdivisions may not be appropriate in all areas; however, they should be considered as a preferred method of subdivision in the rural areas of the Town, particularly in areas within or adjacent to natural features. The conservation subdivision should provide incentives to developers for the creation of conservation subdivisions, including relaxed design standards for street widths, cul-de-sac lengths, and lot shape and width. The Planning and Zoning Board and the Town Board should actively encourage the development of conservation subdivisions that meet the requirements set forth in the Town's subdivision ordinance with clear minimum lot sizes.

Neighborhood and Street Connectivity

The Town of Lawrence has a limited number of natural resources that may present barriers to traditional street connectivity among neighborhoods. The small streams, wetlands, and existing development in some instances may preclude some neighborhoods from a fully connected street network. Where there are natural or existing developmental barriers to street connections, cul-de-sacs may be used. However, they should only be utilized when a through street connection is not practical due to existing developmental impediments or the aforementioned natural barriers.

The natural features may provide areas for potential pedestrian and bicycle paths. Pedestrian and bicycle connections utilizing the natural drainageways and features of the Town could be utilized with the Parks & Outdoor Recreation Plan to connect within and between new neighborhoods and parks in Lawrence, which is consistent with the Town's adopted Bicycle and Pedestrian Plan.

Where natural barriers do not exist, neighborhoods should have many ways to get into and through them by driving, walking, and bicycling with the development of a well-connected street pattern. Streets should form a connected network to knit neighborhoods together rather than form barriers. The intent is for residential developments to form neighborhoods that evolve to be part of the broader community by avoiding "islands" of separate subdivisions or freestanding individual complexes attached to the rest of the community strictly by one or two entrances for auto traffic.

Pedestrian and Bicycle Network

Neighborhoods should have a connecting network of pedestrianways and bike paths leading to small neighborhood parks, open spaces, schools, shopping and service activities, and other public and quasi-public spaces. On long blocks, providing mid-block pedestrian crossings should be included in order to help make walking a more viable transportation option. Pedestrian connections are a great benefit to neighborhoods and should be given greater consideration in new developments. Lawrence should design areas adjacent to school zones and commercial areas with sidewalks to encourage the development of the areas as pedestrian-friendly for tourists and locals alike to browse, shop, and spend time.

Outside of the school zones, the Town of Lawrence should consider development of a comprehensive trail network consistent with the suggestions of the Parks & Outdoor Recreation Plan and the Bicycle and Pedestrian Plan. The trail network is envisioned to link the large parks and other publicly-owned areas in the Town, thereby creating a chain that links the "jewels" of the community. The greenspace requirements of conservation subdivisions provide an excellent opportunity to make the identified trail connections. The Transportation chapter provides greater detail regarding pedestrian, traffic calming, and street patterns and should be referred to when making transportation network decisions.

Parks and Open Spaces

The Town of Lawrence has only two Town owned public parks and one state owned public park. There is also a privately owned golf course and a private campground at the south end of the Town. Locations for existing facilities are located within the Parks & Outdoor Recreation Plan section of this plan.

The plan also proposes new neighborhood and community parks as the population increases, with designated bicycle/hiking lanes and trails and proposed concept off-street trails. The general locations for the park sites are identified on the Future Land Use Map (Figure 2-6). However, the specific location for park sites should be within ½ mile of the proposed locations. Details regarding the types of parks and facility needs are located within the Outdoor Parks and Open Space chapter of this Plan.

As sites for new facilities are evaluated and designed, they should be designed in conjunction with streets and walkways to be a primary feature of land development and not merely areas left over from site planning for other purposes. They should also be situated along streets instead of tucked behind house rows in order to maintain safety, accessibility, and visibility.

Wetlands, watercourses, and other natural features should be integrated into new park and open space developments rather than ignored, redesigned, or destroyed. These areas can be utilized for the treatment of storm water through the use of retention or detention ponds or infiltration fields. Creeks and other linear features can be a common feature that links individual adjoining developments through the development of rustic hiking trails or paved bicycle paths. The Parks & Outdoor Recreation Plan and the Bicycle and Pedestrian Plan should be consulted when deciding where to place trails in the Town of Lawrence and when deciding how to link the natural areas and parks.

Community Design Characteristics

The Town of Lawrence should encourage design elements, such as streetscaping, flags, banners, seasonal decorations, and signage controls, to aesthetically integrate individual land use areas. It is recommended that the Town of Lawrence focus on the design of the main entrance corridors of the Town from I-41, Packerland Drive, Lost Dauphin Drive, and potentially the Southern Bypass Bridge. These entrances help to establish the overall character of the Town of Lawrence and provide the first impression to visitors and potential residents or businesses. Therefore, the Town should make them as attractive as possible.

Utilizing high quality design criteria for new businesses and industrial properties is another effective way of ensuring high quality development. In commercial areas, reducing the expanse of parking areas should be accomplished. Parking lot landscaping standards should be enforced, and these standards should include landscaped “islands” within large parking lots, the placement of parking behind buildings instead of between the buildings and sidewalks/streets, and other features. The Natural, Cultural, and Agricultural Resources chapter of this comprehensive plan identifies a number of ways Lawrence can enhance its image through community design improvements.

Infill and Redevelopment Opportunities

Because most of the development in the Town is new or relatively new, redevelopment opportunities are fairly limited in town. Most of the developments that are occurring and will continue to occur are greenfield developments. However, because of Lawrence’s footprint and the scattered locations of existing developments, there are many opportunities for infill developments, which are described in greater detail in the following subsections. To maximize the use of existing infrastructure, the Town should prioritize new development in areas with existing infrastructure such as roads, water, and sewers.

Lawrence Business Park

The Town of Lawrence should continue to encourage the infill development of vacant and unused commercial and industrial land within the sewer service area. This part of Lawrence is already within the sewer service area and

can be efficiently served by public sewer and water. There are a small number of vacant lots that could be very easily infilled with more dense commercial or industrial development, thereby helping to reinforce this area's identity as the Town's commercial and industrial center. The Town of Lawrence should continue a logical extension westward toward the Scheuring Road and Packerland Drive intersection as a means to avoid the inefficient extension of services across large tracts of land without providing service. In the areas of the Town not planned to be served by public sewer, development should be delayed until service becomes available or it is determined that development is absolutely necessary without public services.

Residential Infill

Several new subdivisions have recently been platted. Lawrence should encourage that these new subdivisions be filled with homes before new large unsewered subdivisions are approved. Also, the infill of existing older neighborhoods should be encouraged, particularly at the north end of the Town near Ashwaubenon. Renovation and rehabilitation should also be considered to minimize aging neighborhood housing stock. Retaining a 30% balance for multifamily development is desired.

Fox River Waterway Access

Lawrence residents currently have minimal parks and recreation access within the Town, and no access to the Fox River. The Town should work to develop a park along or near Little Rapids Rd. Additional land should be acquired around the site to preserve the tracts of woodland around this site. Proposed uses for the site include a fishing pier and kayak launch, in addition to possible trails and an off-street path to provide dedicated non-motorized access to the site.

I-41 Corridor/South Bridge Connector

The I-41 corridor divides the Town of Lawrence into two halves. Emphasis on redesigning existing businesses on the recently retitled I-41 should be made to prevent businesses with limited access from becoming abandoned and falling into disrepair as that would not create a good image for the Town of Lawrence. Lawrence should proactively seek out the owners of the potential properties and work with the businesses to redevelop with improved aesthetics using grant funds or low interest loans to help prepare the sites for redevelopment.

The South Bridge Connector (SBC) also represents a prime area for development. The Town should prioritize a mix of residential, commercial, and light industrial uses along the Town's portion of the SBC west of I-41.

Natural Areas

The natural resource features, although limited, contribute to the rural character of the Town of Lawrence identity as a community. The Fox River, stands of upland woodlands, and numerous streams and wetlands all contribute to the rural feel and should be protected as much as possible. Features of the Town that are identified as environmentally sensitive areas (ESAs), such as wetlands, floodways, waterways, and steep slopes, should not be developed and should be placed in a conservancy zoning district or as part of the greenspace requirements of conservation subdivisions. These features should be included in the design of developments as integral amenities and maintained in common ownership, and they could be utilized in the design of storm water management facilities or used as part of future neighborhood and community parks in the town. The Town should work with the WDNR, Brown County, and private property owners to develop in a way that minimizes the impact on natural areas.

Agricultural and Farmland Preservation

As previously noted, agriculture in the Town of Lawrence has steadily declined. The long-term viability of continued agricultural uses in the Town will continue to decline due to rapid development from population increase. Agricultural lands should not be encouraged to develop where existing farmers wish to continue operations. As the Town grows, these lands should be allowed to convert to developed uses in an orderly fashion consistent with the recommendations and vision in the Comprehensive Plan.

Due to rapid changes from the development of agricultural lands, the Town should work aggressively to ensure the Future Land Use Map (Figure 2-6) and the Farmland Preservation Map (Figure 2-7) match for the identification of future agricultural areas. The agricultural areas on both maps will need to match for future updates to the Farmland Preservation Plan.

The Farmland Preservation Plan Map is the binding map if there is a conflict between the Future Land Use Map and the Farmland Preservation Map.

Summary of Recommendations

- Future sewered residential development should be based on the concept of neighborhoods with varying housing types, neighborhood commercial uses, parks, and institutional uses.
- New unsewered development should be discouraged within existing and proposed sewer service areas to minimize the cost of retrofitting unsewered developments with public services.
- Strive to maintain a 75 percent to 25 percent ratio of sewered lots, preferably with a goal of 90 percent sewered. To defray the costs of the existing public sewer system, the locations for new unsewered lots should be evaluated and kept to a minimum.
- Develop, adopt, and implement a master plan for a future Town Center.
- Develop mixed-use neighborhood centers that are walkable and livable to serve the surrounding residential neighborhoods.
- Multifamily buildings should reflect the characteristics and amenities associated with single-family residences or the commercial facilities that the building is adjacent to.
- Provide a variety of forms of housing types that accommodate people of different ages and income levels. Encourage builders to use ingenuity when distributing housing types to make an attractive marketable neighborhood with housing for residents of various income levels and preferences.
- Utilize conservation designed development as a method to maintain open spaces, natural features, cultural features, and rural feel of the Town.
- Provide strong neighborhood street and road connectivity via driving, walking, and bicycling in developments where natural barriers and man-made barriers, such as I-41, do not exist. Include connections to parks, schools, shopping, and service amenities.
- Include a mid-block pedestrian crossing easement between lots in long blocks.
- Encourage the development of neighborhood parks, community parks, street bicycle lanes, and trails, as identified in the Parks & Outdoor Recreation Plan and Bicycle and Pedestrian Plan.
- Utilize high quality design review standards to ensure that new commercial, light industrial, and mixed-use developments contribute to the overall developing and rural character of the Town.
- Expand the Town visibility and identity and design standards for existing and new developments along I-41.
- Develop Town identity streetscape design elements such as banners, signage, and seasonal decorations.
- Encourage the infill of vacant residential, commercial, and industrial lots within existing subdivisions with sewer service before encouraging the subdividing and development of lots in unsewered areas.

- Improve vistas and public recreational access to the Fox River along Lost Dauphin Road. This should include acquiring land and establishing a community park along or near Little Rapids Road.
- Provide incentives for existing businesses on I-41 to renovate to meet desired design standards that meet the design identity for the Town. Provide incentives to minimize closures and businesses from falling into disrepair due to ease of view from tourists on I-41.
- Work aggressively to ensure the Future Land Use Map and the Farmland Preservation Map match for the identification of future agricultural areas.

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Chapter 3: Transportation

Introduction

A transportation system is vital for the growth and development of a community. Private or public, transportation is important for all users to reach desired activities and services. This chapter of the plan discusses the existing transportation system and makes recommendations for the future transportation needs of the Town.

A multi-modal transportation system consists of a variety of facilities including roadways, sidewalks, trails, and public and private transit. Developing a comprehensive multi-modal transportation system takes time and involves many entities and participants. The Town should involve all stakeholders when planning its future transportation system. Also, it is important that Town officials are familiar with the goal, objectives, and recommendations in this chapter to help the Town to develop a transportation system that will include all modes of transportation.

Goals and Objectives

Goal: To provide a safe, efficient, and cost-effective transportation system for the movement of people and goods throughout the Town of Lawrence.

Objective: To anticipate and plan for improvements to the roadway system.

Objective: To enhance and maintain the traffic carrying capability of the Town's roadway system through appropriate subdivision, zoning, land use, and access controls.

Objective: Develop a multi-modal transportation system to safely serve a wide range of system users (elderly, disabled, children, etc.).

Objective: Prioritize the maintenance of the existing roadway system over roadway expansions and new capacity.

Objective: Ensure sufficient transportation capacity as the Town grows through appropriate transportation demand management strategies.

Existing Transportation System

Streets and Highways

Lawrence contains one Interstate highway, six county trunk highways (CTHs) and Town roads. The highways provide a means of traveling quickly between the Town and the Green Bay metropolitan area and enable motorists to travel through the Town with little delay. The Town road system provides direct access to most of the Town's developed areas and is largely used for trips within the Town. Lawrence's street, highway, and railroad network is shown in Figure 3-1.

Functional Classification System

An important component of highway planning is the establishment of a functional classification road network based on traffic volumes, land uses, road spacing, and system continuity. Functional classification is essentially the grouping of highways and streets into categories based on the type of service they provide. Travel generally involves the movement of vehicles through a network of highways and streets that have varying characteristics, and functional classification is a means of defining the purpose of each highway and street.

The functional classification categories are summarized below.

Freeways - Freeways are controlled-access highways that have no at-grade intersections or driveway connections. I-41 is an example of a freeway that runs through the Town.

Arterials - Principal and minor arterials carry longer-distance vehicle trips between activity centers. These facilities are designed to provide a very high amount of mobility and very little access.

Collectors - Collectors link local streets with the arterial street system. These facilities collect traffic in local areas, serve as local through routes, and directly serve abutting land uses.

Local - Local roads and streets are used for short trips. Their primary function is to provide access to abutting land uses, and traffic volumes and speeds are relatively low.

Figure 3-2 shows the centerline miles for the functional classification road system in the Town.

Figure 3-2: Centerline Miles for Functionally Classified Roads in the Town of Lawrence

Street Type	Centerline Miles
Principal Arterial	15.90
Minor Arterial	5.94
Collector WISLR Cert	16.73
Local	53.44
Rural Major Collector	5.77
Rural Minor Collector	2.39
Total	100.18

A portion of Lawrence is located within the Green Bay Urbanized Area. This means the streets and highways within the Green Bay Urbanized Area that are functionally classified are eligible for Surface Transportation Block Grant (STBG) Program funds. Many of the functionally classified streets and highways outside the urbanized area are eligible for STP-Rural funding. The Green Bay urbanized area boundary and the functionally classified streets and highways are shown in Figure 3-3.

Roundabouts

Roundabouts have made a significant impact on Wisconsin roadways. One of the more significant benefits documented by Brown County and the Wisconsin Department of Transportation (WisDOT) has been the decrease in serious crashes at intersections where roundabouts have been installed. Brown County and WisDOT also reported a significant reduction in total crashes. In addition to reducing congestion and increasing safety, roundabouts eliminate hardware, maintenance, and electrical costs associated with traffic signals.

There are two roundabouts located at the Scheuring Road interchange, and another roundabout is located west of the interchange at the intersection of Scheuring Road and Mid Valley Drive. A roundabout has also been installed at the intersection of Lost Dauphin Rd and Hickory Rd. Their location and inclusion of pedestrian and bicycle facilities provide a catalyst for additional pedestrian and bicycle facilities to be included in this portion of the Town. Also, these facilities complement the existing bicycle and pedestrian facilities on Scheuring Road and Lost Dauphin Road that extend into the City of De Pere.

Seven new roundabouts are planned in the coming years for the Town that are tied to the I-41 expansion project and the South Bridge Connector project.

Park and Ride Lots

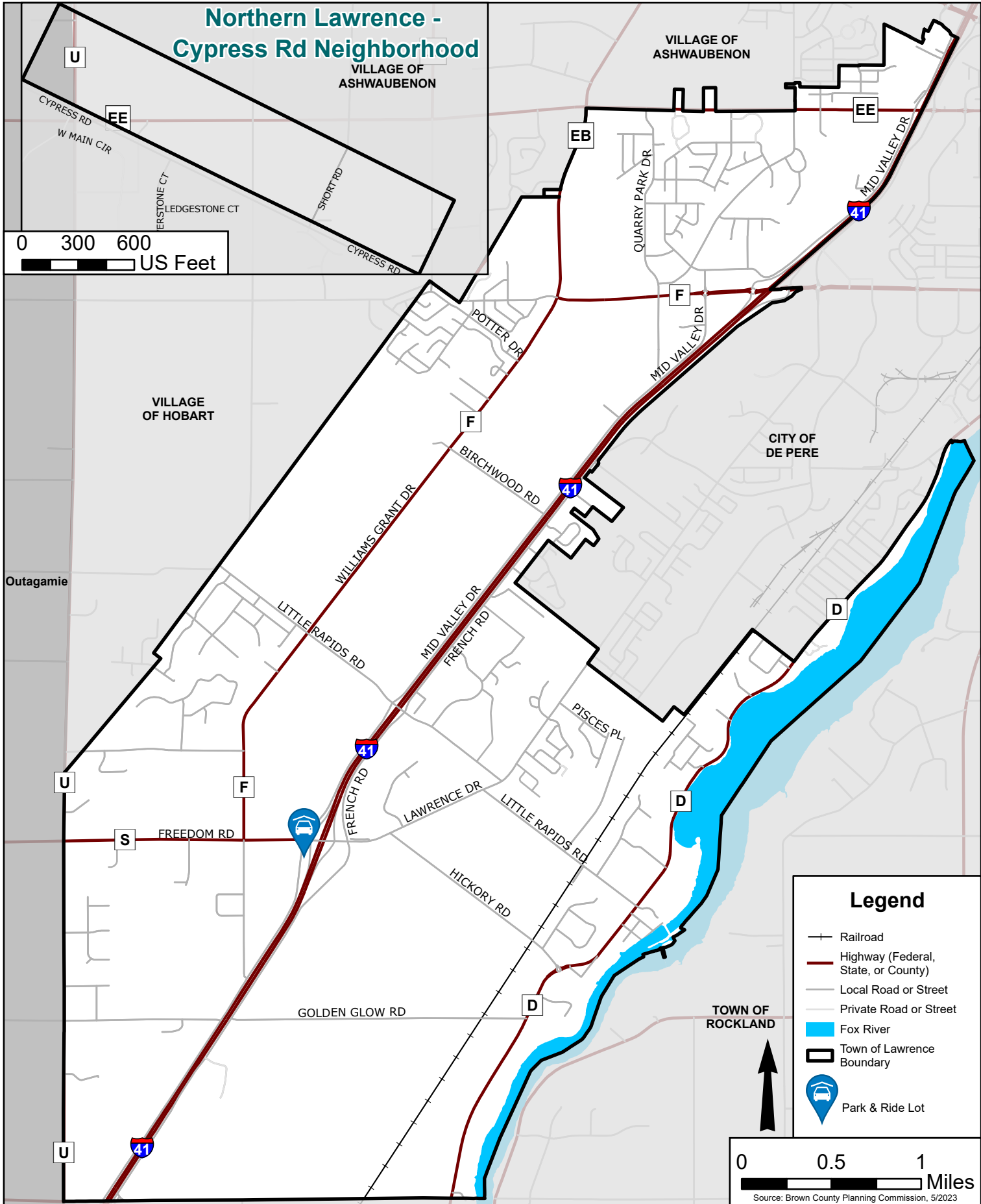
There are more than 97 park and ride facilities throughout Wisconsin. Some park and ride lots are located near transit service which makes it convenient for commuters to take the bus or train. Other park and ride lots may offer close access to restaurants, shopping, and bike trails. Many lots also offer overnight parking in designated spaces.

Park and ride lots help reduce congestion and save time and money. Carpooling removes vehicles from the roadways which reduces congestion. Commuters have more time to do other tasks while ridesharing. Commuters also save money on gas and car maintenance. There is a park and ride lot located at the intersection of CTH S and Mid Valley Drive (Figure 3-1).



Street, Highway, and Railroad Network

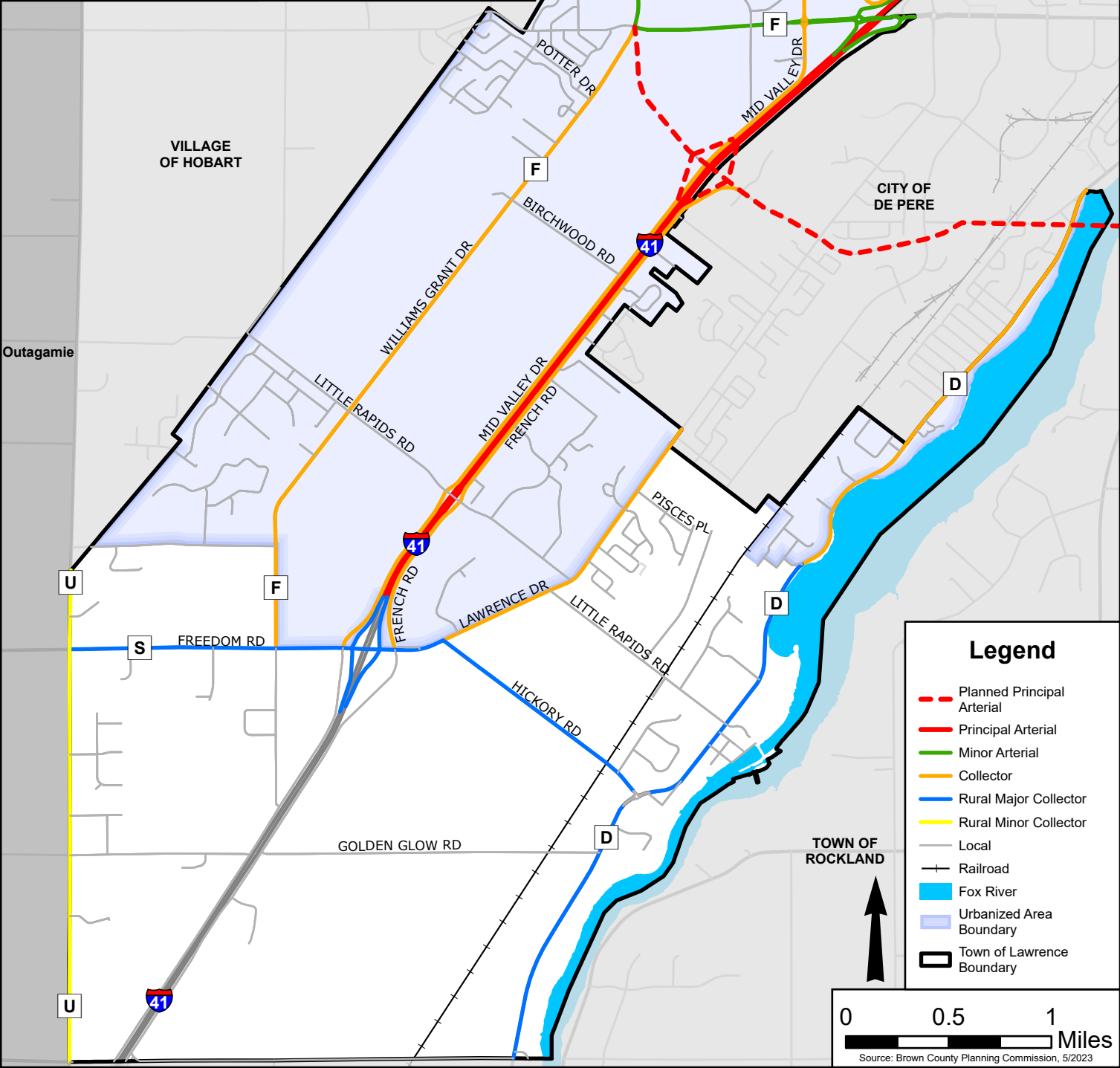
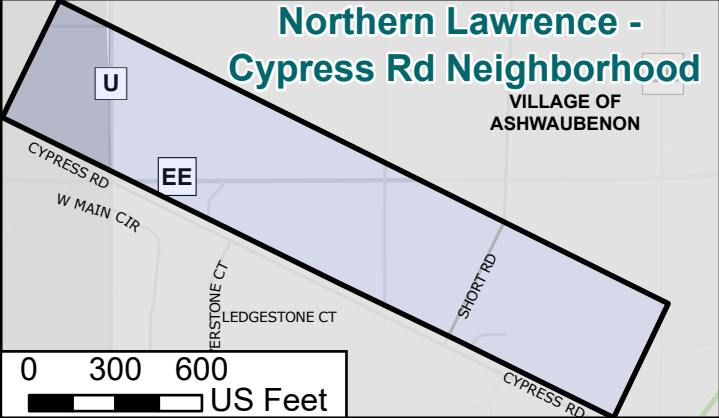
Figure 3-1





Functional Classification

Figure 3-3



Bicycle and Pedestrian Facilities

Lawrence adopted its Bicycle and Pedestrian Plan in 2011. An update to the Town's 2011 Bicycle and Pedestrian Plan was completed in 2021 but has not been adopted as of this writing. The purpose of the Bicycle and Pedestrian Plan is to guide the Town in the development of a bicycle and pedestrian network that will allow users of all ages and abilities to safely and easily access Town facilities such as schools, parks, and retail centers. The plan contains design details of pedestrian and bicycle facilities that will serve transportation and recreational purposes.

The Town has been proactive by working with developers to reserve rights-of-way within some subdivisions to accommodate bicycle and pedestrian facilities. Sidewalks have been implemented in newer subdivisions, and a multi-use path connects an adjacent neighborhood to Quarry Park. Additional multi-use trails have been constructed on Scheuring Rd between Packerland Drive/Williams Grant Dr and Wizard Way, along Lawrence Parkway between Little Rapids Rd and Impact Sports Academy, and between Lawrence Parkway and Chickory Ct.

There are two county highways (CTH EE and CTH S) in the Town that have paved shoulders that are 3-foot wide. However, to consider a paved shoulder as an acceptable bicycle facility, it must be a minimum of 4-foot wide if a 12-foot-wide drive lane is present. Also, as mentioned in the previous section of the chapter, WisDOT has installed sidewalks and multi-use trails around the roundabouts at the Scheuring Road interchange. 5' paved shoulders have been added along Lost Dauphin Rd (CTH D) in the Town. The Town's existing bicycle and pedestrian facilities are shown in Figure 3-10.

Boat Launch

Lawrence's eastern border runs along approximately 5 miles of water frontage on the Fox River. There is no public boat launch in the Town; however, there are accesses to the Fox River in the Village of Wrightstown and City of De Pere. The Fox River is an amenity that can be used for boating, fishing, canoeing, and other water activities. Boat launch access is discussed in more detail in the Parks & Outdoor Recreation Plan section of this Plan.

Transit

The Town of Lawrence does not currently have any transit service.

Curative Connections

Curative Connections is a not-for-profit transportation provider that provides services to people with disabilities and to those who are 60 years of age or older. Employment, nutrition, and medical trips are prioritized; however, all trip purposes are accommodated, when capacity is available. A \$4.00 fee per one-way trip is required.

A Mobility Coordinator is funded through Brown County and Green Bay Metro. Lawrence residents may contact the Mobility Coordinator for guidance on available transportation services, assistance with using different transportation services, and assistance with trip planning.

Private-for-Profit Transportation Providers

There are a number of private transportation providers that serve Town residents. Providers such as taxis and specialized vehicles can be costly, especially for seniors and disabled individuals who are on fixed incomes. Some providers may also have limited service due to capacity constraints.

Rail Transportation

An active rail line runs along the eastern portion of the Town. The rail is operated and owned by the Canadian National Railroad. This rail line is used for transporting goods and materials. Rail service does not serve any destinations in the Town. Also, the rail line does not currently support any passenger rail service.

Air Transportation

Austin Straubel International Airport is slightly more than one mile north of the Town. In April 2009, the Airport established a U.S. Customs office stationed within the main terminal for those who wish to enter or exit the United States. The Town is also within a 30-minute drive of the Appleton International Airport. The Town's economy is not significantly affected by the airports at this time.

Truck Transportation

There are several commercial and industrial businesses within the Town that require truck trips to import and export goods. Lawrence has designated several roads as truck routes. Mid Valley Drive, French Road, and all county roads are designated as heavy truck routes. Trucks having a gross weight of eight thousand pounds are prohibited on Lawrence Drive, and trucks having a gross weight of sixteen thousand pounds or more are prohibited to operate on Quarry Park Drive, Sand Acres Drive, and Little Rapids Road. WisDOT has designated I-41 as a truck route. Although trucks are prohibited on most of the Town roads, occasionally trucks need to travel on some Town roads to reach their destinations.

Water Transportation

The Port of Green Bay is the main source of water transportation in the area. It is located approximately six miles northeast of the Town. Commodities such as coal, limestone, cement, salt, and pig iron are transported throughout the Midwest and around the world through the Port of Green Bay. The Town does not currently rely on the Port of Green Bay to import and export goods.

Future Transportation System

Lawrence is similar to many growing and changing communities that are located at the fringe of a metropolitan area. Its land use pattern and transportation system have largely been oriented towards motorized vehicles. However, Lawrence is committed to developing a transportation system where all users have the ability to safely and efficiently access different destinations within the Town. This section of the Transportation chapter provides guidance and recommendations for the development of the Town's transportation system to include all modes of transportation over the next 20 years for Town residents, businesses, and visitors.

Transportation Recommendations, Programs, and Policies

Transportation Demand Management (TDM)

TDM strategies attempt to reduce the number of automobile trips by diverting people to other transportation modes and reducing the number of trucks on the road by providing alternative modes and facilities for freight shippers. Examples of transportation demand management strategies include:

- Mixing land uses.
- Designing well-connected streets, sidewalks, and bicycle facilities.
- Designing arterial streets to move traffic efficiently while minimizing barriers and ensuring safety for non-motorized users.
- Parking demand management.
- Expanding access to rail service to reduce the number of truck trips on the Town's road network.

These strategies are discussed in greater detail throughout the Transportation Recommendations, Programs, and Policies section.

Land Use

Land use patterns will play an important role in shaping the Town of Lawrence’s physical appearance and function. The Town’s current segregated land use pattern forces people to make longer trips to work, to shop, to get to school, and to play. Individual choices of mode of travel will be influenced by the location of the destination and the accessible transportation facilities present.

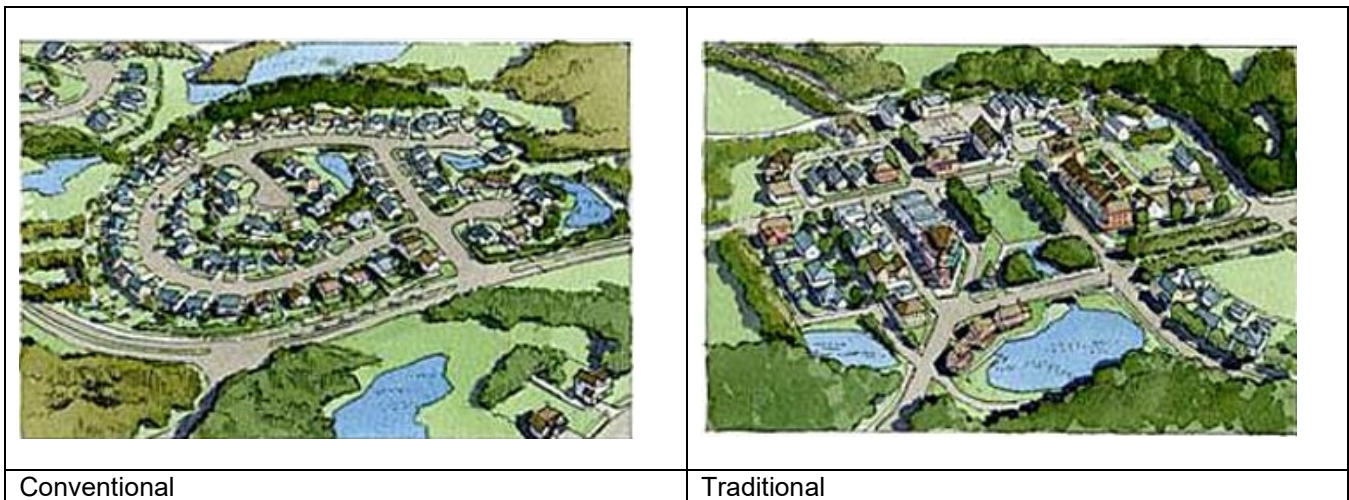
Mixing Land Uses

Mixing land uses is a method the Town can use to address a variety of recommendations in this plan. For the purposes of this chapter, mixing land uses can help reduce vehicle miles traveled (VMT) by shortening vehicular trips, creating more options for walking and biking for trips, and improving access to essential goods and services. In addition to mixing land uses, the siting and placement of buildings on the lots can also encourage or discourage walking and bicycling to these areas. To maximize multimodal access and safety to a range of goods and services, it is recommended to place parking for new developments and redevelopments behind or along the side of buildings.

Conventional Neighborhood Design vs. Traditional Neighborhood Design

Figure 3-4 shows a comparison of conventional and traditional neighborhood designs. A conventional neighborhood design, such as the image to the left, is a single type of use. Separated uses such as residential, commercial, and institutional areas force people to use cars to get from one destination to another causing an increase in traffic volumes on roads. A traditional neighborhood design consists of mixing of residential, commercial, and other uses, as shown in the picture to the right. Trips can be made on foot and by bicycle, and many car trips are much shorter.

Figure 3-4: Conventional and Traditional Neighborhood Designs



In certain situations the concept of traditional neighborhood design can be established. Although traditional neighborhood design will not work in all parts of the Town of Lawrence, this type of mixed-use development can be encouraged in urban or urbanizing areas such as a future Town center.

Off-Street Parking Requirements

Off-street parking minimum requirements can create many negative impacts. While well intended, parking minimums often result in an over-supply of parking which can contribute to a fragmented built environment, create barriers and safety concerns for people walking and biking, increase costs of development (especially for small business owners), encourage more driving, and create additional stormwater management and water quality concerns. The Town’s current off-street parking requirements provide variable parking requirements depending on the use of the building. However, these requirements still require parking to be addressed on-site. The Town can manage off-street parking supply and ensure better utilization of off-street parking by allowing for context-sensitive

parking supply in Town ordinance. Proposed changes to allow for context-sensitive off-street parking requirements include:

- Allowing for shared parking arrangements between property owners.
- Allowing off-site parking, such as adjacent on-street parking, to count towards a developer's parking requirements.
- Having dedicated parking requirements included in a Town Center zoning district, discussed in greater detail in the land use chapter.

This would provide more flexibility for developers, reduce barriers for small businesses, and complement other recommendations outlined in this plan.

Streets and Highways

Many of the streets and highways within the Town have limited connectivity. The separation of land uses, lack of sidewalks, and presence of cul-de-sacs encourages and often requires people to drive more. To enhance everyone's ability to navigate the road system safely and efficiently with and without personal vehicles, the Town should:

- Increase street connectivity and intersection frequency through developing short block lengths, minimizing street jogs, and discouraging the use of cul-de-sacs.
- Minimize barriers to pedestrian and bicycle travel and encourage people to drive at appropriate speeds by installing traffic calming devices on existing streets.
- Improve accessibility and safety at intersections and other potential conflict points.

Methods of achieving the above bullets are addressed in this chapter. The methods aim to allow residents, businesses, and visitors to easily access and maneuver around the Town.

Street Design Considerations

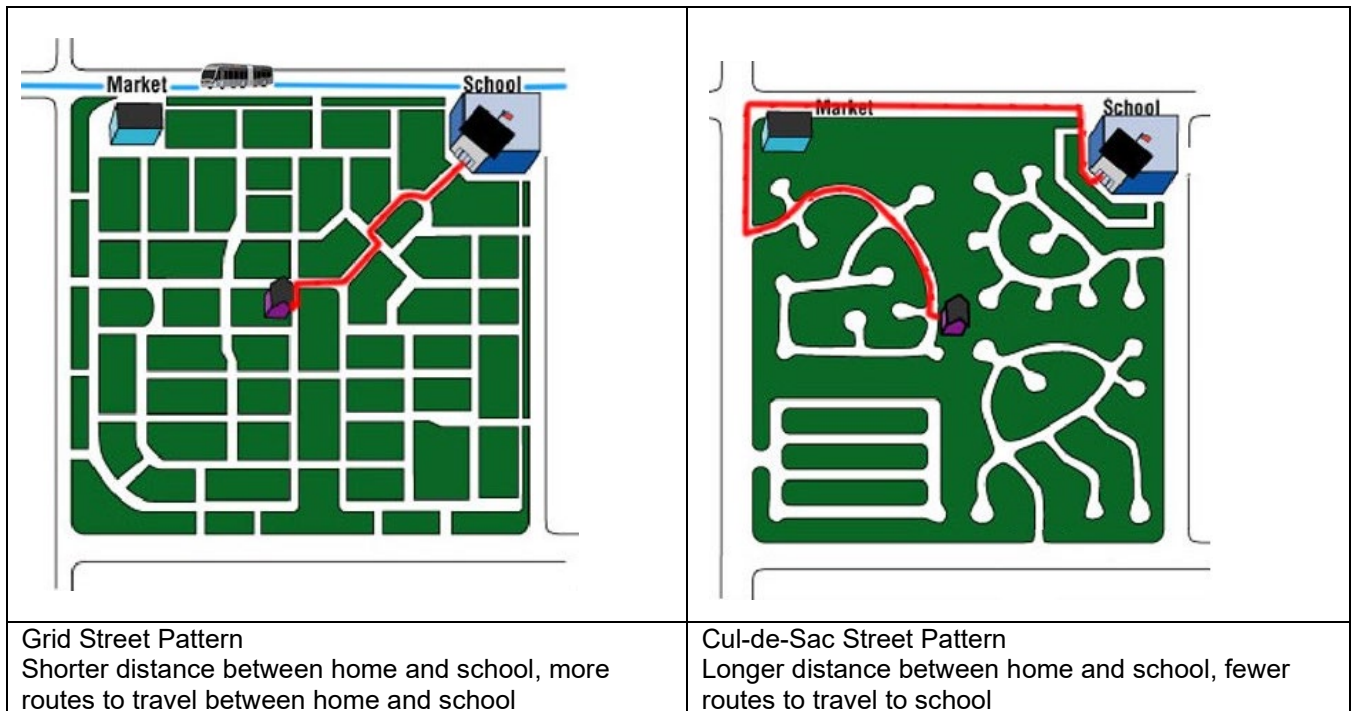
Develop Well-Connected Street Patterns

Well-connected street patterns allow motorists and pedestrians more route choices for shorter travel between destinations. A grid street pattern is a well-connected street system that has more intersections and accessibility. Cul-de-sac street patterns have limited access points and are not well-connected, which creates barriers to non-motorized travel. A comparison of grid and cul-de-sac patterns is shown in Figure 3-5.

Cul-de-sac design makes travel longer between destinations. As shown in Figure 3-5, traveling between home to school or vice versa in a cul-de-sac design takes longer. In order to alleviate barriers for pedestrians and bicyclists when cul-de-sacs must be built, the Town should reserve public rights-of-way at the cul-de-sac bulbs to enable the establishment of sidewalks and paths that connect neighborhoods to each other and to other nearby destinations.

In situations where streets cannot be connected due to physical or environmental constraints, public rights-of-way or easements should be reserved at the bulbs of cul-de-sacs to enable pedestrians and bicyclists to travel throughout the area easily.

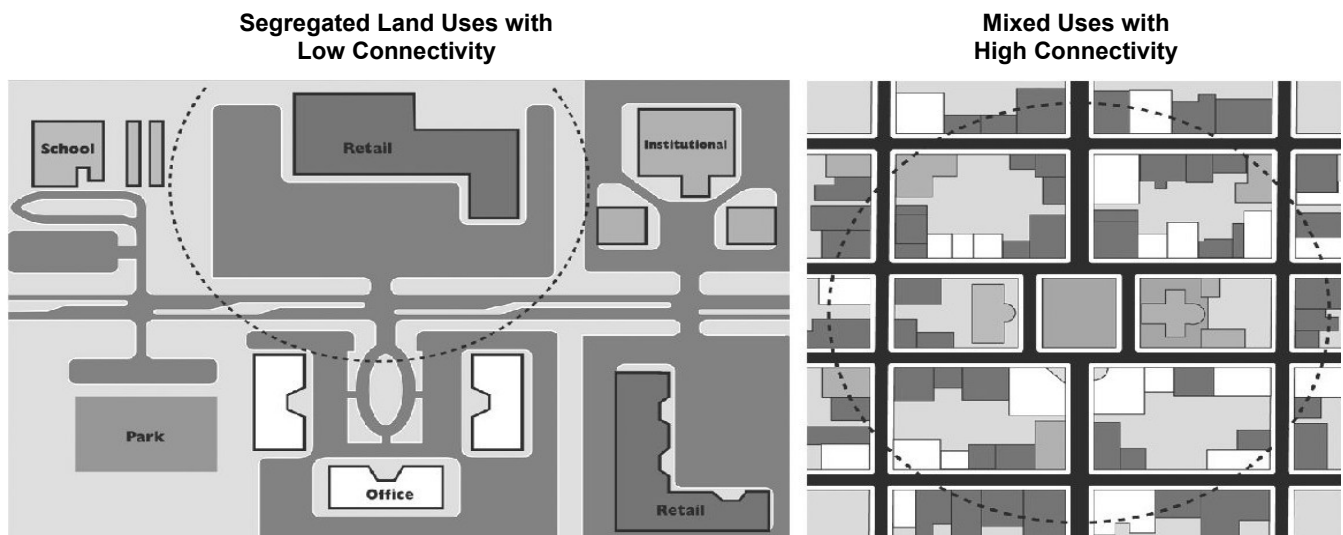
Figure 3-5: Comparison of Grid and Cul-de-Sac Street Patterns



Further benefits to a well-connected street network can be realized by mixing land uses with buildings fronting the right-of-way and off-street parking located in the sides or rear of buildings. Figure 3-6 below illustrates this. The graphic on the left shows a typical auto-oriented development pattern characterized by separated land uses and large, isolated buildings set back far from the right-of-way with large amounts of surface parking separating buildings and the right-of-way. This development pattern is not conducive to walking and bicycling and can encourage driving trips between destinations that are relatively close to each other.

The graphic on the right in Figure 3-6 illustrates a more interconnected street system with front-facing buildings, minimal side setbacks, shorter block lengths, and a mix of land uses. This development pattern is much more conducive to walking and bicycling. Even if most trips to this area are made by car, the development pattern is conducive to a “park once” approach and reduces or eliminates the need to complete multiple car trips to nearby destinations.

Figure 3-6: Diagrams of Land Use and Street Connectivity



Emphasize Alternatives to Expanding Streets to Four or More Lanes

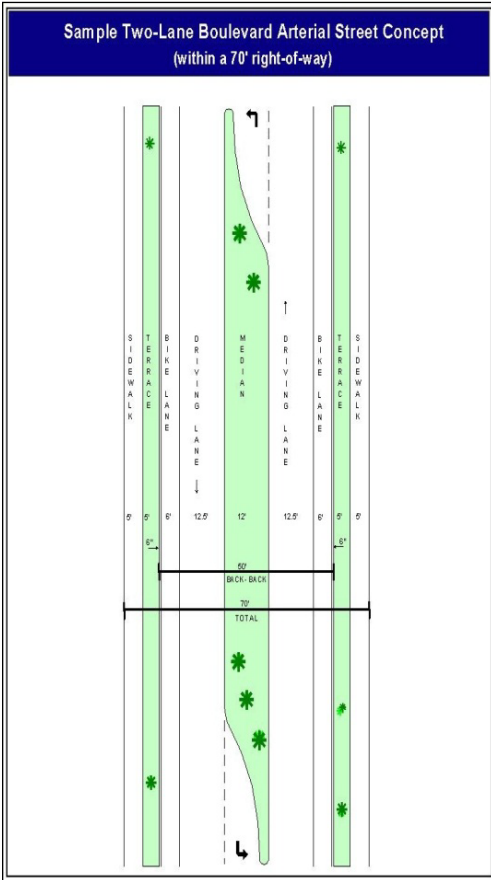
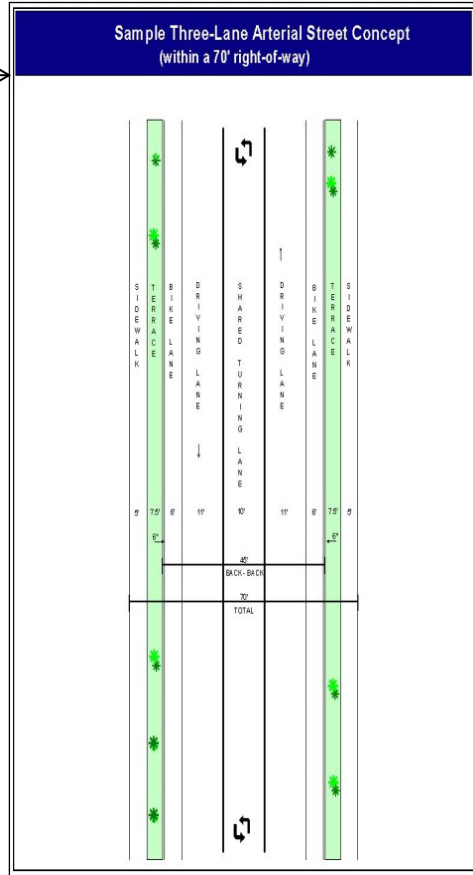
Lawrence should avoid expanding local roads to relieve traffic congestion. Street widening has proven to not be an effective long-term method of relieving traffic congestion. Instead of constructing multi-lane streets, a way to move traffic efficiently while minimizing barriers for pedestrian and bicycle travel and encouraging people to drive at appropriate speeds is through the development of two-lane arterial boulevards or three-lane arterial streets that are complemented by:

- An interconnected collector and local street system.
- Minimal driveway access.
- Bicycle and pedestrian facilities.
- Mixed land uses.
- Efficient traffic control techniques at intersections.

Two-lane boulevards and three-lane arterial streets can operate more efficiently than many undivided four-lane arterial streets because of left turn lanes. Left turn lanes allow vehicles to make left turns without stopping the flow of traffic, as is shown in Figure 3-7.

Figure 3-7. Two-Lane Boulevard and Three-Lane Arterial Street

Three-lane streets work well when arterial corridors contain driveways...



...but two-lane boulevards are ideal for streets that have little or no direct driveway access.



Road Maintenance

It is important to keep the Town roads in acceptable condition. Poor road conditions cause accidents and can also contribute to vehicles being damaged. The Town of Lawrence is responsible for the maintenance and reconstruction of its Town roads. The Town uses Wisconsin's Pavement Surface Evaluation and Rating (PASER) system to evaluate Town road conditions. The Town should continue to use the PASER system to evaluate the Town roads and develop a local road maintenance and reconstruction prioritization plan for the roads.

Speed Limits

According to Chapter 349.11(1) of the Wisconsin Statutes, local authorities are allowed to establish speed limits for any road under their jurisdiction if they determine that the speed of vehicles on any part of a road is inappropriate. Lawrence has established speed limits on its local roads, and these limits are contained in the Town Ordinances. Roads other than Town roads are regulated by the county or state. The Town should continue to monitor its Town roads and make any necessary speed limit changes to control the speed of traffic on a road.

Roundabouts

Roundabouts improve traffic flow, reduce delay, slow traffic, and significantly reduce serious crashes. As the Town of Lawrence continues to grow and traffic volumes increase, the Town should continue to work closely with Brown County and WisDOT to study and install roundabouts at appropriate intersections. Mini roundabouts should also be considered at intersections in residential areas to encourage motorists to travel at slower speeds.

Complete Streets

Complete streets are streets that are designed and operated to support all users of the street, regardless of mode, and regardless of age or ability. Complete streets vary widely based on the context of the roadway and surrounding land uses. Adopting a complete streets policy is a method the Town can use to implement the bicycle and pedestrian facility recommendations identified in this plan and in the Town's Bicycle and Pedestrian Plan. The Town does not currently have an adopted complete streets policy. It is recommended that the Town adopt a complete streets policy for new developments, future roadways, and when existing roadways are restriped, resurfaced, or reconstructed.

Green Streets

Green streets are a complementary approach to complete streets principles. While primarily intended for stormwater management purposes within public rights-of-way, green streets can help to create safe, walkable areas for multimodal users and improve the comfort for those users. Figure 3-8 below provides a general overview of different green infrastructure strategies that can be applied to various roadway classifications. The Town should utilize green street practices when completing maintenance or reconstruction projects and when roadways are converted from rural to urban sections, and adopt standards into Town ordinance.

Figure 3-8: Green Infrastructure Practices for Different Roadway Classifications

Green Infrastructure Practices for Roadways and Parking Lots								
<ul style="list-style-type: none"> ● Most appropriate ◐ Depends on site context ○ Least appropriate 	Bioretention	Bioswale	Stormwater curb extension	Stormwater planter	Street trees	Infiltration trench	Subsurface infiltration and detention	Permeable pavement
Arterial	◐	●	○	○	●	◐	○	●
Collector	●	◐	●	●	●	◐	◐	●
Local roads	●	◐	●	◐	●	◐	○	◐
Alleys	○	○	○	○	○	◐	◐	◐
Parking lots	●	●	◐	●	●	◐	●	◐

Source: U.S. Environmental Protection Agency. *Green Streets Handbook*. March 2021. Accessed 06/02/2023.

Traffic Calming

Traffic calming is a commonly used method that uses a combination of physical measures designed to reduce vehicle speeds, alter driver behavior, and improve safety for motorized and non-motorized users, while maintaining or enhancing neighborhood character and safety. Common traffic calming strategies include:

- Curb extensions and pinchpoints
- Lane width reduction
- Street trees
- Roundabouts and mini roundabouts
- Chicanes
- Speed bumps
- On-street parking

Traffic calming strategies can be used in conjunction with complete street and green street principles to achieve additional safety benefits and aligns with stormwater management goals, objectives, and recommendations discussed in the community and utilities chapter. Traffic calming strategies also complement many of the recommendations discussed in this chapter. The Town should utilize traffic-calming measures to manage traffic speeds and provide a safer, more comfortable environment for non-motorists. The Town should prioritize traffic-calming measures in residential neighborhoods to discourage through traffic, by Hemlock Creek Elementary School and all future schools, and where known traffic safety issues exist.

South Bridge Connector and Connecting Arterial Streets

The final Tier 1 Environmental Impact Statement (EIS) was signed in October of 2020, and identified Southbridge Rd, Red Maple Rd, and Rockland Rd as the preferred alternative. This principal arterial street will run from the intersection of Scheuring Rd (CTH F)/Packerland Dr/Williams Grant Dr (CTH EB/F) to the intersection of CTH GV and CTH X in the Town of Ledgeview. The project will also include a new interchange with I-41. The project is anticipated to be constructed in five phases with a portion of phase one occurring in the Town of Lawrence. Phase one is currently anticipated to begin construction in 2025 with future phases being designed and constructed as funding is allocated.

Bicycle and Pedestrian Facilities

The Town's adopted 2011 Bicycle and Pedestrian Plan is a first step towards reaching its goal of creating a bicycle and pedestrian network. Town officials should be familiar with the recommendations in the 2011 Bicycle and Pedestrian Plan so future road improvements and/or new road construction decisions can be made with pedestrian and bicycle facilities included where the Plan recommends. An update to the Town's 2011 Bicycle and Pedestrian Plan was completed in 2021 but has not yet been adopted as of this writing. It is recommended that the Town approve the draft 2021 Bicycle and Pedestrian Plan for the Town of Lawrence and update the plan at least once every five years. Figure 3-9 lists the bicycle and pedestrian facilities that are recommended in the 2011 and 2021 Bicycle and Pedestrian Plan. The facilities proposed in the 2011 and 2021 plans are also shown in Figure 3-10.

Bicycle Network

A bicycle network includes on- and off-street facilities for bicyclists. For example, bicycle lanes alert all users of the road that a portion of the road is being used by bicyclists. They are usually 4 to 6-feet wide and marked by directional striping and signage. Bicycle lanes should be used in the same direction as the flow of traffic.

In rural areas, paved shoulders are commonly used by bicyclists and pedestrians. Bicyclists use them when there is high-speed traffic on the roadways, and pedestrians use them for travel where there are no off-street walkways. Paved shoulders also provide motorists space for parking, emergency maneuvers, and emergency stops.

Bicycle Facilities on County Highways

The Brown County Highway Department has a policy on paving shoulders on county highways. The current policy states that the county is responsible for 3 feet of pavement, and anything in addition to the 3 feet will be at the community's expense. The Town should work with the Brown County Highway Department to install an additional 2 feet of pavement on each side of county highways that are recommended in the Town's 2011 and 2021 Bicycle and Pedestrian Plans for 5-foot-wide paved shoulders. Where feasible, the use of appropriately placed rumble strips should also be included to provide additional safety measures for cyclists riding on the paved shoulder.

Sidewalk Network

Sidewalks provide pedestrians with an area to safely travel away from vehicle traffic. A sidewalk network needs to be integrated and connected to provide pedestrians safe and accessible pathways. Disconnected sidewalks deter people from walking. The Town should continue to work with developers and require them to install sidewalks in developments to connect residential neighborhoods to existing and future community facilities, employers, and other destinations.

Figure 3-9: Proposed Bicycle and Pedestrian Facilities

Road	Facility	Termini
CTH S/Freedom Rd.	paved shoulders	CTH U/County Line Rd to I-41
Noah Rd.	post bicycle route signs	CTH U/County Line Rd to CTH F/Williams Grant Dr.
CTH F/Williams Grant Dr.	bike lanes	CTH S/Freedom Rd to Scheuring Rd.
	sidepath	Grant St to Little Rapids Rd.
Little Rapids Rd.	paved shoulders	Town Line to CTH F
	paved shoulders	CTH F to I-41
	paved shoulders	I-41 to Lawrence Dr.
	signed bicycle route	Lawrence Dr. to Lost Dauphin Rd.
Hickory Road	paved shoulders	Lawrence Dr. to CTH D/Lost Dauphin Rd.
Lawrence Dr.	bike lanes	I-41 to City of De Pere limits
Mid Valley Dr.	paved shoulders	Little Rapids Rd to Quarry Park Dr.
Quarry Park Dr.	bike lanes	Mid Valley Drive to Scheuring Rd.
Quarry Park Dr.	bike lanes	Scheuring Rd to Grant St.
Packerland Dr.	bike lanes	Scheuring Rd to Grant St.
Scheuring Rd	bike lanes/off-street path	Quarry Park Dr. to Packerland Dr.
Sand Acres Drive	bike lanes	Quarry Park Dr. to Grant St.
CTH D/Lost Dauphin Rd.	bike lanes	South town limits to city of De Pere limits
Grant St.	bike lanes	I-41 to Packerland Dr.
Birchwood Rd.	paved shoulders	Mid Valley Dr. to CTH F
Over I-41	pedestrian bridge	Between Scheuring Rd. and Birchwood Rd.
Trolley Line	City of De Pere to Lost Dauphin Park	Acquire old trolley line parcels and easement to create trail
N Whistling Wind Dr.	signed bike route	Lost Dauphin Park to Little Rapids Rd.
Nimitz Dr.	bike lanes	CTH F/Scheuring Rd. to Quarry Park Dr.
CTH U	5' paved shoulders	South town limit to Noah Rd
S. Whistling Wind Drive	Signed bike route	Lost Dauphin Park to Little Rapids Rd
Orange Ln	Bike lanes	Mid Valley Dr to Scheuring/CTH EB roundabout

Source: Draft 2021 Town of Lawrence Bicycle and Pedestrian Plan

Trail Network

A trail is a path used for purposes such as walking, jogging, and biking. A trail can be paved or unpaved. A trail network should be integrated and connected to other pedestrian and bicycle facilities.

A multi-use trail is typically a 10- to 12-foot-wide two-directional facility that is separated from the roadway and designed for the exclusive use of bicycles and other non-motorized transportation modes. Multi-use trails are sometimes connected to multiple destinations such as schools, parks, stores, and employers. The purposes of multi-use trails are as follows:

- To serve as significant generators of bicycle use, especially for less skilled bicyclists.
- To provide enjoyable recreational opportunities as well as desirable commuter routes.
- To provide system continuity and linkages in areas where no on-street bicycle facilities are available.

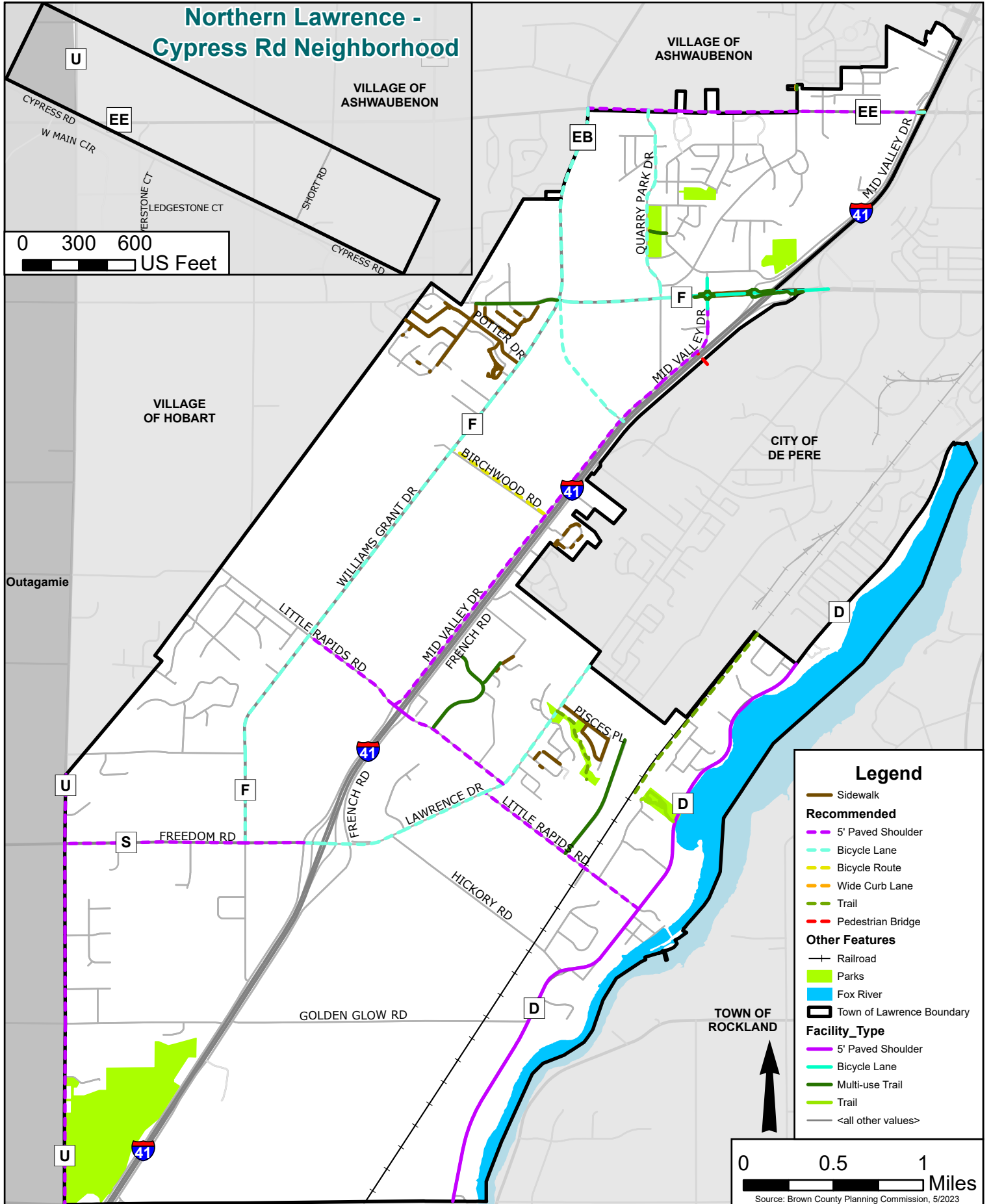
A multi-use trail is currently proposed along CTH EB and CTH F. This trail would extend into the Village of Hobart and eventually connect to the existing multi-use trail in the Village of Ashwaubenon along Packerland Drive, as shown in Figure 3-10.

An off-street trail is also planned along the future South Bridge Connector that would connect the Town with the City of De Pere, Town of Ledgeview, and Village of Bellevue. The Town should also consider building a dedicated off-street trail to connect the Bain Brook subdivision with existing subdivisions and other destinations in the central part of Lawrence. This area is primed for development over the next 20 years and this trail would provide a roadway-separated trail for residents and improve multimodal access to Hemlock Creek Elementary School as the Town grows.



Existing & Recommended Bicycle & Pedestrian Facilities

Figure 3-10



Transit

An efficient public transit system requires dense development patterns and streets that frequently interconnect. Town of Lawrence residents and employers do not currently have direct transit service due to low density developments. However, as the northern portion of the Town develops with residential and commercial uses, Town officials should closely monitor growth and work with Green Bay Metro staff to explore potential microtransit service options and pricing structures to meet the mobility needs of a growing Town.

Microtransit is an on-demand transit service with ADA-accessible vehicles that provides curb-to-curb service for customers within a designated service area, and transfer connections to fixed route bus service. Microtransit can provide a more cost-effective transit option in areas where fixed route bus service is not warranted either because of a low number of boardings or because of land uses that are incompatible with fixed route service.

Rail Transportation

Freight Rail

The Town of Lawrence does not use the freight rail line that runs through the Town to import or export goods. However, the freight rail line does provide economic opportunities to market properties along the rail line for business development. The Town should continue to support the use of the rail line and if an economic opportunity does arise, work with the interested parties to help improve the Town's economic base. Programs that support these efforts are described in greater detail in the economic development chapter.

Passenger Rail

There is currently no passenger rail service in the Town of Lawrence. The Federal Railroad Administration (FRA) released a plan for the Midwest in October of 2021 that identifies potential future passenger rail corridors across the Midwest over the next forty years, including an extension of passenger rail service up to the Green Bay Metropolitan Area. This rail line was also identified in the Wisconsin DOT's recently released 2050 State Rail Plan as the preferred route for future passenger rail to the Green Bay Metropolitan Area. The Town should support efforts to re-establish passenger rail service to the Green Bay Metropolitan Area.

Air Transportation

Austin Straubel International Airport will continue to provide air service to Town of Lawrence residents. Also, the airport will continue to serve existing and future business needs through its air freight service. Therefore, the Town of Lawrence should work with representatives of the airport over the next 20 years to support the retention and future expansion of passenger and air freight services.

Truck Transportation

Truck traffic will continue to increase as the Town of Lawrence continues to grow its economic base. Nearly all of the existing heavy truck traffic occurs on I-41 and designated truck routes. The Town of Lawrence should monitor its commercial and industrial development areas and make sure existing truck routes are accessible and adequate to support truck traffic. If necessary, the Town of Lawrence can designate new truck routes to accommodate future development areas that require truck trips.

Water Transportation

The Town of Lawrence does not currently use the Port of Green Bay as a means of transporting raw goods and materials. However, the Town of Lawrence should participate in the port's plan implementation process to ensure that its current and future economic interests are considered. Participating in this process would enable the Town of Lawrence to inform port planners of its intentions to use the port if an economic opportunity does arise over the next 20 years.

Funding Sources to Develop the Town's Transportation System

The development of Lawrence's transportation system will take time, planning, and funding. To assist the Town with the development of a comprehensive multi-modal transportation system, it should apply for transportation grants from every possible funding source. Some examples of these funding programs are identified in this section.

Urban and Rural Surface Transportation Programs

The Urban and Rural Surface Transportation Block Grant (STBG) Programs allocate federal funds to complete a variety of improvements to federal-aid-eligible roads and streets in urban and rural areas. The objective of the STBG is to improve federal-aid-eligible highways and streets that are functionally classified as collector or higher for functionally classified roads (Figure 3-3). More information on STBG funding can be found on the WisDOT web page by searching "Surface Transportation Block Grant Program" or by contacting the Brown County Planning Commission.

Transportation Alternatives Program

The Town should apply for grants from Wisconsin's Transportation Alternatives Program (TAP), which includes the former Transportation Enhancements and Safe Routes to School Programs, to help fund the development of the recommended bicycle and pedestrian system. The Town should consider applying for funds from Wisconsin's Stewardship Program to assist in funding the construction of the future off-street trail system. Information about the TAP can be obtained from the Brown County Planning Commission or WisDOT. The Town can contact the Wisconsin Department of Natural Resources for information about the Stewardship Program.

Highway Safety Improvement Program (HSIP)

The Town should apply for grants from the Highway Safety Improvement Program (HSIP) administered by WisDOT to correct existing transportation safety problems. The Town should also research and identify other grant programs through WisDOT's Bureau of Transportation Safety to address other transportation safety issues.

Local Roads Improvement Program (LRIP)

This program is administered by WisDOT and provides assistance to local governments to repair roads that are deteriorating and in need of repair. The program provides a 50 percent match, with the remainder provided by the local agency. This program can help the Town ensure roads remain in a state of good repair. More information regarding the LRIP can be found at: <https://wisconsindot.gov/Pages/doing-bus/local-gov/astnce-pgms/highway/lrip.aspx>.

Bipartisan Infrastructure Law (BIL)

The Bipartisan Infrastructure Law provides many transportation grants the Town can apply for to help cover the cost of transportation projects in the Town. A list of programs funded under BIL can be found at the following: <https://www.transportation.gov/bipartisan-infrastructure-law/bipartisan-infrastructure-law-grant-programs>.

Summary of Recommendations

The following sections summarize the transportation recommendations in this chapter:

Land Use

- The Town should consider the concept of traditional neighborhood design with a mix of land uses when planning and developing the Lawrence Town Center.
- Encourage more walking and bicycling trips by providing a mix of land uses with good street connectivity, bicycle and pedestrian infrastructure, and convenient access to key destinations and services.
- Establish context-sensitive off-street parking requirements by allowing shared parking arrangements, allowing on-street parking to count towards minimum requirements, and developing parking requirements specifically for a future Lawrence Town Center.
- Review and amend the Town's Land Division and Subdivision Ordinance to allow the development of traditional neighborhood designs in addition to conservation neighborhood designs.

Streets and Highways

- Monitor the residential, commercial, and industrial growth of the Town to allow early identification of future roadway needs, speed limit controls, and problems.
- Periodically measure the various characteristics of vehicular travel within the Town so trends may be identified, analyzed, and interpreted.
- Where transportation needs have been identified, plan for the future construction of the improvements to the roadway system.
- Develop well-connected road patterns within areas of development that have frequent connections to the existing road system to provide motorists several route options and avoid concentrating traffic on relatively few roads.
- Continue to require developers to connect new subdivision roads to existing subdivision roads to allow for safe and efficient traffic movement.
- Encourage the construction of two-lane arterial boulevards or three-lane arterial streets instead of undivided four lane arterial streets.
- Continue to explore the option of using roundabouts at intersections to reduce vehicle speeds, minimize the possibility of conflicts, and enhance traveler awareness to maximize pedestrian, bicyclist, and motorist safety and accessibility at intersections.
- Continue to use the Pavement Surface Evaluation and Rating (PASER) system to evaluate the condition of Town roads and develop a local road reconstruction prioritization plan.
- Continue to specify speed limits on Town roads.
- Maintain and foster communication with the Wisconsin Department of Transportation, Brown County Planning Commission, Brown County Highway Department, and neighboring communities to coordinate future improvements.
- Work with WisDOT and Brown County to prepare for the land use and transportation impacts of the

Southern Bridge and connecting street system.

- Develop and adopt a complete streets policy for new development and redevelopment projects in the Town, and for existing roadway restriping, resurfacing, and reconstruction projects, and for new roadway construction.
- Utilize traffic-calming measures to manage traffic speed and provide a safer, more comfortable environment for non-motorists.
- Prioritize the maintenance of the existing street and roadway system over new roadway capacity through appropriate transportation demand management strategies.
- Integrate green infrastructure into roadway projects that improve stormwater management, improve pedestrian and bicyclist comfort and safety, and positively contribute to neighborhood aesthetics and the rural character of the community.

Pedestrian and Bicycle Facilities

- Use the Town's Bicycle and Pedestrian Plan to guide the development of a bike and pedestrian network that connects people of all ages and abilities to schools, parks, and retail centers.
- Increase bicycle and pedestrian connectivity and access from nearby neighborhoods to Hemlock Creek Elementary School.
- Continue to require developers to install sidewalks and pathways in new subdivisions.
- Encourage the development of alternative transportation resources such as trails and bikeways along environmental corridors and utility easements.
- Work with the Brown County Highway Department to develop an adequately-sized paved shoulder system when county highways are reconstructed or maintained.
- Develop an off-street recreational trail network for bicyclists and pedestrians that connects residents throughout the Town.
- Develop and implement a safe routes to school (SRTS) plan for Hemlock Creek Elementary School.

Transit

- As the Town grows, work with Green Bay Metro to explore potential microtransit service options and pricing structures to meet the mobility needs of a growing Town.

Rail Transportation

- Support the use of the existing rail line for importing and exporting goods to reduce truck traffic on major roads.
- Support regional efforts to re-establish passenger rail service to the Green Bay Metropolitan Area.

Truck Transportation

- Monitor commercial and industrial development areas and make sure designated truck routes are accessible and adequate to support existing and future developments that require truck trips.

Air Transportation

- Work with airport representatives to support the retention and, if possible, expansion of air carriers that offer passenger and freight services.

Water Transportation

- Participate in the port's plan implementation process to ensure that Lawrence's current and future economic interests are considered by the port planners.

Funding to Help Develop the Town's Transportation System

- Research and apply for all available transportation grants to fund the development of the Town's multi-modal transportation system over the long-range planning period.

Chapter 4: Economic Development

Introduction

Local governments play an increasingly critical role in promoting private sector economic development because economic strength is critical to the vitality of a community. Economic development is the process by which a community organizes and then applies its energies to the task of creating the type of business climate that will foster the retention and expansion of existing businesses, attract new businesses, and develop new business ventures.

Economic development efforts to create jobs are important beyond generating additional income for Town of Lawrence residents. These efforts can help to generate additional tax base for the provisions of local services and may assist in establishing an environment for long-term economic vitality.

Success in economic development today requires a significant change in how economic development is done. It is important to think more broadly than was done in the past, when it was believed that it was most important to attract factories and companies and when economic development was all about being the cheapest place to do business. Today, it is realized that physical and cultural amenities are critical to attracting and retaining people to fill these positions. In the past, it was believed that economic development was the government's job. However, a successful transition into the new information-based economy will come only through partnerships among government, businesses, and nonprofit organizations.

The key to an economic development strategy is having a quality product/community to market. The Town of Lawrence Comprehensive Plan is geared toward promoting future development in the Town in a manner that supports a high-quality community that is attractive to existing and new businesses.

Goals and Objectives

Goal: Broaden the tax base and strengthen the Town of Lawrence economy and employment base through the expansion of business activity in a sustainable manner that does not detract from the rural character of the Town and that does not detract from the rapidly developing urban areas.

Objective: Identify appropriate core development areas for additional business growth that do not negatively impact the Town's rural character.

Objective: Continue to develop pedestrian-friendly residential communities in urbanizing areas to help foster community identity and to serve as a focal point for economic development.

Objective: Promote economic activities that incorporate a Town identity along I-41.

Objective: Pursue economic development policies that promote the Town of Lawrence as a community for entrepreneurs to live in and create and recreate businesses.

Objective: Encourage continued growth in existing small and regional businesses that serve the Town of Lawrence and the surrounding communities.

Objective: Ensure that new commercial and industrial development is designed properly to fit into the Town of Lawrence community.

Objective: Promote business development in efficient nodes, rather than in strips, to avoid continuous commercial corridors.

Objective: Promote the redevelopment of vacant or underutilized commercial and industrial properties.

Objective: Identify areas of the Town of Lawrence that are appropriate for new commercial or industrial development.

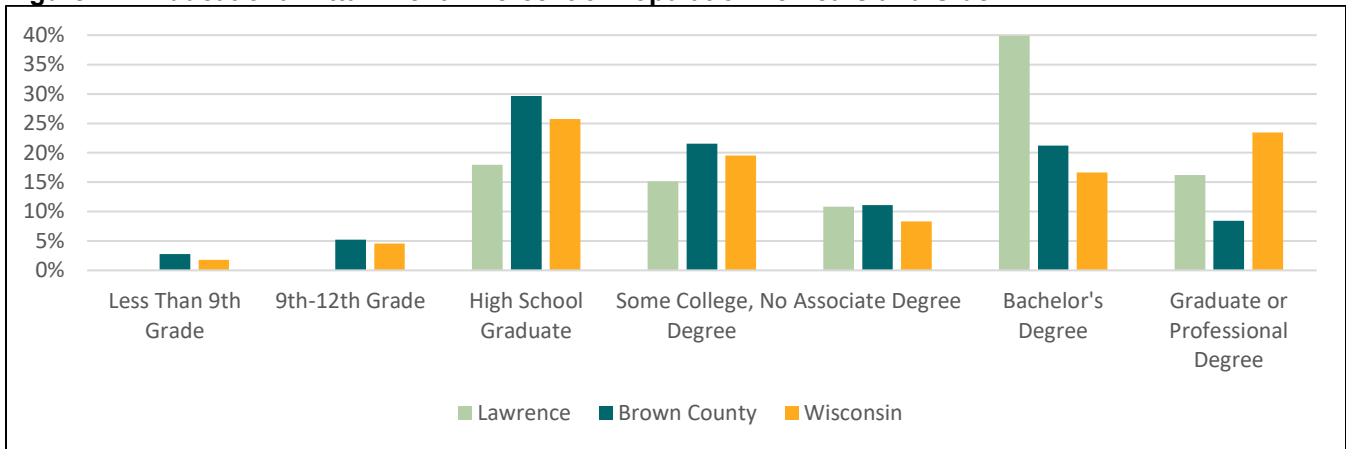
Objective: Promote and support local businesses and entrepreneurship.

Objective: Work with local, state, and private sector agencies to support the expansion of broadband across the Town to ensure that all existing and new businesses have access to high-speed fiber-optic internet.

Labor Force Analysis

Education is one of the primary keys to the “new economy,” which is more focused on information, advanced manufacturing technologies, and services than the production of basic goods. Continuing to develop a well-educated workforce through secondary schools, apprenticeships, technical schools, colleges, and universities will be critical for the Town of Lawrence to continue developing a diversified economy. Figure 4-1 indicates that the number of Town residents with college degrees is significantly higher than either the State or County averages. Having a resident population with higher educational degrees generally equates to higher income levels and a more stable employment base.

Figure 4-1: Educational Attainment – Percent of Population 25 Years and Older



Source: U.S. Census Bureau, 2017 – 2021 American Community Survey 5-Year Estimates

Figure 4-2 shows that the percentage of Town of Lawrence residents 16 years of age and older who are in the labor force is much higher than the percentage of people in the labor force in Brown County and Wisconsin, indicating that many of the households in Lawrence are likely dependent on two incomes. Lawrence’s 2021 unemployment rate of 0.4 percent is lower than Brown County’s 2.0 percent and the State of Wisconsin’s 2.3 percent. With such a high labor force participation rate and low unemployment rate, the Town will likely have to bring workers in from other parts of the County and region to help fill new jobs as the Town’s economy continues to grow and diversify.

Figure 4-2: Employment Status by Percentage of Population 16 Years and Older

Employment Status	Lawrence	Brown County	Wisconsin
In labor force	71.8%	68.7%	66.1%
Civilian labor force	71.8%	68.6%	66.0%
Employed	71.4%	66.6%	63.7%
Unemployed	0.4%	2.0%	2.3%
Armed Forces	0.0%	0.0%	0.1%
Not in labor force	28.2%	31.3%	33.9%

Source: U.S. Census Bureau, 2017 – 2021 American Community Survey 5-Year Estimates

When compared to the state and county, the Town of Lawrence has a higher percentage of people employed within the ‘management, business, science, and arts’ and the ‘sales and office’ occupations than either the county or state. The Town is significantly lower in ‘production, transportation, material moving’ occupations, but with access to I-41, it may be a sign that higher end business and industrial development should be sought out in the community (See Figure 4-3).

As for individual industries, the largest Town employment sector is the ‘manufacturing’ and ‘educational services, health care, social assistance’ industries, which have lower employment for the Town than either the county or state. The ‘finance and insurance, real estate and rental, and leasing’ industry and ‘wholesale trade’ industry employs significantly less. As the Town of Lawrence continues to grow and diversify its industries and businesses, the disparities in employment percentages among the Town, Brown County, and State of Wisconsin residents will likely continue to decrease.

The low numbers of residents working within the ‘natural resources, construction, and maintenance’ occupations or ‘agriculture, forestry, fishing, hunting, and mining’ industries are likely a result of there being relatively few related businesses within the Town that call for a high number of workers. With an increasing population forecasted there may be a growing market for retail businesses and, accordingly, for those retail service and trade occupations.

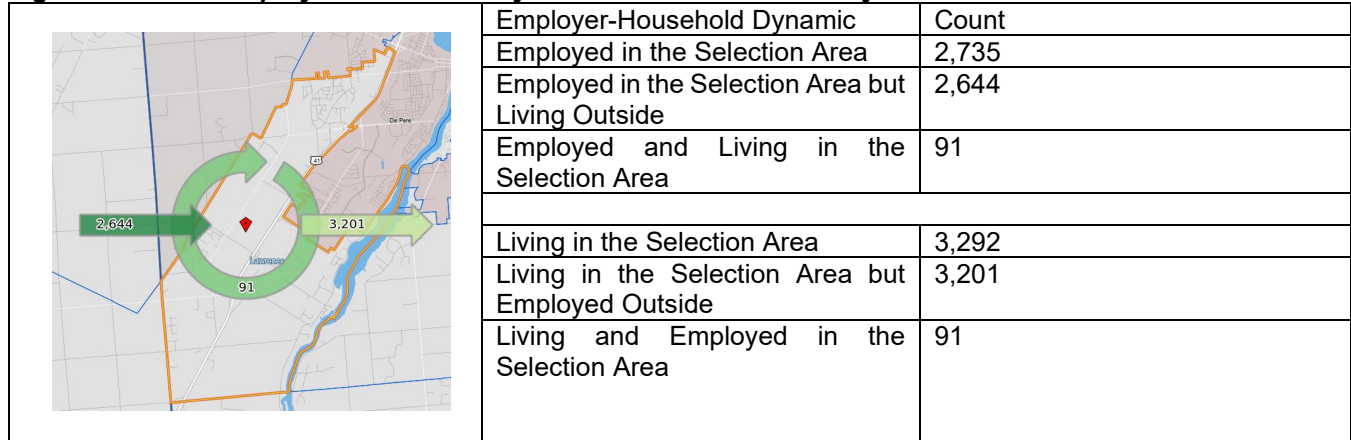
Figure 4-3: Employed Civilian Population as a Percentage of People 16 Years and Above

	Lawrence	Brown County	Wisconsin
OCCUPATION			
Management, Business, Science, and Arts Service	64%	37%	38%
Sales and Office Occupations	15%	16%	16%
Natural Resources, Construction, and Maintenance Occupations	13%	21%	20%
Production, Transportation, and Material Moving Occupations	4%	8%	9%
Production, Transportation, and Material Moving Occupations	4%	18%	18%
INDUSTRY			
Agriculture, Forestry, Fishing and Hunting, and Mining	0%	2%	2%
Construction	5%	6%	6%
Manufacturing	12%	22%	22%
Wholesale Trade	7%	4%	3%
Retail Trade	14%	9%	9%
Transportation and Warehousing, and Utilities	7%	7%	5%
Information	0%	1%	2%
Finance and Insurance, and Real Estate and Rental and Leasing	19%	9%	7%
Professional, Scientific, and Management, and Administrative and Waste Management Services	12%	9%	9%
Educational Services, and Health Care and Social Assistance	24%	19%	21%
Arts, Entertainment, and Recreation, and Accommodation and Food Services	0%	5%	5%
Other Services, Except Public Administration	0%	3%	4%
Public Administration	0%	4%	4%

Source: U.S. Census Bureau, 2017 – 2021 American Community Survey 5-Year Estimates

As shown on Page 71 in Figure 4-4, most of the Town’s labor force commutes into the Town from other municipalities. Similarly, most residents in the Town are employed in other municipalities and commute there for work. It is estimated that less than three percent of residents both live and work in the Town.

Figure 4-4: 2020 Employer-Household Dynamic Inflow/Outflow Analysis for the Town of Lawrence



Source: U.S. Census Bureau and U.S. Bureau of Labor Statistics, 2020 Longitudinal Employer-Household Dynamics

Economic Base Analysis

The economic base of the Town of Lawrence is intricately tied to that of the Green Bay Metropolitan Area in terms of employment and business opportunities. The vast majority of Lawrence residents work within the Green Bay Metropolitan Area and, therefore, depend on a sound economy throughout Brown County for their financial well-being. Key industry groups in the Green Bay Metropolitan Area include healthcare; paper and related products; insurance, financial services, and government offices; hospitality; food processing; and logistics (trucking, warehousing, and related services). Due to the Town’s dependencies on the Green Bay Metropolitan Area, a Location Quotient Analysis to determine basic and non-basic sector employment was performed utilizing Brown County as the local level for analysis as compared to the United States.

Basic sector employment typically produces goods or services that are exported out of the local economy and into the larger national economy. These goods and services and, therefore, employment are thus less likely to be affected by a downturn in the local economy. Non-basic sector employment includes those industries that produce goods or services that are consumed at the local level or are not produced at a sufficient level to be exported out of the local market.

The Location Quotient Analysis compares the local economy (in this case Brown County) to the United States. This allows for identifying basic and non-basic sectors of the local economy. If the location quotient (LQ) is less than 1.0, all employment is considered non-basic, meaning that local industry is not meeting local demand for certain goods or services and may be more subject to downturns in the local economy. An LQ equal to 1.0 suggests that the local economy is exactly sufficient to meet the local demand for given goods or services. However, employment is still considered to be non-basic. An LQ of greater than 1.0 suggests that the local employment industry produces more goods and services than the local economy can consume, and therefore, these goods and services are exported to non-local areas and considered to be basic sector employment. The Location Quotient Analysis for Brown County is displayed in Figure 4-5.

Figure 4-5: Employment by Industry Section, 2021; Brown County and the United States Location Quotient Analysis

Employment by Sector	Brown County	United States	Location Quotient
Agriculture, forestry, fishing and hunting, and mining:	724	1,799,227	0.49
Construction	6,567	7,971,066	1.00
Manufacturing	20,083	13,121,195	1.86
Wholesale trade	3,158	2,958,146	1.30
Retail trade	7,436	10,255,929	0.88
Transportation and warehousing, and utilities:	6,842	6,749,770	1.23
Information	766	2,234,466	0.42
Finance and insurance, and real estate and rental and leasing:	8,376	8,792,527	1.16
Professional, scientific, and management, and administrative and waste management services:	8,573	14,290,395	0.73
Educational services, and health care and social assistance:	19,825	25,042,789	0.96
Arts, entertainment, and recreation, and accommodation and food services:	3,612	5,441,847	0.81
Other services, except public administration	2,556	4,216,884	0.74
Public administration	3,223	6,670,923	0.59

Source: U.S. Census Bureau, 2017 – 2021 American Community Survey 5-Year Estimates

According to the LQ analysis, there are two industries in Brown County that can be considered to be basic employment sectors: manufacturing and financial services. Manufacturing, in particular has a location quotient score significantly above 1.0, indicating the strong presence of manufacturers within Brown County. Those industry sectors are most likely exporting goods and services to other parts of the country and contributing to a more stable local economy. Those industry sectors that are below 1.0, include such sectors as construction; professional and business services; education and health services; leisure and hospitality; other services; information; and natural resources and mining and indicate that there may be demand within Brown County's local economy to support increases in these industry sectors.

The Town should also continue to develop, recruit, and retain those businesses that contribute to existing industrial "clusters" within Brown County and the greater Fox Valley region. The State of Wisconsin Department of Commerce defines clusters as "...geographic concentrations of interconnected companies, specialized suppliers, service providers, and associated institutions in a particular field that are present in a nation or region." Clusters greatly enhance a particular industry's competitiveness in several ways. First, clusters help improve productivity by providing ready access to specialized suppliers, skills, information, training, and technology. Second, clusters help to foster innovation by increasing opportunities for new products, new processes, and meeting new needs with a full range of local suppliers and research institutions. Last, clusters can facilitate the commercialization of innovation through the creation of new firms via startups, spin-offs, and new business lines with needed inputs, such as banks and venture capital.

Within the Fox Valley region, business clusters include the paper, food processing, transportation, and insurance industries. The Town should actively develop, recruit, and retain those industries within the aforementioned clusters that take advantage of advanced technologies in the processing of their products as a means to continue to bridge the gap toward the new economy. The Town of Lawrence may also wish to focus a portion of its business creation and recruitment efforts on those businesses that are part of information or professional, scientific, and management sectors to begin filling some of the potential local demand for these services while still maintaining communication and retention efforts with those existing businesses in the manufacturing sector.

Strengths and Weaknesses for Attracting/Retaining Business and Industry

It is necessary to look at the factors that influence the economic climate in the Town of Lawrence. The most obvious factor is the Town's location at the south end of the Green Bay Metropolitan Area and the ease of access to I-41 for commuting. Business owners in Lawrence can easily tap the metropolitan area's large population base for employees, and residents of Lawrence can just as easily commute to jobs in the metropolitan area and enjoy the benefits of living in a more suburban or rural setting.

Although the easy access to I-41 is a definite benefit for residents of Lawrence who work in the Green Bay Metropolitan Area, it is a potential detriment to the sustainability of local retail and service businesses. Many residents find driving to Green Bay for goods or services that one might find in a developing community of nearly 6,500 residents to be more of a minor inconvenience than a major problem. For local businesses to succeed in providing goods or services, it is necessary for the local residents to choose to patronize them instead of driving to larger non-local businesses outside of the community.

There are multiple highway projects that will create many new economic opportunities for the Town:

- Expansion of I-41 from four to six lanes and the reconstruction of the I-41/CTH S interchange
- Construction of a new interchange at I-41/Southbridge Rd
- Construction of the South Bridge Connector (SBC)

These projects will assist the Town of Lawrence in attracting business to the Town, and will be especially attractive to retail businesses and restaurants looking to locate to the Town. As the Town continues to grow, the need for lodging for visitors will also continue to grow, and the Town should explore opportunities to attract new hotels to locate to Lawrence.

From a quality of life perspective, the Town has agricultural amenities that provide the "rural feel" that Lawrence's residents value. As the Town looks to recruit and grow businesses, Lawrence should emphasize the high quality of life and proximity to the cultural amenities located in the Green Bay Metropolitan Area, such as the Weidner Center, Neville Public Museum, and Downtown Green Bay, and easy access to recreation activities in Wisconsin's Northwoods and Door County that the business owners and their employees can enjoy. Additional points of emphasis should be the high-quality school system and lower housing prices as compared to other larger metropolitan areas around the Midwest.

In terms of utilities, Lawrence provides public water to residents and businesses in roughly the northern one-third of the Town. Public water is sourced from Lake Michigan and piped from Manitowoc. The Town has adequate potable water for new business and industry.

Public wastewater treatment for the Town of Lawrence is provided by the Green Bay Metropolitan Sewerage District (GBMSD). GBMSD provides wastewater services from their treatment plant located near the mouth of the Fox River to all of metropolitan Green Bay. GBMSD is in the process of upgrading equipment and a number of processes to comply with additional regulations and projected future growth. Adequate capacity exists within GBMSD to account for additional growth in Lawrence, but GBMSD should be kept apprised of any proposals for new or expanded industries that will produce large amounts of wastewater.

Uninterrupted communication processes and high-speed access to the Internet are of paramount importance to most businesses and industries, particularly those businesses associated with information and technology in the new economy. As Lawrence plans for new business locations, it will be critically important to ensure that the placement of fiber optic communication lines is included in any development proposals.

To facilitate future business development, the Town of Lawrence should consider acquisition of land for the development of a business/industrial park with easy access to public sewer and water services, as well as transportation access to I-41 and the Canadian National Railway line. Land to the west of I-41 at the intersection of Freedom Road may be ideal for transportation access, and land at to the west of I-41 at the intersection of Scheuring

Road may be ideal for transportation and sewer/water access. An alternative may be if the southern bypass bridge alternative lines up with Orange Lane. Development between the freeway and Packerland Drive would provide access to I-41, STH 29, and STH 172 for importing and exporting. The locations are well-suited for future business park development.

Economic development services to assist businesses with location or relocation are provided throughout Brown County by Advance, which is the Economic Development section of the Green Bay Area Chamber of Commerce. Training services for businesses are provided by UW-Green Bay, St. Norbert College, the UW-Extension services, and Northeastern Wisconsin Technical College (NWTC). While none of the main buildings of these educational institutions are located in the Town of Lawrence, all sites are within a 30-minute drive.

The state and national economy are in the process of transitioning from an economy based on the processing of raw materials into finished goods to one based on technologically advanced manufacturing, information, and creativity. As this transition takes place and as advances in communications technologies continue, businesses and entrepreneurs will begin to be more influenced to locate in places where their existing employees will be comfortable living, where there is a high-quality potential employee pool, and where there are good transportation connections rather than a proximity to raw materials for production. The Town of Lawrence appears to be well-positioned to make this transition. However, the Town must continue to strive to maintain or improve those quality-of-life amenities that potential businesses and their employees are looking for when deciding where to locate.

Economic Development Assessment & Recommendations

Economic Opportunity Areas

An economic opportunity area is a geographic area of current or future general economic activity that contributes or will contribute to the community's tax base and overall identity. This may be as small as a grouping of local businesses or as large as a downtown or business park. The inventory, assessment, and recommendations for existing and future economic opportunity areas will help to guide the Town's economic development and land use activity over the next 20 years.

In the strategic planning surveys, residents and the business community expressed a desire to maintain both the Town's rural and urbanizing atmosphere, while encouraging some additional commercial and industrial activity as a means to increase the overall tax base of the community. As a growing community, the Town will need to weigh the pros and cons of the commercial services a proposed business can provide with the potential impact on the Town's changing rural and urbanizing atmosphere.

Business and Industrial Parks

Business and industrial parks provide a location for manufacturing, fabrication, and other similar processing enterprises. Modern industrial parks are typically located where there is ease of access for the transport of raw materials and finished products and adequate land available for the expansion of businesses. Additionally, industrial parks can provide for the close location of various businesses necessary to contribute to the supply chain of larger businesses also located within the park, thereby reducing transportation costs and communication issues. These types of supply chain groupings and spin-off enterprises create economic "clusters" of similar products, thereby supporting a community or region's goals of economic growth and job creation.

The Town of Lawrence has a business and industrial park at Scheuring Road, west of I-41. Most clustered business and industrial development exists on Scheuring Road between Quarry Park Drive and I-41. The site is a mixture of uses including manufacturing and office headquarters, a signage company, orthodontia office, and an elder care facility, among other uses.

To facilitate additional future business development, the Town of Lawrence should consider acquisition of land for the development of a business/industrial park with easy access to public sewer and water services, as well as transportation access to I-41. Land to the west of I-41 at the intersection of Freedom Road may be ideal for transportation access, and land to the west of I-41 at the intersection of Scheuring Road may be ideal for

transportation and sewer/water access. A new road will be constructed between I-41 and the Scheuring Rd/Packerland Drive/Williams Grant Drive intersection as part of the South Bridge Connector project. Development between the freeway and Packerland Drive would provide access to I-41, STH 29, and STH 172 as well as the nearby Austin Straubel International Airport for importing and exporting. The locations are well-suited for future business park development.

The Town of Lawrence may wish to contact affected property owners to determine their interest in developing land. If the Town is interested in acquiring land for development, the Town should prepare a feasibility study to determine the estimated development costs, including such factors as financing, engineering/design, sewer, water, fiber optic, roads, and stormwater management facilities. Additionally, such a feasibility study should identify whether adequate regional demand exists for such a business and industrial park, target industries/businesses, and a concept plan.

Town Center

Input received from Town residents indicated a desire for a Town Center in Lawrence. While this did not score highly compared to other issues, the development of a Town Center can help achieve many of the goals and objectives in this plan and directly addresses many other issues identified by residents. The Town should identify a suitable location and establish a pedestrian and bicycle-friendly Town Center with a mix of residential, commercial, civic, and park uses that can mature over time. Civic uses may include things like a community center, library, or parks. Additional considerations should include:

- Building form and layout
- Building materials
- Desired street configuration
- Utilities and stormwater management

To guide the development of a new Town Center, the Town should prepare and implement a master plan for the future development of a Town Center.

I-41 Corridor and the Mid Valley Drive/French Road Frontage Roads

For most visitors traveling to or through the Town of Lawrence, the I-41 corridor and the Mid Valley Drive / French Road frontage roads will provide the first impression of the Town and Town character. Therefore, new development and redevelopment along the corridor should be of a design and quality that provides a favorable first impression to visitors since they are all potential customers and/or residents of the Town of Lawrence. As the corridor runs north to south through the center of the Town, it provides a number of very visible economic development opportunities for the Town of Lawrence. However, the Town will need to ensure that new development and redevelopment is of a quality that meets the expectations of the residents and makes a good first impression on visitors by developing and enforcing strong and reasonable design standards for the corridor. Redevelopment efforts in the corridor should focus on improving building structure quality with an emphasis on the utilization of durable materials, such as brick and stone, rather than metal standing seam siding, to emphasize the Town of Lawrence rural character. Additionally, any outdoor storage yards and parking lots should include landscaping to break up the mass of asphalt and parts of the outdoor storage areas screened so as not to be seen by passing vehicles. In certain areas along I-41, the Town may want to consider the purchase of dilapidated or underutilized properties to make them available for redevelopment consistent with updated design criteria.

To accomplish this goal, the Town of Lawrence should create and enforce a set of design review standards for commercial, multifamily, and industrial developments along I-41 to ensure existing development for which exterior changes are proposed and proposed new development meet the applicable design criteria that creates an identity for the Town. Having design review criteria (similar to the City of De Pere) helps establish the following:

- Encourage growth and development that is consistent with maintaining rural design character and protects

and enhances the Town of Lawrence's rural atmosphere for citizen and visitor use.

- Protects against development that uses standard urban and suburban design approaches.
- Protects against the problem of highway strip commercial development.
- Encourages well-designed highway clustered commercial development.

As the lands adjacent to the I-41 corridor are developed, care should be taken to prevent the degradation of any nearby sensitive wetland areas and prime agricultural areas by properly managing stormwater and utilizing erosion control techniques.

In order to reinforce in motorists' minds that they are entering the Town of Lawrence, the Town should consider the placement of well-designed, appropriately scaled signage at primary entrance points to the Town. Specific locations include I-41 northbound at Apple Creek Road and I-41 southbound at Grant Street, along with access signage on I-41 in both directions at Scheuring Road and Freedom Road.

Rural Commercial Development

The Town of Lawrence has a small number of scattered business enterprises in the more rural portions of the Town. These businesses are located primarily along French Road and Mid Valley Drive, but other sites serving the surrounding areas are located on Little Rapids Road, Miners Way, and Lawrence Drive. Provided the buildings and sites are designed appropriately, scattered commercial development can provide important services to the residents of rural areas. When evaluating whether or not to permit new scattered commercial development, the Town of Lawrence would want to focus the locations in nodes on intersections to avoid the creation of strip commercial corridors over time.

Recreational Features

Aside from the frontage along the Fox River, the Town of Lawrence has limited areas when it comes to natural recreational features. Recreational enthusiasts utilize Lost Dauphin Road for bicycling due to the vistas of the river as well as the winding and hilly road that connects to other wonderful cycling roads within the Town as well as other existing and future parks. If water access for fishing, boating, and kayaking was provided at the Lost Dauphin State Park, water trails could be introduced to the recreational features offered by the Town in the Parks and Outdoor Recreation chapter of this plan. While in the Town of Lawrence, tourists can spend money on food, gas, lodging, and supplies. Promoting the Town's recreational areas as a destination for these activities will bring outside dollars into the local economy and support local businesses.

Home-Based Businesses

Technological advancements in communication and broadband have lessened the need for established brick-and-mortar businesses. Home-based businesses can help foster the development of small businesses and new start-ups by removing upfront capital and overhead costs associated with a brick-and-mortar building. Currently, most home-based business uses are prohibited in the Town's zoning ordinance; some limited uses are allowed in the Town's Estate Residential zoning designation. It is recommended that the Town consider revising the ordinance to allow home-based businesses in the Town.

Economic Development Policy Assessment & Recommendations

Business and Industrial Design Standards

Design standards provide a means for the Town of Lawrence to maintain a rural character in a rapidly developing environment by reviewing plans for commercial buildings. The Town should develop design review standards for business/commercial, multifamily, and industrial developments. A goal for having design review standards should be to create a unique town identity, encourage growth and development which is consistent with maintaining rural design character, protect and enhance the rural appeal for residents, employers, and visitors. Such standards should apply to the following:

- All new commercial, multifamily, and industrial development.
- Landscaping when new buildings, exterior alterations, signage, or parking is proposed.
- Exterior wall and roof alterations to existing business/commercial, multifamily, and industrial development.

In the interest of economic development, design standards should be consistent and predictable, to ensure that the development community can accurately project the length of time needed for municipal approvals and account for this time in their development cost estimates.

Business Retention

Because a good portion of the economic growth that occurs is from businesses already in a community, business retention is essential. Activities associated with business retention programs include:

- Helping businesses learn about potential sites for expansion, offering low-cost loans, and identifying state and federal grant funds to finance business expansions.
- Providing business areas with efficient, reliable public services, such as snow removal, road repair, and sewer and water utilities.
- Providing a contact person to answer business questions and solicit information from business leaders regarding local development problems.

Business Attraction

Business attraction involves letting businesses know what the Town of Lawrence has to offer. For example, some of the activities that are involved in a business attraction program include:

- Providing information on available sites.
- Identifying labor and community characteristics.
- Marketing sites to businesses that would be complementary to existing businesses or would provide diversity to the local economy.
- Access to transportation options and utilities including water, sewer, communication, and broadband.
- Offering low-cost land, accessibility to state or federal grants, or other incentives to encourage businesses to locate in the community.

Business Creation

The Town of Lawrence can make positive planning and financial management decisions that result in the community being an attractive place for aspiring entrepreneurs to locate and start their businesses. When deciding where to locate to start a business, many entrepreneurs today evaluate where they want to live first, because the access to raw materials, land, and utilities may not be the driving force for their business model. Also, many entrepreneurs today depend on a well-educated workforce and excellent communications systems (wireless communications, and fiber-optic connectivity) for their products. To create a community where entrepreneurs want to live, work, and recreate, specific activities the Town can promote include:

- Identifying access points to “angel” investment opportunities for aspiring entrepreneurs who need access to capital to begin their business.
- Creating active, exciting, diverse places for these businesswomen and businessmen to live, work, and recreate.
- Encouraging the development of fiber optic lines and other wired and wireless communication infrastructure necessary for high-speed broadband and communication.
- Promoting the unique culture and characteristics of the Town of Lawrence as something different from the rest of Northeastern Wisconsin.

Economic Development Program Recommendations

This section contains a brief explanation of local, county, and state economic development programs that could potentially help the Town of Lawrence and the Town businesses achieve their stated economic development goals and objectives. The Implementation chapter contains a comprehensive listing and description of programs the Town may wish to utilize in achieving its economic development objectives.

Tax Increment Finance Districts

Residents of the Town of Lawrence rely heavily on the Green Bay Metropolitan Area and other nearby communities for many of their commercial needs. As commercial areas in the Town develop, it is critically important that residents in Lawrence patronize the businesses that exist or new businesses that start up in the Town. Failure to do so will result in a reduction of available commercial services, reduced retail options, and vacant buildings.

Agriculture is a large component of the Town of Lawrence economy. Agriculture should be encouraged to continue through Town policies that do not impede its continued viability. For the small-scale farms, entrepreneurial agricultural activities such as truck farming, direct farm-to-market sales, and farm-based value-added manufacturing, should be actively encouraged as a means to maintain farming and the Town rural feel.

One economic development tool now available to Towns in the State of Wisconsin is the utilization of Tax Incremental Financing District, commonly called TIF or TID. Until 2003, this redevelopment tool was only available to cities and villages. The law allows a town to expend money or incur debt for projects related to agriculture, forestry, manufacturing, or tourism. The law also allows TIDs to be used for retail development that is limited to the retail sale of products produced due to agriculture, forestry, or manufacturing project. The State Department of Revenue must approve any proposed TID project. There are currently three TIDs in the Town of Lawrence, which are shown in Figure 4-6.

Generally, the type of uses that commonly occur within a TID include acquisition and demolition of blighted properties in commercial or industrial areas and extension of roads, sewer, storm sewer, and water mains to serve expected new agriculture, forestry, manufacturing, or tourism related development expected to locate in the tax increment district.

Once the TID is established, the aggregate equalized value of taxable property within the district is established. This is called the tax incremental base. All the taxing entities of the area (Town, school districts, county, technical school) continue to receive their share of the annual taxes generated by the tax incremental base of the district throughout the life of the TIF project. The municipality then installs the improvements to the TID. As development occurs, the property values within the district grow. Taxes paid on the increased value from the growth are called tax increments and are used to pay for the public improvements made to the district by the municipality. This money is put in a separate TID fund to finance the public improvements made to the district. Expenditures for the project costs to the district must be made no later than five years after the district is started. The maximum life of a TID district is 16 years with options for extensions. If the value increases to the district are not enough to pay off the costs of the project within the life of the district, the municipality must incur the costs that still need to be paid. Taxing jurisdictions do not benefit from the value-added increase in the district until the district project costs have been paid off and/or the life of the district is over. Once the life of the district has expired, the added value of the district is then apportioned out to all taxing districts similar to anywhere else in the Town.

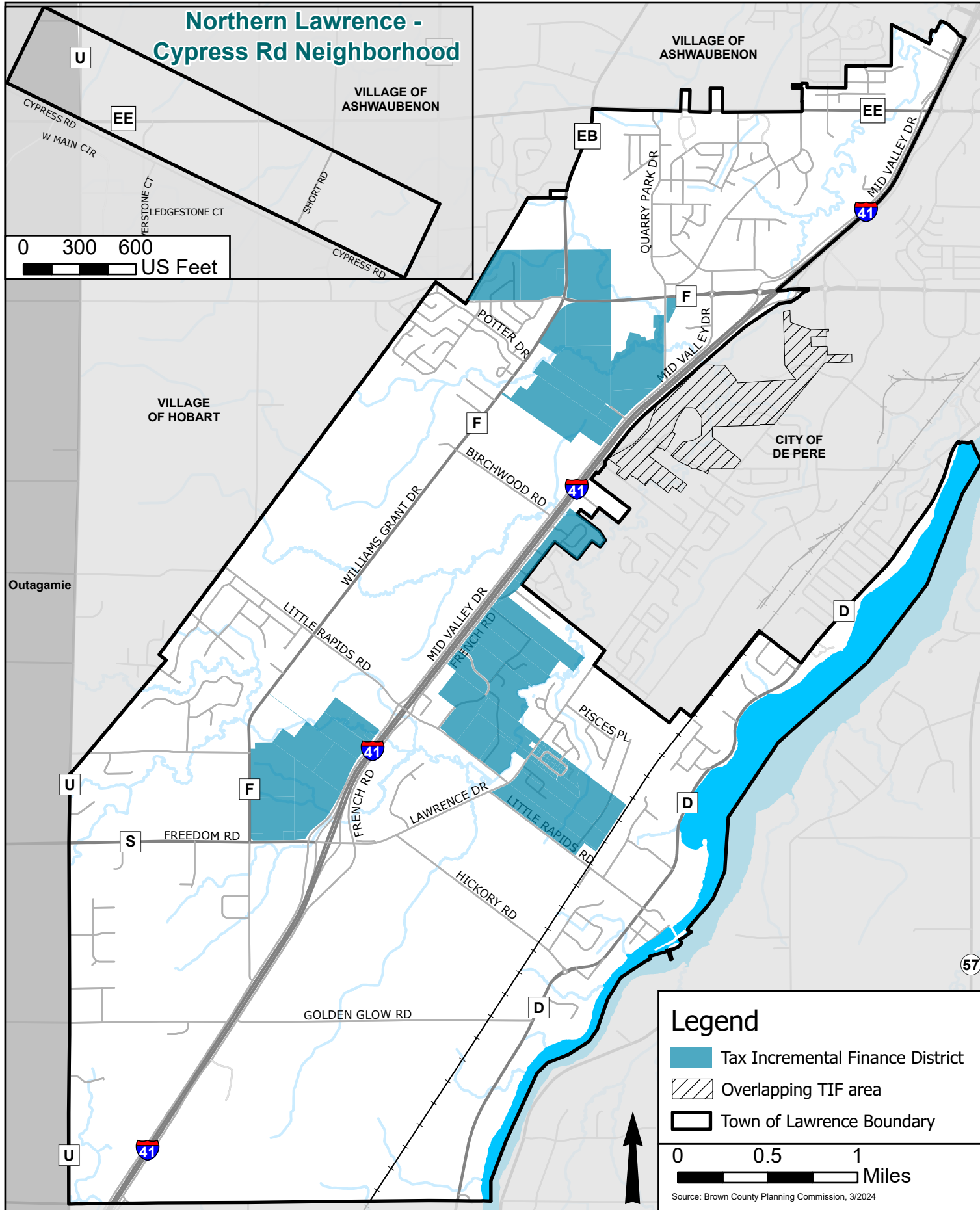
Municipalities thinking about utilizing this economic development technique must carefully consider the benefits to the community, the potential pitfalls, and the likelihood of success of the district.

Businesses can use economic development loan programs, such as the Brown County Economic Development Revolving Loan Fund, administered through the Brown County Planning Commission and Advance, to obtain low-interest loans that will generate new employment opportunities and encourage expansion of the tax base. Through Brown County's partnership with Advance, the Town of Lawrence also has access to development and grant information, their microloan program, and economic development marketing services.



Tax Increment Finance Districts (TIDs) in Lawrence

Figure 4-6



Industrial Revenue Bonds

According to the Wisconsin Economic Development Corporation, Industrial Revenue Bonds (IRBs) are designed to help Wisconsin municipalities support industrial development through the sale of tax-exempt bonds. IRB financing may be used for building, equipment, land, and bond issuance costs, but not for working capital. The main advantage of IRBs is the low interest rates that are realized because bonds (to finance the development) are sold under the name of the Town, and therefore the interest earned from these municipal bonds is exempt from federal taxes. Typically, interest rates on IRBs may be from 1.5 to 2.5 percentage points below comparably rated corporate bonds.

Greater Green Bay Chamber

The Town of Lawrence is a member of the Greater Green Bay Chamber, an economic development organization serving the Green Bay area. The Greater Green Bay Chamber acts in part as an informational and referral service for potential businesses and industries looking to locate in Brown County. This enables a potential business or industry looking to locate in Brown County to hear about the Town of Lawrence when the business otherwise may have no knowledge of the opportunities available in the Town.

Local Commercial Realtors

There are a number of local commercial realtors who can provide vital marketing and research services to the Town of Lawrence. Local commercial realtors should be considered partners with the Town when recruiting businesses or evaluating sites for potential business parks.

Brown County Business Park Website

The Brown County Planning Commission, in partnership with its local municipalities and Advance, maintains a website that provides details regarding business and industrial parks within Brown County. Each business park includes a data sheet with details regarding such critical information as acres available, utility availability, transportation connections, asking prices, and contact person. The Town of Lawrence should ensure the data on the website is as detailed and accurate as possible to provide the best possible information for potential businesses or industries that wish to locate in the Town. The website is located in the "Featured Maps and GIS Apps" section of the Brown County Land Information Office webpage, at: <http://tinyurl.com/BC-BusinessParks>.

NEW North, Inc.

The New North is a 501(c)3 non-profit regional marketing and economic development organization that promotes collaboration between the private and public sectors to promote Northeastern Wisconsin for increasing economic development. According to the New North website, their key initiatives include:

- Attract, develop, and retain diverse talent
- Foster targeted industry clusters and new markets
- Support an entrepreneurial climate and small business
- Encourage educational attainment
- Elevate sustainability as an economic driver
- Promote the regional brand

Additional information on New North, Inc., can be found at www.thenewnorth.com.

Wisconsin Public Service

Wisconsin Public Service Corporation (WPS) also contributes a number of economic development services that the Town of Lawrence should be aware of for local businesses. WPS also maintains a website of available industrial buildings and sites on a regional scale. Should industrial buildings become vacant in Lawrence, the Town should work with the property owner and WPS to list the building on the WPS website. The WPS economic development page can be a useful resource for the Town and is located at www.wisconsinpublicservice.com/business/bcd.asp.

Wisconsin Department of Administration

The Wisconsin Department of Administration manages the Community Development Block Grant (CDBG) – Small Cities program. Of particular interest to the Town of Lawrence would be the following programs, which support economic development.

- CDBG Economic Development (CDBG-ED) – Grant funds are awarded to local governments to assist businesses to create or retain jobs for individuals with low and moderate incomes. Examples of eligible projects include business loans to expand facilities or purchase equipment, specialized employee training, or business infrastructure projects.
- CDBG Public Facility-Economic Development Funds (CDBG-PFED) – Grant funds are awarded to local governments for public infrastructure projects that support business expansion or retention. Examples of eligible applications include new or improved water, sewer, and streets that result in business expansion and job opportunities for low- and moderate-income individuals.

Additional information regarding the CDBG program may be found at:

https://doa.wi.gov/Pages/LocalGovtsGrants/CommunityDevelopmentPrograms_archive.aspx.

Wisconsin Economic Development Corporation

The Wisconsin Economic Development Corporation (WEDC) works with Wisconsin communities to provide training, technical support, and funding to facilitate public infrastructure improvements, brownfield redevelopment, and Main Street improvements to foster economic growth. A specific WEDC program that may assist the Town of Lawrence in its economic development activities is the Certified Sites Program.

For the Certified Sites Program, WEDC reviews and certifies sites of at least 50 contiguous acres as being ready for development. Certification means key approvals, documentations, and assessments for industrial uses are already in place. This program may be a good option for land the Town plans to expand to commercial/industrial uses along I-41, particularly at Freedom Road and also at Scheuring Road.

Additional information regarding WEDC can be found at <https://wedc.org/>.

Economic Development Administration

The Economic Development Administration (EDA) provides grant programs for economic development assistance, regional planning efforts, and disaster prevention and relief. Investment priorities for EDA include:

- Collaborative regional innovation that supports the development and growth of innovation clusters based on existing regional competitive strengths.
- Public/private partnerships that use both sectors' resources and leverage complimentary investments by other entities.
- Initiatives that encourage job growth and business expansion related to advanced manufacturing, technology infrastructure, and other national strategic priorities.

- Investments that promote job creation and economic prosperity through projects that implement environmentally sustainable development.
- Investments that strengthen economically distressed and underserved communities.

Transportation Economic Assistance (TEA)

The TEA is a grant program administered by the Wisconsin Department of Transportation that provides matching grants for roads, rail, harbor, and airport projects that help attract employers to the State or aid in the retention of existing businesses. This program provides grants for up to one million dollars for the transportation component of an economic development project. The program requires a 50 percent local match, which can come from any combination of local, state, federal, or private sources. Locally, the Village of Wrightstown has utilized the TEA Program to provide rail access to aid the expansion of multiple existing businesses in the Village.

More information about the TEA Program can be found at: <https://wisconsin.gov/pages/doing-business/local-government/assistance-programs/aid/tea.aspx>.

Summary of Recommendations

The following is a summary of economic development recommendations for the Town of Lawrence:

Town of Lawrence

- Promote the Parks & Outdoor Recreation Plan section of this Plan to businesses in this area that incorporate public access and use of the Fox River, Ashwaubenon Creek, and Hemlock Creek, as a recreational features of the Town.
- Encourage the continued development of small retail shops, services, and institutional uses, such as the post office, in the Town to increase local daily activity levels.
- Ensure new development in the Town of Lawrence is of a high-quality and meets the rural design standards desired by the residents of the Town.
- Complete a site suitability analysis to inform decision-making when siting new industrial developments in Town.
- Review existing design standards for the Limited Industrial (LI) and General Industrial (GI) districts to ensure appropriate measures are in place to mitigate negative impacts associated with industrial activities; adopt stronger measures if current requirements are found to be insufficient.
- Work with local, state, and private sector agencies to continue to expand and improve broadband access to ensure all existing and new businesses have access to high-speed fiber-optic internet and communications.
- Continue to use the Town's website to market the Town and provide information to prospective businesses.

I-41 Corridor and Mid Valley Drive/French Road Frontage Roads

- Create design review standards for business/commercial, multifamily, and industrial development to create a favorable first impression of the Town of Lawrence for visitors traveling on I-41.
- Consider Town level purchase and redevelopment of underutilized parcels along the I-41 corridor, particularly those that do not meet the desired rural feel of the Town.

- Determine the costs and potential economic development benefits associated with extending the necessary infrastructure to Town owned property designated to become a future commercial/industrial park.
- Coordinate with Brown County and adjacent communities regarding access to Town retail areas for vehicles, pedestrians, and bicyclists.

Economic Development Programs/Policies

- Utilize the Town of Lawrence's rural atmosphere and recreational assets as a selling point for business and employee recruitment efforts.
- Focus commercial development in nodes at intersections with I-41 to avoid commercial strip development that would not be compatible with the Town's rural character.
- Review Town site plan and design standards that ensure new and existing development is of a high quality that becomes an asset to the Town's rural feel.
- Review site plans to avoid any negative impacts on environmentally sensitive areas.
- Focus economic development efforts on growing existing businesses and creating an environment that fosters new business establishment first and recruiting businesses from other communities last.
- Utilize the Brown County Business Park application to advertise available parcels and buildings in the Town of Lawrence business and industrial areas and proposed new park sites.
- Utilize the programs administered by the Wisconsin Economic Development Corporation (WEDC) and Wisconsin Department of Administration (WDOA) to foster economic development opportunities.
- Develop a periodic meeting schedule with existing businesses to discuss future needs or potential problems.
- Partner with local commercial realtors for business recruitment, site evaluation, marketing, and research.
- Place well-designed and appropriately scaled signage welcoming motorists to the Town of Lawrence along I-41 northbound at Apple Creek Road, I-41 southbound at Grant Street, along with access signage on I-41 in both directions at Scheuring Road and Freedom Road. Also, potentially at Orange Lane if that becomes an intersection.
- Utilize the Town's GIS tools to market available properties, advertise quality of life indicators, and outline building code and development requirements for properties.
- Identify a location for a Town Center and develop a master plan to guide the implementation and develop of the Town Center.

Chapter 5: Housing

Introduction

The Town of Lawrence has a well-diversified housing stock, including detached single-family homes, condominiums, duplexes, multi-family apartment complexes and group homes. This diversity of housing units allows for the Town to be prepared for future changes in the housing market, whether due to the economy, demographic changes, or simple changes in demand. The Issues and Opportunities chapter of the plan contains the forecast for new housing units within the Town of Lawrence over the next 20 years. This chapter will build on the forecast by identifying existing trends and characteristics of the local, regional, and national housing market and by providing recommendations on various standards, tools, and resources to ensure that future residential development continues to build the Town's identity and is of a quality expected by Town residents.

It is important to note that the U.S. Census Bureau's American Community Survey (ACS) is generally used for the baseline housing data in the Town of Lawrence because the U.S. Census Bureau stopped collecting long-form (detailed) census responses starting in 2010. The ACS utilizes statistical sampling techniques over a rolling 5-year period to obtain a statistically valid estimate of the respective housing characteristics. Since the ACS uses sampling rather than an actual count as in past censuses, the numbers identified may not reflect the 100 percent count or type of housing unit. Therefore, when reading the background housing data, review the tables in terms of overall trends, rather than for specific examples.

Housing Goal and Objectives

The following goal and subsequent objectives are intended to create a framework around which the Housing Chapter will be developed. The goal and objectives are intended to be reflective of the guidance provided from Lawrence residents during the Town of Lawrence Visioning Session and follow-up survey.

Goal: Provide a range of quality housing opportunities for all segments of the Town's current and future residents.

Objective: Promote future residential development areas in proximity to existing development to utilize existing public utilities and services most efficiently.

Objective: Support the development of an adequate supply and mix of housing types for a rapidly growing community.

Objective: Ensure the quality of new and existing multi-family developments in the Town is consistent with other high-quality developments.

Objective: Encourage the rehabilitation and maintenance of existing housing units.

Objective: Promote new housing development that is sensitive to the environmental features in the Town.

Objective: Identify specific programs that may assist Lawrence homeowners in purchasing or maintaining their homes.

Housing Characteristics

Age

Figure 5-1 identifies the estimated decade within which homes were constructed within Lawrence. Approximately 75% of the existing housing stock in the Town has been constructed since the year 2000, and 86% of the Town's housing stock has been constructed since 1990. This is much higher than the County and State as a whole. Because most of the homes are newer, they are likely in good to very good condition currently. However, as the Town's housing stock begins to age, it will be necessary for the Town to ensure the housing units remain in good condition

through building code enforcement and providing information to Town homeowners regarding resources available to assist with home maintenance.

Figure 5-1: Estimated Age of Housing Stock in Lawrence, Brown County, and Wisconsin

Year Structure Was Built	Lawrence		Brown County		Wisconsin	
	Units	Percent of Housing Stock	Units	Percent of Housing Stock	Units	Percent of Housing Stock
Built 2020 or later	301	9.5%	357	0.32%	3,007	0.11%
Built 2010 to 2019	1,174	37.0%	8,862	7.87%	145,182	5.34%
Built 2000 to 2009	897	28.3%	14,670	13.03%	331,651	12.20%
Built 1990 to 1999	342	10.8%	18,453	16.39%	372,427	13.70%
Built 1980 to 1989	158	5.0%	13,398	11.90%	262,162	9.64%
Built 1970 to 1979	105	3.3%	17,969	15.96%	394,778	14.52%
Built 1960 to 1969	0	0.0%	11,678	10.38%	263,031	9.67%
Built 1950 to 1959	50	1.6%	11,004	9.78%	288,415	10.61%
Built 1940 to 1949	62	2.0%	4,634	4.12%	149,150	5.49%
Built 1939 or earlier	84	2.6%	11,529	10.24%	508,867	18.72%
Total	3,173	100%	112,554	100%	2,718,670	100%

Source: U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates, Town of Lawrence staff.

Although it is a small percentage of the Town's housing units (9.5 percent), homes built prior to 1978 may contain lead-based paint. As lead-based paint ages, it cracks, peels, chips, and powders, creating a chance for children and adults to ingest it either via mouth or nose and it can then enter the blood stream. According to the Mayo Clinic a few of the signs and symptoms of lead poisoning in children and/or infants include:

- Developmental delays
- Learning difficulties
- Slowed growth
- Irritability
- Abdominal pain
- Fatigue

Lead poisoning in adults includes signs and symptoms such as:

- High blood pressure
- Abdominal pain
- Joint pains
- Declines in mental functioning
- Pain or numbness/tingling in extremities
- Memory loss

- Mood disorders
- Miscarriage or premature birth in women

If renovations are to be started in or on a home that was constructed prior to 1978 and could impact existing painted surfaces, lead-safe renovation practices should be followed to protect the contractor and persons living in the home. The U.S. Environmental Protection Agency prepared the document [The Lead-Safe Certified Guide to Renovate Right](#) which provides basic information on lead paint hazards and the proper techniques and resources to deal with this hazard as a home is renovated.

Structures

Figure 5-2 shows the breakdown of housing types by unit in the Town of Lawrence, Brown County, and Wisconsin. 69% of the Town's housing stock is single-family homes, primarily single-family detached homes. This is in line with the County and State patterns. 29% of housing in the Town consists of structures containing five to twenty units. The percentage of homes in the five to twenty range is substantially higher than the rest of Brown County and the State. The remaining two percent is comprised of some triplexes and fourplexes. Compared to the rest of Brown County and the state, housing variability in the Town is limited.

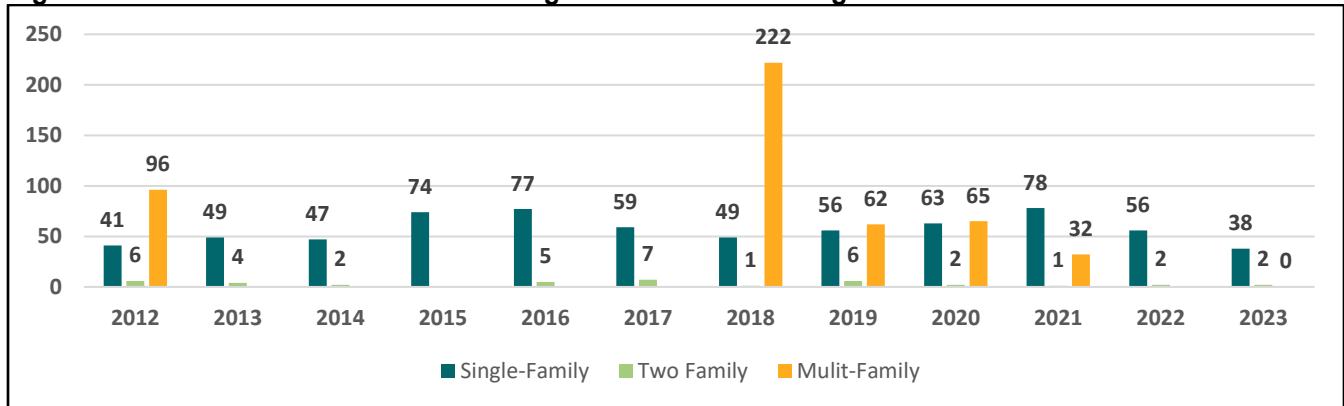
Figure 5-2: Units in Structure for Lawrence, Brown County, and Wisconsin

Units in Structure	Lawrence		Brown County		Wisconsin	
	Units	Percent of Housing Stock	Units	Percent of Housing Stock	Units	Percent of Housing Stock
1-unit, detached	1,678	58%	72,009	64%	1,808,977	67%
1-unit, attached	313	11%	6,691	6%	115,708	4%
2 units	0	0%	6,321	6%	170,039	6%
3 or 4 units	48	2%	3,253	3%	97,856	4%
5 to 9 units	412	14%	9,556	9%	132,693	5%
10 to 19 units	421	15%	5,822	5%	95,452	4%
20 or more units	0	0%	7,265	7%	210,212	8%
Mobile home	0	0%	1,291	1%	86,592	3%
Boat, RV, van, etc.	0	0%	45	0%	840	0%
Total	2,872	100%	112,253	100%	2,718,369	100%

Source: U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates

To further ascertain the past and current market demand for various housing types in Lawrence, the Brown County Planning Commission reviewed the Town's new housing unit building permit data from the years of 2012 – 2023. As is evident from Figure 5-3, Lawrence experienced strong housing growth even during the depths of the housing market crisis in the late 2000's and early 2010's. Of particularly strong growth during that time period was multi-family unit development, which has more recently slowed significantly to the point where no new multi-family units have been constructed in Lawrence over the past two years. This is not uncommon as multi-family development tends to occur in streaks following years of strong single-family housing growth. For instance, from 2014-2017, there were no new multi-family units constructed, but there were a total of 271 new single-family units over this same time period. This was followed by the strong multi-family unit growth depicted in Figure 5-3. Please note that one multi-family facility is a Community Based Residential Facility (CBRF).

Figure 5-3: Town of Lawrence New Housing Construction Building Permits Issued 2012 - 2023

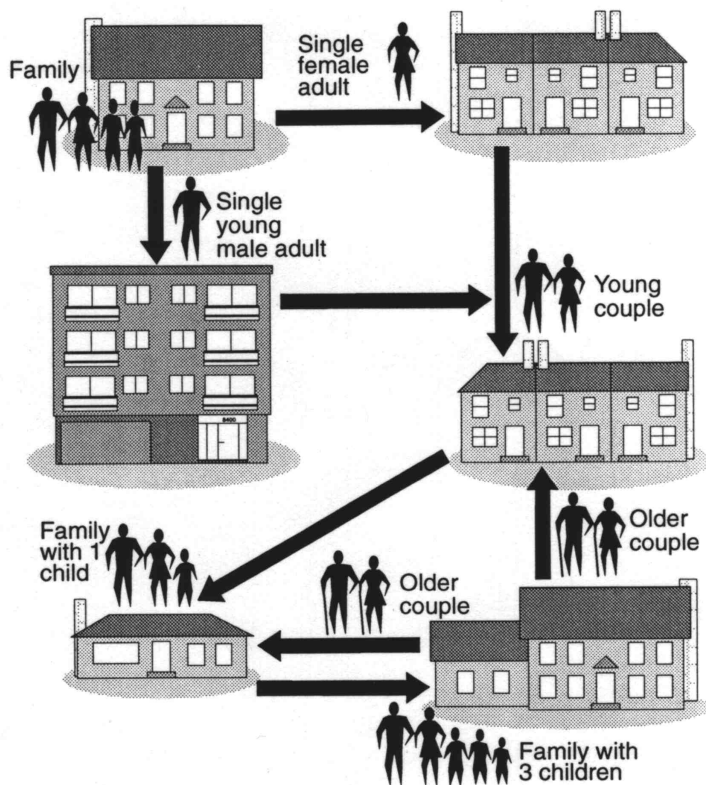


Source: Town of Lawrence Building Permit Data, 2012 - 2022

Having a diverse housing stock provides options for existing and prospective Town of Lawrence residents when looking for a new home or apartment, and also helps to withstand changes in the housing market. This is particularly important as a person’s or family’s wants and needs for a home change over time, but they want to continue to live in Lawrence. For example, Figure 5-4 depicts how a person’s housing choices may change over time depending on the particular stage of life of a person.

It is important to note that oftentimes, a person may start their independent life renting in a community and (absent any future need to move, such as job relocation) will remain in that community, provided housing appropriate to their particular stage of life is available. Therefore, the Town of Lawrence should continue to promote the development of a variety of housing types within the community as the Town grows over the next 20 years.

Figure 5-4: Change in Housing Preferences over Time



Source: Local Government Commission, 2003.

Occupancy

According to the 2000 Census, there were a total of 546 housing units within the Town of Lawrence. This compares with 1,766 units in 2010, which is a dramatic increase of 1,220 units (223.4 percent) over the 10-year period. The breakdown of housing units into owner-occupied and renter-occupied shows that owner-occupied units accounted for 94.4 percent of the Town’s dwelling units in 2000, and this percentage is estimated to have decreased to 71.2 percent owner-occupied housing in 2010, consistent with the significant increase in multi-family units over this same time period. Although there appears to be a major increase in the number of vacant housing units between 2000 and 2010, this can most likely be accounted to the increase in multi-family units, which tend to have a higher turnover rate and may be vacant for a longer period of time. Figure 5-5 summarizes the housing occupancy changes that occurred between 2000 and 2010.

Figure 5-5: Change in Housing Occupancy Characteristics in Lawrence, 2010 and 2021

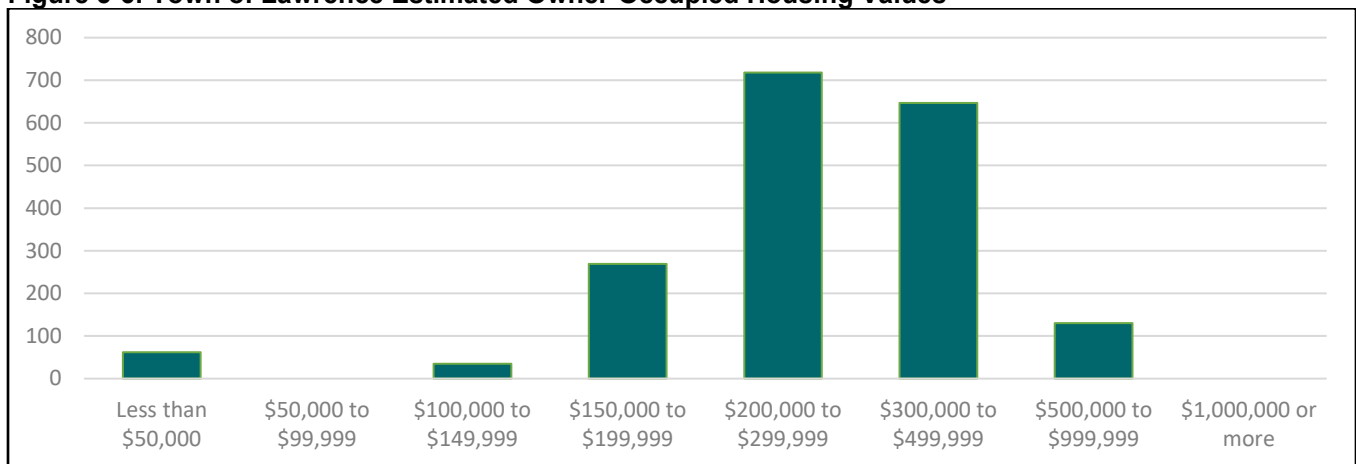
Housing Unit Starts	2010 Census	2010 Percent of Total	2021 ACS Estimates	2021 Percent of Total	Estimated Increase or Decrease	Estimated Percent Change 2010 - 2021
Occupied Housing Units	1,665	94.3%	2,587	96.1%	922	55.4%
Owner-Occupied	1,185	71.2%	1,861	69.2%	676	57.0%
Renter-Occupied	480	28.8%	726	27.0%	246	51.3%
Vacant Housing Units	101	5.7%	104	3.9%	3	3.0%
Total Housing Units	1,766	100%	2,691	100%	925	52.4%

Source: U.S. Census Bureau, 2010 Decennial Census and 2017-2021 American Community Survey 5-Year Estimates

Value

According to the 2017 - 2021 American Community Survey, the largest segment of the Town’s owner-occupied homes is valued between \$200,000 and \$299,999 (36.5 percent), while 32.6 percent of the homes are valued between \$150,000 and \$199,999. When reviewing the median owner-occupied home value for Lawrence (\$199,500), compared to that of Brown County (\$159,000) and the State of Wisconsin (\$169,000), it is apparent that the home values in Lawrence are generally higher than both the County and State (Figure 5-6).

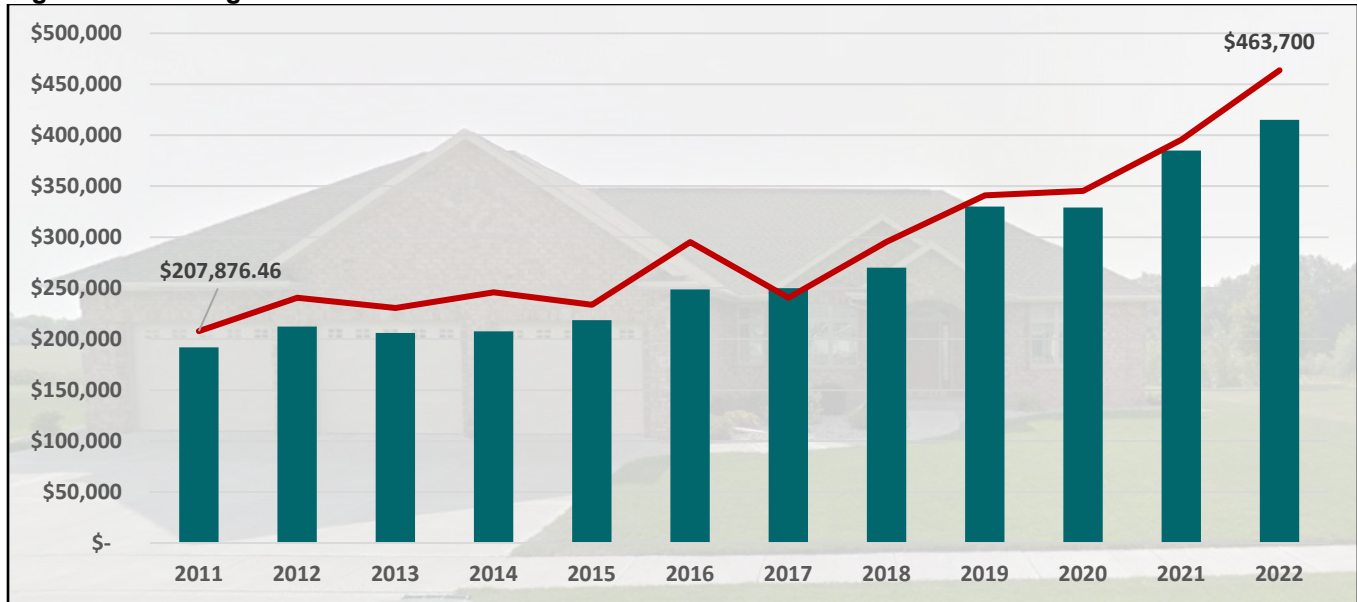
Figure 5-6: Town of Lawrence Estimated Owner-Occupied Housing Values



Source: U.S. Census Bureau, 2017 – 2021 American Community Survey 5-Year Estimates

Figure 5-7 shows the average and median sales prices for residential transactions. Since the housing collapse in the late 2000s, home values have been steadily rebounding, despite a nearly twenty percent drop in value year-over-year from 2016 to 2017. Since 2017, home prices have skyrocketed; in 2017, for example, the average sales price for a home was \$240,452, while in 2022, the average sale price was \$463,700. Since the onset of the COVID-19 pandemic in 2020, the average sales price of a home in the Town has increased 124%. Due to a combination of factors including inflation, high interest rates, and new construction not keeping up with demand, the sales price of homes are expected to continue to increase. While the median household income in Lawrence is high compared to the county and state, if housing prices continue to increase at their current rate, housing affordability may become an issue that the Town may need to address.

Figure 5-7: Average and Median Sales Price of Residential Homes in the Town of Lawrence 2011 – 2022



Source: Wisconsin Department of Revenue (Wisconsin Real Estate Sales "Sales by Locality")

Housing Expenses

Rent

The 2017 - 2021 American Community Survey (ACS) identifies the median gross rent in the Town of Lawrence as approximately \$1,059 per month. The ACS further identifies approximately 726 occupied units paying rent with rent ranges varying widely from an estimated 285 units in a range of \$500-\$999 to a high of an estimated 441 units in a range of \$1,000-\$1,499.

Mortgage

According to the 2017 - 2021 American Community Survey, approximately 86 percent of the owner-occupied housing units in the Town of Lawrence have a mortgage, with a median monthly homeowner cost (including taxes) of \$1,703. This is somewhat higher than either the county or state, at \$1,414 and \$1,491 per month, respectively, and is likely due to the newer housing stock of the Town of Lawrence.

Housing Expense Analysis

One metric to determine whether a mortgage or rent is affordable, is from the U.S. Department of Housing and Urban Development (HUD), which recommends that housing costs (mortgage/rent, insurance, taxes, etc.) should not exceed 30 percent of household income. Homeowners or renters paying 30 percent, or more are considered to be overextended and in danger of mortgage default or late rent payments if any interruptions to income or unforeseen expenses occur.

The ACS identifies approximately 19.4 percent of Lawrence renters paying 30 percent or more of their household income for housing, which is significantly less than Brown County (38.8 percent) and the State of Wisconsin (42.6 percent), respectively. This is likely reflective of the supply of new rental units that have been constructed in the Town over the past 10 years helping to keep overall rent costs down and accordingly, more affordable. However, the percentage of renters paying 30 percent or more of their income on housing has been increasing and is likely to continue as housing prices continue to increase, inflation remains high, and wages remain lower than inflation.

The ACS identifies that approximately 6.2 percent of Lawrence homeowners with a mortgage pay 30 percent or more of their household income toward the mortgage, which is less than Brown County (18.2 percent) and the State of Wisconsin (11.9 percent), respectively. The comparatively low percentage of homeowners with mortgages exceeding 30 percent is a strength for the Town of Lawrence's overall economy because Lawrence homeowners generally have the financial reserve capacity to weather hardships without impacting their ability to remain in their home.

General Housing Concepts

Mixed Uses in Residential Developments

Although the Town of Lawrence may not presently be designed for all of the following concepts, nationwide, the majority of residential subdivisions developed over the past 70 years consist almost exclusively of single-family detached homes separated from other housing types, commercial, institutional, and even recreational uses. This results in residents of these subdivisions having to utilize a vehicle to travel to a store, school, or park instead of having the opportunity to walk or bike a relatively short distance to these land uses. The separation of uses and reliance on a vehicle is especially difficult for the elderly, mobility-impaired, children, and others who may not want to or cannot drive.

In order to encourage people to walk and bike, uses other than only single-family residential uses can be encouraged within new neighborhoods. For example, corner lots are very good locations for small neighborhood commercial uses and higher density residential developments, while recreational and institutional uses should be located in places that provide a focal point, gathering place, and identity for the neighborhood and its residents. Neighborhood mixed uses could include such uses as group day cares, senior living arrangements, small service businesses (clinic, office, day care), retail (family restaurant, ice cream shop), or multi-family buildings.

Traditional Neighborhood Developments (TNDs) are an alternative residential development technique that incorporates appropriate mixed uses, mixed housing types, and traditional home designs into a walkable neighborhood. Typical traditional neighborhoods, at full build-out, are about 100 to 160 acres, which is large enough to support retail services and amenities that meet some of the needs of daily life, but small enough to be defined by pedestrian comfort and interest. Each TND generally has an identity that evolves from its public spaces, such as streets, parks and outdoor spaces, schools, places of worship, or other shared facilities. The intent of a TND is to design a neighborhood that promotes the interaction of its residents through chance encounters within the public spaces or shared facilities. Typical characteristics of TNDs include:

- Homes generally have smaller lot sizes, functional porches, and minimal to zero setbacks from the right-of-way.
- Streets have sidewalks and are narrow to calm vehicle traffic.
- Duplex and multi-family units are architecturally similar to single-family homes to blend into the overall neighborhood character.
- Housing designs vary widely from smaller bungalows to larger two-story homes, duplexes, and multi-family units.
- Alleyways may be used to minimize the impact of garages on the streetscape and enhance the home as the primary feature of the neighborhood.

- Parks, libraries, schools, health centers, and commercial uses are integrated into the overall development.

Although living in a traditional neighborhood development may not be for everybody, they have proven to be very popular with first-time homebuyers, empty-nesters, and others looking for a sense of “community” with where they live. As the population continues to age, more variety in housing types, such as is provided with TNDs could provide a desirable option for new and existing Lawrence homeowners.

Housing Improvement Information

The Town of Lawrence can refer residents to information related to housing assistance. For instance, the Town of Lawrence can refer low to moderate income residents looking to repair their homes to the Northeastern Wisconsin Community Development Block Grant – Housing Rehabilitation Program (CDBG-Housing). The program is administered through the Brown County Planning Commission for a 10-county region and provides zero-percent interest, deferred payment loans to qualified low-moderate income applicants to repair or replace roofs, siding, windows, lead-paint hazards, furnaces, flooring, and other parts of a home or rental unit not meeting federal housing quality standards (HQS).

The Wisconsin Housing and Economic Development Agency (WHEDA) is a public agency that partners with local financial institutions to provide a number of unique fixed-rate financing options for purchasing and refinancing a home to qualified applicants. Specific loan programs to qualified applicants include:

- WHEDA Advantage – Allows for a home buyer to have a lower down payment at loan closing.
- WHEDA FHA Advantage – Allows for a buyer to leverage down payment assistance from other programs to buy a home.
- WHEDA Easy Close Advantage – Provides a 10-year low-cost loan for WHEDA Advantage borrowers to help pay for down payment, closing costs, and homebuyer education expenses.
- WHEDA Tax Advantage – Provides a tax credit to qualified borrowers to reduce their federal income tax liability over the life of the mortgage.
- WHEDA First-Time Homebuyer Advantage – Provides a preferred, fixed interest rate for qualified first-time homebuyers.

Including a notice of the availability of these and other housing opportunities on the Town’s website or posted around Lawrence would help to ensure Town residents are aware of the programs.

Conservation by Design Developments

The Town of Lawrence is blessed with open agricultural vistas, Fox River shoreline areas, and smaller waterways. In these areas there may be critical environmental or historical features that should be preserved even though the local property owner wishes to develop his or her property. In situations such as these, conservation by design subdivisions could accomplish both preservation and development. Conservation by design subdivisions could accomplish both preservation and development. In terms of housing, the lots in conservation by design subdivisions are typically smaller and clustered together to prevent damage to the preservation feature(s), which could be environmental areas, historic features, or agricultural lands. When first identifying the areas for preservation, it should be made clear exactly who will own and be responsible for the care and maintenance of the preserved areas. Conservation by design developments are discussed in more detail in the Land Use Chapter.

Housing Policy Recommendations

The following recommendations are based on the early background data and assessment and will assist the Town in meeting their overall housing goals and objectives:

- Direct new, large housing developments to areas of the Town with adequate public utilities and services.
- Continue to encourage a wide range of new housing types, styles, designs, and price points to meet the needs of all current and future Lawrence residents.
- Rental housing is vital to a growing community such as Lawrence, and should be distributed throughout the Town as public services become available rather than concentrated in only a few areas.
- Multi-family buildings should be designed, as practical, with the characteristics and amenities typically associated with single-family homes. Examples of characteristics include the orientation of the buildings parallel to the street and individual entries.
- In areas of the Town with unique or critical natural, agricultural, or cultural resources, conservation by design developments should be encouraged to protect these unique assets.
- Ensure the Town's subdivision review process is efficient, while ensuring new residential developments meet or exceed the Town's expectations.
- Continue to ensure that the Town's housing stock remains in good condition through code enforcement and promoting county and state rehabilitation programs.
- Provide information to its residents about various housing programs, including the Northeastern Wisconsin CDBG-Housing rehabilitation loan program and WHEDA homebuyer loan programs.
- Continue to reduce the number of homes in the Town with lead-based paint.

Chapter 6: Utilities and Community Facilities

Introduction

The type and quality of services provided by the Town of Lawrence are two of the most important reasons why people and businesses are attracted to and choose to remain within the community. Healthcare, childcare, and schools are examples of services that are often most important to residents. Utilities, power supply, and power transmission capabilities are examples of services that are often most important to businesses and industries.

As the Town of Lawrence continues to grow and mature, so will its need for services. Most frequently considered are sanitary sewer, public water, and storm water management. As the Town continues to grow, services become essential to the continued health, welfare, and safety of the community. Additionally, federal and state rules (such as the Clean Water Act) often govern various aspects of such services.

Experiences from across the country have shown time and again that to provide high quality services, a growing community like the Town of Lawrence must maintain, upgrade, and reevaluate its utilities, facilities, parks, and other services. This means that the Town of Lawrence should periodically evaluate existing services to ensure the needs are addressed in the most cost-effective manner possible consistent with the Town of Lawrence long-term goals, trends, and projections. The elimination of unnecessary services should also be considered, and the provision of new services considered when necessary. This process helps to address the issues that were raised during the visioning session. The analyses and recommendations within this chapter of the Town of Lawrence Comprehensive Plan are the first step in that process, and this plan should be used to guide and direct, but not replace, existing detailed engineering studies, facility plans, and capital improvement programs. For these reasons and more, the continued provision of quality services is very important to the Town of Lawrence.

Goals and Objectives

Goal: Promote a quality living environment through the timely provision of adequate and efficient utilities, emergency response services, recreation, and other public facilities and services affecting the health, safety, and well-being of residents and businesses.

Objective: Identify all existing utilities and community facilities so existing and future shortfalls can be identified.

Objective: Identify the value that future utilities and community facilities bring to the Town of Lawrence so the costs of improvements can be weighed with the benefits the improvements provide.

Objective: Identify existing park and recreation facilities to identify current and future needs for the Parks & Outdoor Recreation Plan section of the Town of Lawrence Comprehensive Plan.

Objective: Coordinate and work with government agencies and private utility companies to expand high-speed broadband access to all residents.

Objective: Ensure efficient use of existing utilities.

Objective: Increase access to safe outdoor recreation opportunities for Town residents.

Objective: Maintain high quality emergency services in the Town.

Existing Utility & Community Facilities

The Town of Lawrence provides the following:

- A paid, on-call fire department with two stations.
- A police service that is shared with the Village of Hobart.

- A public wastewater collection system for the northern portion of the Town of Lawrence.
- A public water supply and distribution system for the northern end of the Town of Lawrence.
- A limited park and recreation system.
- Offsite yard waste collection at the Town Hall.
- A Town Hall that houses the administrative functions of the Town of Lawrence.
- Lawrence first responders.

The Town of Lawrence contracts with:

- A private hauler for solid waste and recycling collection with Advanced Disposal Environmental services for the entire Town.
- Sewage conveyance, treatment, and disposal with NewWater (formerly Green Bay Metropolitan Sewerage District) for the northern and central portions end of the Town.
- Offsite household hazardous waste disposal with Brown County Materials Recycling Facility for the entire Town.
- De Pere Fire and Rescue for rescue services.
- Private providers arrange telecommunication, power, cemeteries, healthcare, care for the elderly, and childcare services within the Town of Lawrence.

A more detailed description of these services is provided in the following subsections.

Sanitary Sewer Services

Of the infrastructure most urban and suburban communities provide to ensure the health, welfare, and safety of its citizens, sanitary sewer service is one of the more important and traditional ones.

Several major federal laws have been enacted over the past 100 years to protect our nation's waters, and each of these laws subsequently imposed greater restrictions upon the discharge of pollution into lakes, rivers, and streams. With the passage of the 1972 Clean Water Act, all discharges of pollution required a permit, the use of best practicable pollution control technologies was required, and billions of dollars were provided for the construction of sewage treatment plants. This law also required comprehensive water quality planning for both point and nonpoint sources of pollution. For Brown County and the Town of Lawrence, this planning is currently contained in the *Upper Green Bay Basin Water Quality Management Plan*, prepared in January 1993 by the Wisconsin Department of Natural Resources (WDNR), and the *2040 Brown County Area Water Quality Plan*, which was approved by the Brown County Planning Commission, endorsed by the WDNR in March 2003, updated in 2011, and updated again in 2022.

The northern to central portion of the Town of Lawrence is served by public sewer via NewWater (formerly the Green Bay Metropolitan Sewerage District). The Town also manages two sanitary sewer lines. The remainder of the Town of Lawrence utilizes private on-site wastewater treatment systems.

The NewWater Wastewater Treatment Plant (WWTP) began serving the Town of Lawrence in 1990. There are no known concerns or issues associated with the NewWater's WWTP. The Town of Lawrence has a regular inspection program of its sewerage system and is generally aware of the demands future growth will impose upon the treatment plant and collection system.

It is envisioned that the Town of Lawrence will continue to experience growth and development. This rate of growth and development will greatly impact infrastructure needs, including the sewerage system. The amount of growth and development that occurs with public sewer and water service will greatly impact the Town of Lawrence's future infrastructure.

Sewer service area planning is a state water quality program administered by the DNR pursuant to the Federal Clean Water Act. Wisconsin Administrative Code sections NR 121, NR 110, NR 113, and COM 82 require that wastewater facility plans, sanitary sewer extensions, and large onsite sewage disposal systems must be in conformance with an approved areawide water quality management plan. The Brown County Planning Commission is the designated areawide water quality management agency for sewer service area planning within Brown County. Thus, the BCPC determines sewer service areas, subject to approval by the DNR.

The *2040 Brown County Area Water Quality Plan* identifies the extent of sewer service areas in the Town of Lawrence and the rest of Brown County. When determining sewer service areas, environmental protection and cost-effective provision of sewer and water services are key considerations for providing compact, easily serviced growth. The delineated sewer service area represents the area that should be sufficient to accommodate the community's projected growth for a 20-year timeframe, with some margin for allowing market conditions to operate. The existing Town of Lawrence Sewer Service Area (SSA) is shown in Figure 6-1.

Federal, state, and county rules require that the amount of land contained within a sewer service area be based on the 20-year population projection prepared by the Wisconsin Department of Administration. This 20-year population projection is then incorporated into an elaborate formula that takes into consideration expected future population, average lot size, average number of people per household, and various market and road factors. Once determined, the sewer service area should have sufficient acreage to satisfy the 20-year population growth for a municipality with a moderate amount of flexibility built in. The sewer service area boundary is typically revised every five to ten years or so during a countywide update of the County Area Water Quality Plan. In addition, municipalities may ask for an amendment to the sewer service area to address changing conditions or trends. Amendments must be reviewed and approved by the municipality, the BCPC, and the DNR.

To ensure the most efficient and cost-effective sewerage system possible, replacement, rehabilitation, and new construction should take place in a planned and coordinated manner. When possible, sanitary system modifications within a specific area should be undertaken at the same time as water, storm water, and/or road construction or reconstruction so that construction impacts are minimized and efficiency between the projects is maximized. Also, the development or redevelopment of lands adjacent to this specific area and the use of underutilized infrastructure should be encouraged over the extension of new infrastructure. When the extension of infrastructure is warranted, it should be provided in such a manner that encourages cost effective compact and contiguous development patterns. Figure 6-1 identifies existing sewer lines.

It is recommended that the Town of Lawrence expand long-range planning, maintenance, and funding efforts to ensure that its collection system remains adequately sized and located for anticipated growth and development.

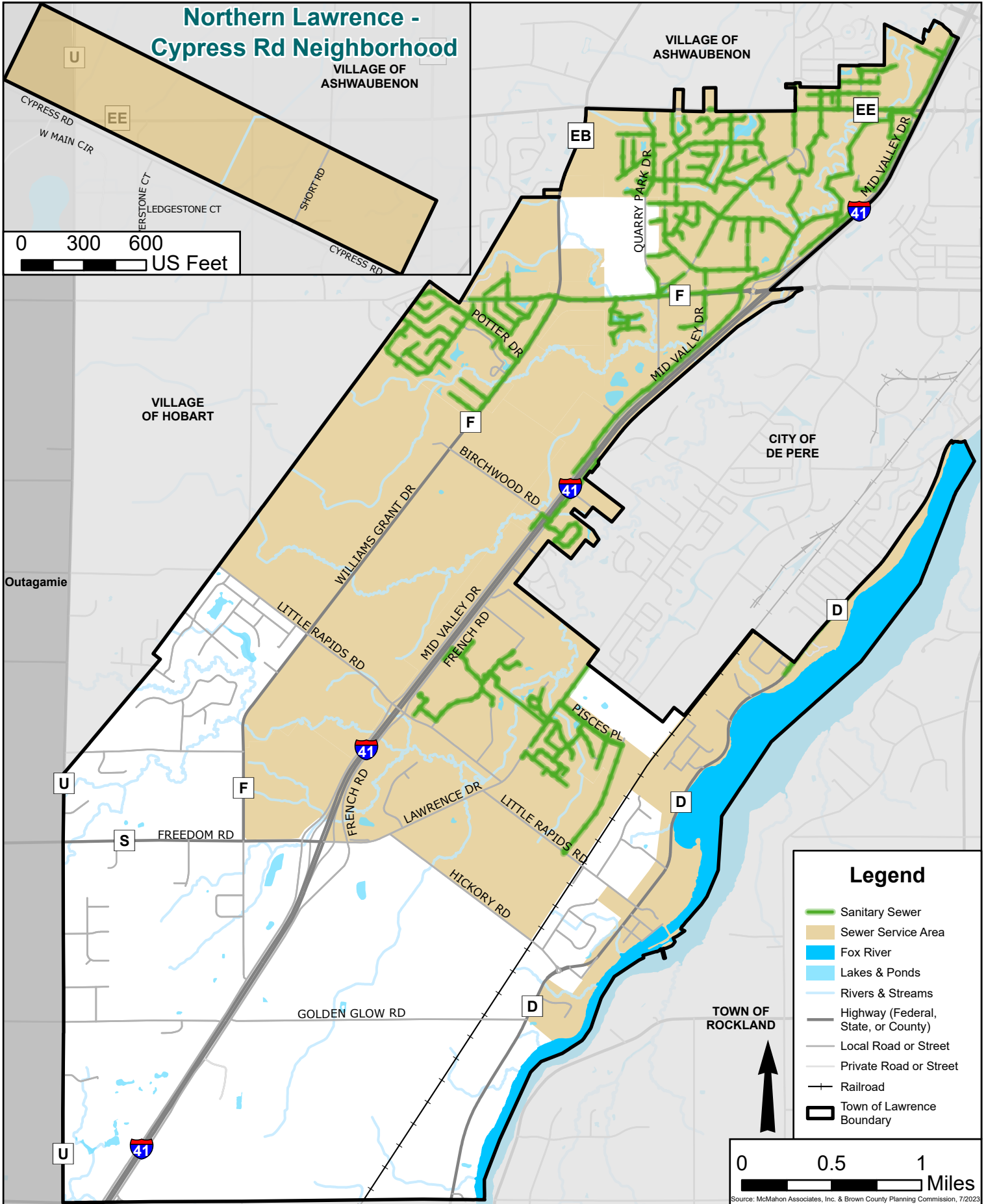
It is also recommended that the Town of Lawrence expand its collection and treatment systems in conformance with any service increments identified within this plan, promoting infill development and efficient and cost-effective growth patterns.

It is further recommended that the Town of Lawrence work with the DNR, NewWater, and BCPC to ensure that anticipated growth is accommodated by the sewerage system components and that it is in conformance with sewer service area and facilities planning efforts.



Sanitary Sewers & Sewer Service Area

Figure 6-1



Onsite Sewage Disposal Systems

Onsite sewage disposal systems are those that store, treat, or dispose of wastewater (or perform a combination of these functions) on the site at which the wastewater is generated. Onsite sewage disposal systems are used in those areas that are not served by offsite systems. Typical examples of onsite systems include holding tanks, conventional septic systems, mound systems, or pressure systems used by individual homeowners and small businesses located in rural areas. Information provided in the Brown County Soil Survey indicates that the soils within the Town of Lawrence are generally suited for development. Slow permeability and a high groundwater table are the most common limiting factors in certain areas. In those areas, pressure systems or holding tanks are the only options available for onsite systems. Where soil and other limiting conditions are not a factor, conventional systems are typically used.

In 1969, Brown County created the Brown County Private Sewage System Ordinance (Chapter 11) of the Brown County Code pursuant to requirements of the Wisconsin State Statutes and the Wisconsin Administrative Code, which pertain to regulation of the construction, installation, and maintenance of plumbing in connection with all buildings in the state. Chapter 11 of the Brown County Code regulates the location, construction, installation, alteration, design, and use of all private onsite wastewater treatment systems (POWTS) within the County so as to protect the health of residents, to secure safety from disease and pestilence, to further the appropriate use and conservation of land and water resources, and to preserve and promote the beauty of Brown County and its communities.

The Wisconsin Department of Commerce adopted revisions to Wisconsin Administrative Code [SPS 383](#) (Private Onsite Wastewater Treatment System) to recognize new technologies, provide consistent application of the code, incorporate new standards, provide more options to owners, improve treatment, revise outdated rules, address legislative intent, and define agency roles. These changes have been reflected in Chapter 11 of the Brown County Code. The effect of these changes has been to increase the options and opportunities for use of private onsite systems within the communities of Brown County.

It is recommended that any new unsewered development located in the existing or future sewer service area be discouraged to the greatest extent possible and, if approved, be required to be developed in such a fashion that when public sanitary sewer service becomes available, the development can and must connect to the public sanitary sewer system in an efficient and cost-effective manner.

It is also recommended that existing unsewered development within any service increments be connected to public sewer when it can be done cost-effectively and efficiently, such as when a majority of onsite systems within a certain area begin to fail and public sewer is already nearby.

Should significant development occur outside of these growth areas and without public sewer, it will become more costly and more difficult for the Town to expand its public sewer and water system. It is recommended that the Town of Lawrence continue to support Brown County's private sewage disposal system ordinance that requires inspections of all existing onsite sanitary systems at the time of sale of the associated property and the ordinance's mandatory 3-year maintenance program.

Water Supply

In conjunction with sanitary sewer service, drinking water is one of the more important and traditional elements of urban and suburban infrastructure. Where one is provided, the other is also often present. Water mains often share many of the same easements and are often extended concurrently with sanitary sewers. Figure 6-2 identifies existing water mains.

The Federal Safe Drinking Water Act of 1974 charged the Environmental Protection Agency (EPA) with promulgating drinking water standards to protect public health. These standards, known as "maximum contaminant levels" (MCLs), now cover approximately 52 substances. Primary MCL standards are designed to protect public health and include standards for organic and inorganic chemicals, microorganisms and bacteria, and turbidity. Secondary MCL standards are designed to protect public welfare and include color, odor, and taste. The Wisconsin DNR has promulgated state MCLs based on the federal MCLs whether its source is groundwater or surface water.

These standards apply to any public water supply system. However, they technically do not apply to individual or non-public water supply systems, but rather serve as guidance in determining if a well may be contaminated.

As stated by the Wisconsin Department of Natural Resources, all drinking water, no matter the source, may reasonably be expected to contain at least small amounts of some contaminants. Contaminants may include microbes, such as viruses and bacteria; inorganics, such as salts and metals; pesticides or herbicides; organic chemicals, such as petroleum byproducts; and radioactive substances. The presence of such contaminants does not necessarily indicate that the water poses a health risk.

In 1984, Wisconsin State Statutes 160 and Administrative Codes NR 809 and 811 were created to minimize the concentration of polluting substances in groundwater through the use of numerical standards to protect the public health and welfare. The numerical standards created under NR 809 and 811 consist of enforcement standards and preventive action limits.

A review of the 2013 Consumer Confidence Report indicates that of over 76 different contaminants that NewWater tested for, none exceeded the federal/state MCL. More detail about this can be obtained by reviewing the Consumer Confidence Report (CCR) maintained by the Wisconsin Department of Natural Resources. Although arsenic has been identified as a groundwater contaminant concern in northeastern Wisconsin, violations of the arsenic MCL have not been identified in the public water supply system.

To address anticipated growth, additional major distribution system components are envisioned, such as elevated storage tanks and water mains, as well as continued maintenance of the existing water system. To ensure the most efficient and cost-effective water system possible, replacement, rehabilitation, and new construction should take place in a planned and coordinated manner. Water main modifications within a specific area should be undertaken at the same time as sewer, storm water, and road construction or reconstruction so that construction impacts are minimized and efficiency between the projects is maximized. Also, the development or redevelopment of lands adjacent to this specific area and the use of underutilized infrastructure should be encouraged over the extension of new infrastructure. When the extension of infrastructure is warranted, it should be provided in such a manner that encourages compact and contiguous development patterns.

It is recommended that long-range planning, maintenance, and funding efforts are expanded to ensure systems remain adequately sized and located for future growth and development.

Solid Waste Disposal and Recycling

Solid waste collection and disposal is another example of traditional infrastructure provided by many urban communities to protect the health, welfare, and safety of its citizens.

Prior to the 1970s, solid waste from Brown County's communities and businesses was put in unregulated garbage dumps or burned in unregulated incinerators. In 1976, Brown County built the East Landfill, the first engineered landfill in Wisconsin. Shortly thereafter, Brown County built the West Landfill, the second engineered landfill in Wisconsin. These landfills were an environmentally and economically sound alternative to previous methods of solid waste disposal. Beginning in 2003, its solid waste, as well as the rest of Brown County's, is transported to the Brown County Solid Waste Transfer Station where it is, in turn, transported to the Outagamie County landfill.

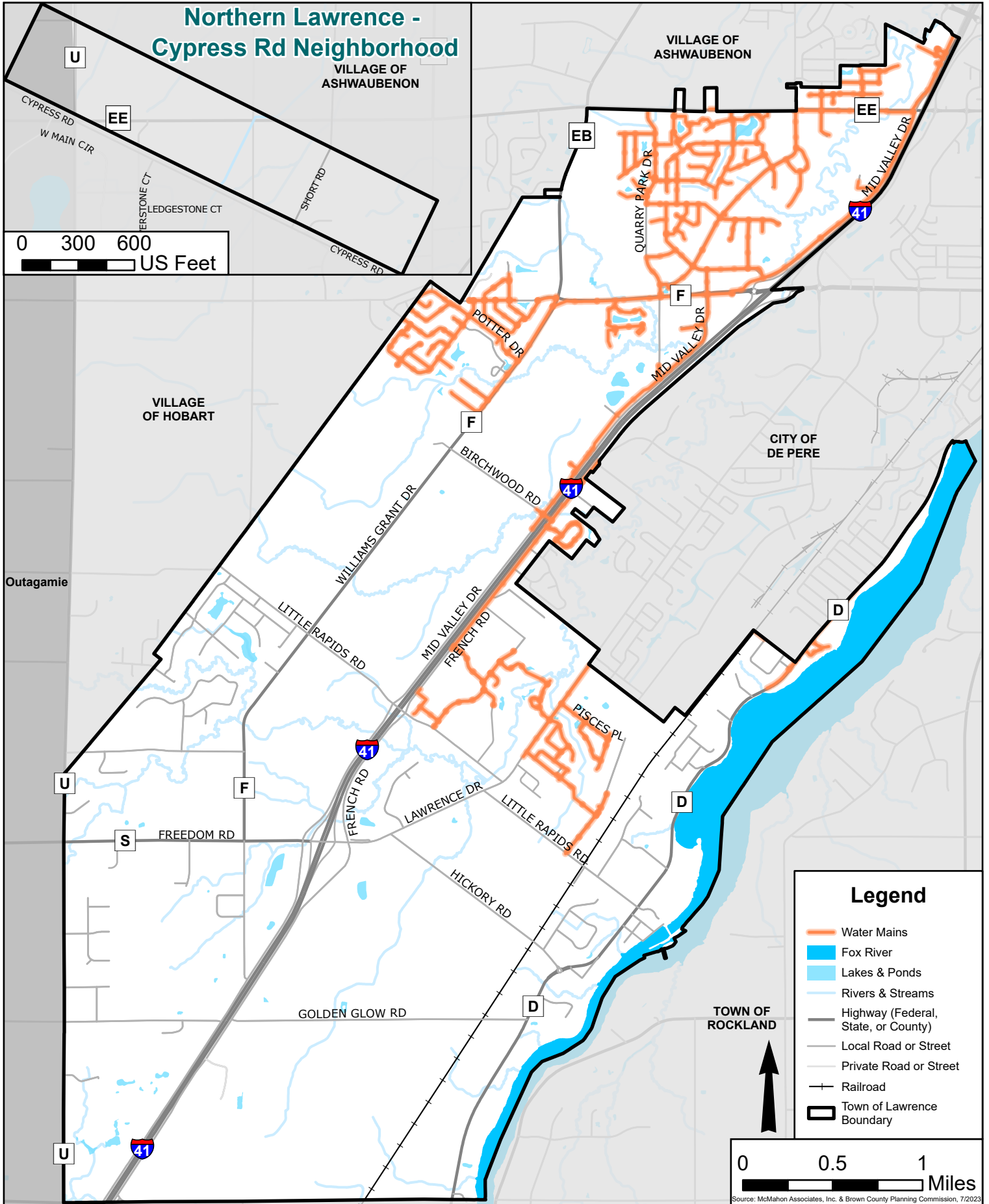
The benefits of recycling are numerous and include saving natural resources, saving energy, reducing the need for landfill space and incineration, reducing pollution, reducing local solid waste management costs, and creating jobs and businesses. In addition, an increasing number of communities are realizing that the slogan "reduce, reuse, and recycle" is a significant factor in protecting the environment.

The Town of Lawrence receives automated curbside solid waste and recycling services from a private provider and drop off at a transfer station. Disposal of garden waste, leaves, and grass is available at the Town of Lawrence compost facility located at the Town Hall. Disposal of hazardous waste is available at the Brown County Materials Recycling Facility in Ashwaubenon.



Water Mains

Figure 6-2



It is envisioned that the current method of recycling will continue to be adequate during the next 20 years; although, this service should be periodically reviewed to ensure that it continues to meet the needs of the Town of Lawrence.

Stormwater Management

In 1987, the federal government passed an amendment to the Clean Water Act that included several regulations relating to stormwater management and nonpoint source pollution control. The programs created by this legislation are administered by the U.S. Environmental Protection Agency and are targeted to control nonpoint source pollution from municipal, industrial, and construction site runoff.

Due to revisions to the federal programs in 1999 and corresponding changes to Wisconsin Administrative Codes, these federal programs apply to most communities for most construction sites one acre or larger in size, including portions of the Town of Lawrence. The requirements will apply as well to many ongoing Town of Lawrence activities, such as its road and utility reconstruction and grounds maintenance through the requirements of the Town MS4 Permit.

As stated in the Wisconsin Department of Natural Resources' model stormwater runoff ordinance, uncontrolled stormwater runoff from land development activity has a significant impact upon water resources and the health, safety, and general welfare of the community. Uncontrolled stormwater runoff can:

- Degrade physical stream habitat by increasing stream bank erosion, increasing streambed scour, diminishing groundwater recharge, and diminishing stream base flows.
- Diminish the capacity of lakes and streams to support fish, aquatic life, recreational activities, and water supply uses by increasing loadings of nutrients and other urban pollutants.
- Alter wetland communities by changing wetland hydrology and by increasing pollutant loads.
- Reduce the quality of groundwater by increasing pollutant loads.
- Threaten public health, safety, property, and general welfare by overtaxing storm sewers, drainageways, and other minor drainage facilities.
- Threaten public health, safety, property, and general welfare by increasing major flood peaks and volumes.
- Undermine floodplain management efforts by increasing the incidence and levels of flooding.
- Diminish the public enjoyment of natural resources.

As urban development increases, so do the risks. Research indicates that many concerns become evident when impervious surfaces (rooftops, roads, parking lots, etc.) within a watershed reach 10 percent. A typical medium density residential subdivision can contain about 35 to 45 percent impervious surfaces. Therefore, such adverse impacts can occur long before much of a watershed becomes developed.

The Town of Lawrence stormwater system is comprised of a conveyance system consisting of swales, roadside ditches, storm sewers, culverts, and channels and a storage system consisting of wetlands, wetland remnants, and constructed stormwater detention facilities. This system generally transports stormwater runoff from developed lands to the Fox River and eventually into the Bay of Green Bay.

The Town of Lawrence has a regional storm water management plan as part of the MS4 Permit. The Town of Lawrence also has a stormwater utility with an annual budget to address storm water maintenance and capital needs.

It is anticipated that implementation of the stormwater management plan recommendations and the stormwater management utility will fully address the stormwater management needs of the Town of Lawrence during the

timeframe of this comprehensive plan. However, the stormwater management plan will likely need to be periodically revised to ensure continued compliance with state and federal stormwater regulations as the regulations change over time.

For all stormwater management projects, the Town should follow best management practices to preserve and improve water quality.

Parks and Recreation

The presence of outdoor recreation and open space adds to a community's quality of life. It enhances the attractiveness of and fosters a sense of civic pride in the community. The provision of an adequate supply of areas, facilities, and activities to accommodate the public's open space and recreational needs has been demonstrated to promote the general health, welfare, and safety of the community and its citizens.

The Town of Lawrence included a Comprehensive Parks & Outdoor Recreation Plan within this Comprehensive Plan. The Town of Lawrence existing public park system is shown in Figure 6-4. The public park system includes 3 sites, encompassing 28.77 acres. More information can be found in the Comprehensive Parks & Outdoor Recreation section of this Plan. Figure 6-3 lists existing public parks in the Town of Lawrence.

Figure 6-3: Inventory of Existing Parks in the Town of Lawrence (Includes County and State Parks)

Park Name	Park Type	Owner/Operator	Acreage
Quarry Park	Community Park	Town of Lawrence	12.54
Shadow Ridge Park	Neighborhood Park	Town of Lawrence	6.72
Lost Dauphin State Park	State Park	Wisconsin DNR	9.51

Source: Brown County Planning Commission

In addition to developing a Comprehensive Parks & Outdoor Recreation Plan as part of this comprehensive plan, the Town of Lawrence developed a Bicycle and Pedestrian Plan in 2011 and a draft update to the 2011 plan in 2021. The Bicycle and Pedestrian plan identifies existing and proposed locations for sidewalks, trails, and on-street bicycles lanes in extensive detail.

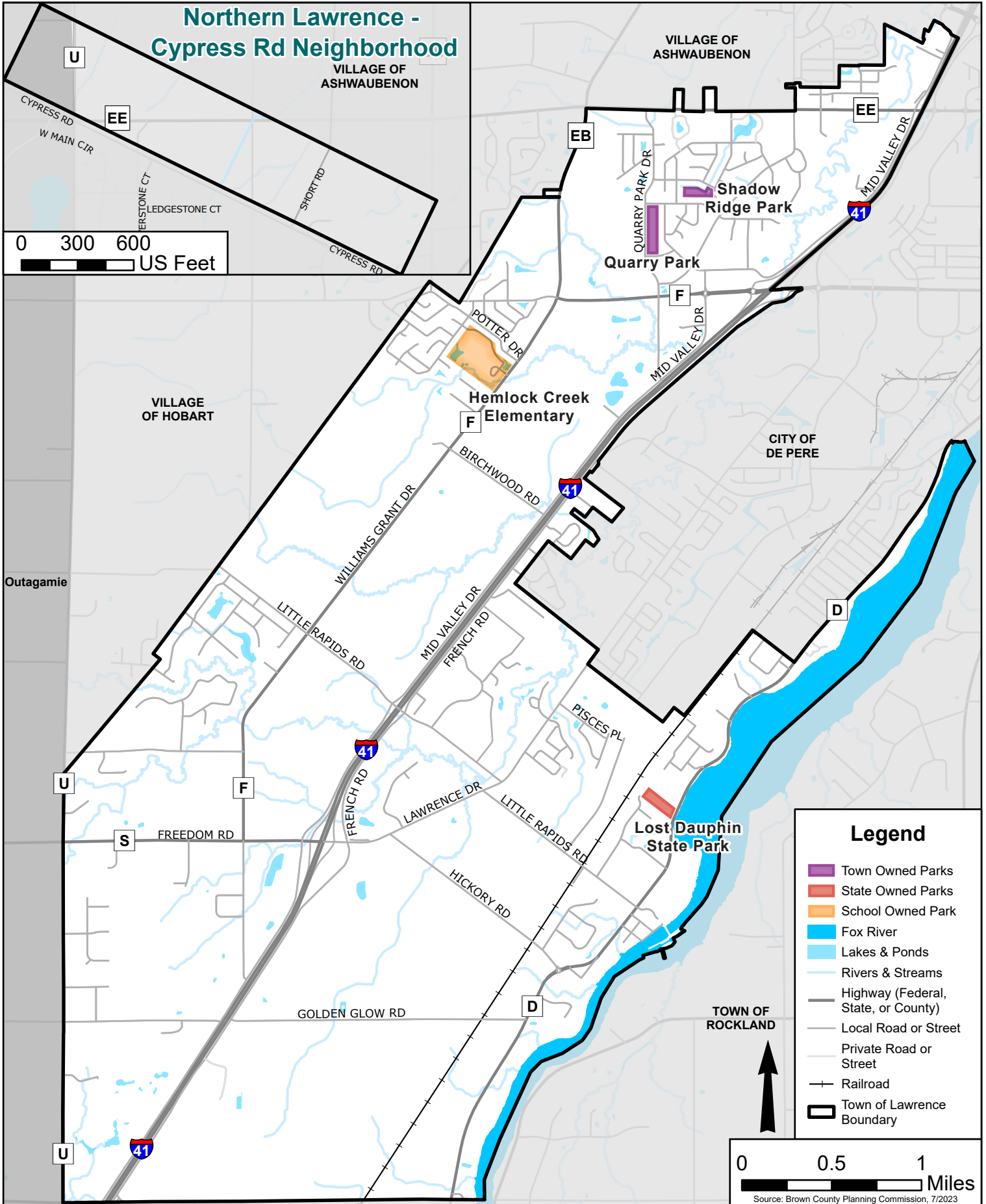
To capitalize upon the benefits provided by park, recreation, and open space sites, it is recommended that the Town of Lawrence expand efforts to plan, acquire, develop, and maintain its park, recreation, and open space system. As residential neighborhoods continue to be developed in the Town of Lawrence, land for parks and open space sites should continue to be set aside. For larger subdivisions and additions to existing subdivisions, the Town should work with the developers to set aside land for use as a neighborhood park during the land division review process.

It is recommended that the Town of Lawrence maintain close ties with and support of its many local private, nonprofit, and volunteer organizations. With such assistance, the Town of Lawrence can accomplish more with its park and recreation system. The Town of Lawrence should share facilities and facilitate joint planning with school districts and neighboring communities for the same reasons.



Park and Recreation Areas

Figure 6-4



Telecommunication

AT&T and Bug Tussel Wireless provides landline phone service to all of the Town of Lawrence. Spectrum, and TDS provide cable serviced television, telephone, and internet access, which includes cable modem and DSL.

Trends in the telecommunications industry point to a continued demand for high- speed Internet access and cellular communications in the future. In response, many local communities across the country, including some within Wisconsin, have used a proactive approach to the provision of this service to ensure that this service is provided to its community in the quickest, most equitable, and most efficient manner possible. It is recommended that the Town of Lawrence consider the impacts of this service to ensure that it meets the Town of Lawrence's needs.

Although legislative action minimizes the control over certain cellular communications facilities that are being approved, the Town of Lawrence should ensure that all possible efforts are undertaken to collocate facilities and that adequate easements and other necessary rights-of-way are available. It is recommended that the Town of Lawrence ensure that adequate design standards for any associated infrastructure are followed. It is also recommended that the Town work with Brown County, the State of Wisconsin, and internet service providers to identify suitable routes for fiber-optic installation across the Town to improve high-speed internet access for residents and businesses.

It is anticipated that this service will continue to be provided by the private sector and the public/private partnership between Brown County and private utility providers will continue to meet the demands of the Town of Lawrence.

Power Generation

Electricity and natural gas are provided in the Town of Lawrence by Wisconsin Public Service Corporation (WPS).

Renewable energy is growing and is a trend worth monitoring in the Town as it increases its share of the total energy portfolio. It also creates many opportunities for residents in the Town to generate their own energy to power their homes and businesses. It is recommended that the Town develop and adopt a renewable energy policy.

Cemeteries

There are two cemeteries within the Town of Lawrence. The 4.1-acre Lawrence Cemetery is located on Sand Acres Drive, and the 2.3-acre South Lawrence Cemetery is located on French Road. Future demands for this service should continue to be addressed by the private sector, and the Town of Lawrence should encourage cemetery uses within town boundaries when properly designed and located.

Medical Healthcare

There is one clinic located in the Town of Lawrence; A health clinic is located on Eisenhower Road. The Town of Lawrence relies on additional medical healthcare providers located in the City of De Pere, City of Green Bay, and Village of Ashwaubenon. Some facilities include four hospitals in the City of Green Bay, and clinics and fast care sites in the City of De Pere and Ashwaubenon. Many services are also provided to the residents of the Town of Lawrence, as well as the rest of Brown County, by the Brown County Health Department.

It is anticipated that present services will be adequate for the timeframe of this comprehensive plan. While additional future demands for hospitals and medical clinics should continue to be addressed primarily by the private sector, the Town of Lawrence should encourage such uses within its own community when properly designed and located.

Elderly Care

There is one assisted living facility in the Town of Lawrence, a 3.2-acre Assisted Living and Memory Care facility located on Scheuring Road. The Town of Lawrence also relies upon private elderly care providers located in the

City of De Pere and adjacent villages. Services are also provided to residents of the Town of Lawrence, as well as the rest of Brown County, by the Brown County Aging Resource Center.

While additional future demands should continue to be addressed primarily by these agencies, some services may warrant provision by the Town of Lawrence as the population increases. Most often considered is a senior center that would provide recreational, educational, and other similar opportunities. Senior centers are often located in conjunction with other compatible uses, such as a park site, year-round recreation facility, and school site, and often share space with other agencies for services and programs.

It is recommended that the Town of Lawrence study the feasibility of a senior center in the Town.

Childcare

There is one daycare center in the Town of Lawrence. The 3.2-acre Creative Kids LLC is located on Scheuring Road. Residents also rely upon private childcare/daycare providers located in neighboring communities, and there are a number of in-home licensed providers within the Town of Lawrence.

Additional future demands should continue to be addressed by the private sector, and the Town of Lawrence should encourage such uses within its own community when properly designed and located.

Emergency Services

Emergency services are vital to the welfare and safety of the community and are one of the few services a community provides that is equally important to both residents and businesses. The level of this service varies greatly from community to community, based, in part, upon its size and population level. It is also common that the level of this service changes as the community grows.

Police service and an office is provided to the Town of Lawrence by a shared local police department with the Village of Hobart. A satellite office is also located in the Village of Hobart with supplemental backup from the Brown County Sheriff's Department. This is the same service the Sheriff's Department provides to all municipalities within the County that do not have their own police department. The Town of Lawrence also has entered into an agreement with the Sheriff's Department for additional police protection.

In 2015 the Town of Lawrence studied police and emergency services to ensure that it continues to meet the needs as population increases. It is envisioned that at some point additional protection and/or a higher level of service may be necessary.

The Town of Lawrence Fire Department provides fire service. The department possesses one fire station located at the intersection of Shady Court and French Road in the central portion of the Town of Lawrence, and a second fire station on Crimson Court.

Rescue service (ambulance and paramedic) is provided to the Town of Lawrence by the City of De Pere Rescue Services.

It is recommended that the Town of Lawrence periodically study its police, fire, and rescue services to ensure that the services continue to meet the needs of the community. This may eventually include the need for a joint fire/rescue station within the Town of Lawrence. It is also recommended that the Town continue any mutual aid agreements with neighboring communities.

Community Center

There is currently no community center in the Town of Lawrence. Residents must travel to nearby communities for access to community facilities such as pools. The Lawrence Town Hall has a room available for rent to host public or private events. Additionally, there are no private or not-for-profit facilities such as a YMCA located in the Town. During the visioning session, residents identified having a community center or YMCA-type facility as one of the top

issues for residents. It is the recommendation of this plan that the Town of Lawrence study the feasibility and explore potential options for a community center in the Town. This should include reaching out to the Greater Green Bay YMCA to identify their long-term goals and to gauge their interest in opening a YMCA location in the Town of Lawrence. In addition to adding a community center to the Town, the community center should be located within a future Town Center to help anchor the Town Center in conjunction with other community facilities such as a park, library, and other civic uses.

Libraries

There are no libraries in the Town of Lawrence. The public Brown County Library system is used to meet the public library needs of the community. The closest libraries to the Town of Lawrence are the Wrightstown Branch library, located at 615 Main Street in the Village of Wrightstown, and the Kress Family Branch Library, located at 333 N. Broadway in the City of De Pere. The Brown County Library system provides a local history and genealogy department, various adult programs, and numerous children's programs. All county library services are available to Town of Lawrence residents.

There may be a need within the timeframe of this comprehensive plan to develop a new branch of the Brown County Library in the Town of Lawrence. As other new branch libraries have recently been funded, the Town of Lawrence should consider working with Brown County, local business owners, and residents to fund library construction through donations. A properly located new library will assist in creating an identity and "downtown" for the town and increase pedestrian and vehicular traffic in that area.

Schools

The Town of Lawrence consists of the West De Pere School District and the Wrightstown Community School District (Figure 6-5). One school lies within the borders of the Town of Lawrence, being Hemlock Creek Elementary School (*also mentioned in the 'Parks & Outdoor Recreation Plan' section of this chapter*). The school is located at 1900 Williams Grant Drive on the west central side of the Town of Lawrence.

The Town of Lawrence should develop an annual or biannual meeting schedule with the West De Pere School District to stay in contact and ensure future developments and future school building projects are coordinated in as cost-effective and cooperative means as possible.

Post Office

There are no post offices in the Town of Lawrence. The two nearest post offices are on 9th Street and Main Avenue in the City of De Pere and on STH 96 in the Village of Wrightstown.

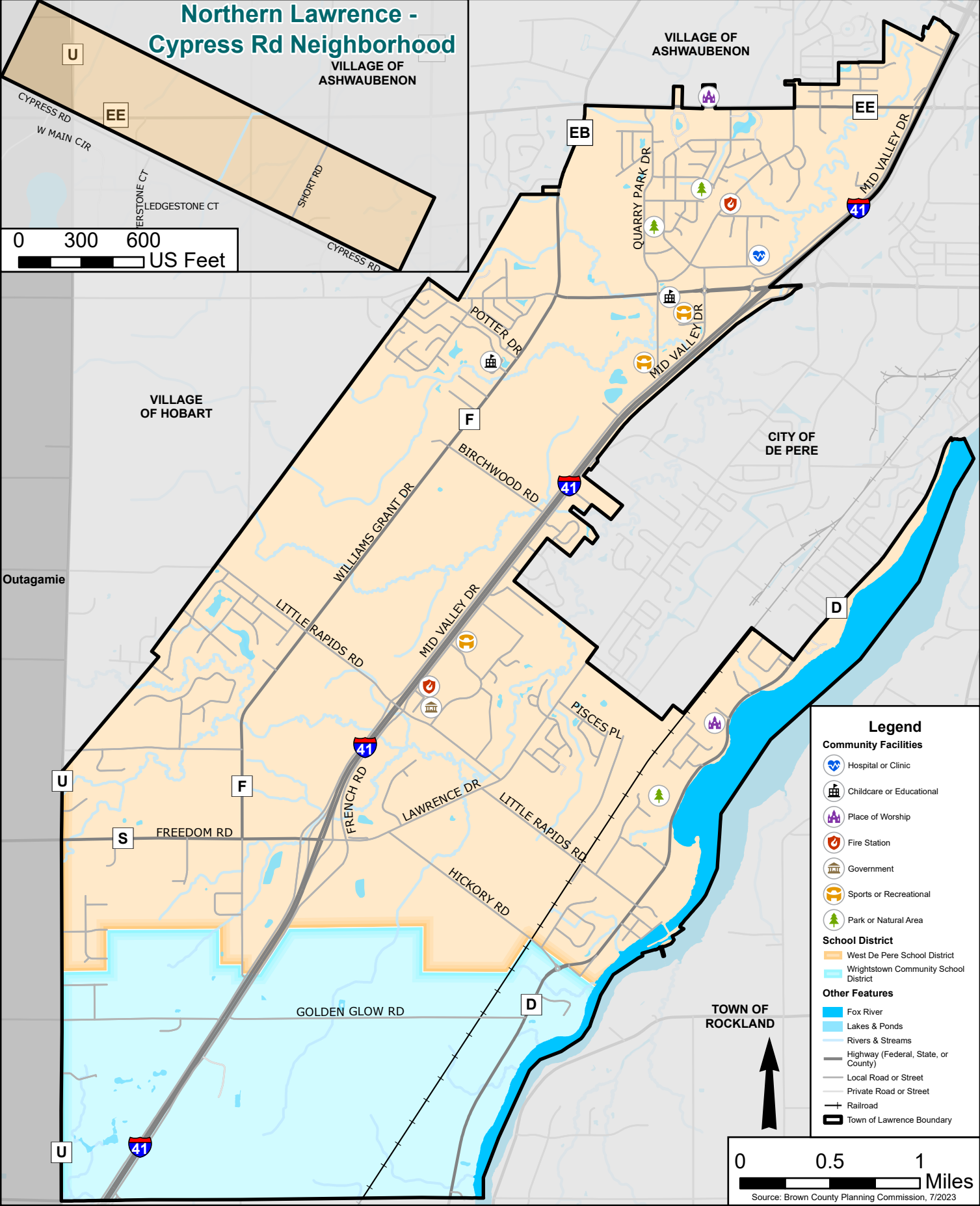
Government

The Lawrence Town Hall is located at 2400 Shady Court in the central portion of the Town of Lawrence. The town hall contains the offices of the Town Administrator, Clerk/Treasurer, Public Works, and Building Inspector/Administrator. The building contains a Town Board meeting room as well as additional meeting areas, a shared police office, and staff offices. The existing Fire Station One was formerly shared with the old Town Hall.



School Districts & Community Facilities

Figure 6-5



Policies and Programs

There are many approaches the Town of Lawrence can take to achieve the utilities and community facilities goal and objectives listed in this chapter. The goals and objectives range from specific one-time actions to broad ongoing programs. A summary of the actions and programs pertaining to the Utilities and Community Facilities chapter of this plan is provided in this section.

In addition, while not specifically addressed within this plan, it is generally understood that the Town of Lawrence continue to review administrative practices to ensure compatibility with the policies, programs, and actions set forth in this plan. Examples include the employment of an adequate number of staff to carry out programs recommended in this plan, the provision of continuing professional and technical education to Town of Lawrence staff, and the division of department and individual staff duties to ensure an efficient operation.

Important and commonly raised issues pertaining to this chapter include:

- Identify methods of sustaining current tax rates with favorable services.
- Ensure that sewer and water service is not placed into areas where it is not proposed.
- Ensure that developers pay for sewer and water services.

It is particularly important that Town of Lawrence infrastructure and development policies address the impacts of premature extension of infrastructure and inefficient development patterns. When any service or infrastructure involving physical components is extended or expanded (most commonly considered in these situations are sewer, water, and stormwater systems but can also include streets, lights, electricity, or gas), it is typically sized and located in such a manner as to take full advantage of the ultimate area it is to serve and the lifespan of its components. It is incrementally installed to keep pace with the demands placed upon it, and development is only approved when it can be economically and efficiently served by such infrastructure. When done correctly, this means that the incremental components of the infrastructure are added only when they are needed. Also, at about the same time as the major components are fully utilized and need to be replaced or expanded, the infrastructure has also reached the end of its useful life and needs to be replaced or expanded, and development that is not in conformance with these guidelines is not approved. When this situation occurs, cost-effectiveness and efficiency should be maximized, component parts should be added only when needed, full use of the infrastructure should be obtained, and repair and replacement of the components should be kept to a minimum.

However, if infrastructure is extended or expanded in a manner that does not support these guidelines or development is approved that interferes with achieving these guidelines, the expansion of infrastructure has not been nearly as cost-effective or efficient as it could have been. Such inefficiencies commonly occur when infrastructure is extended to or expanded for premature development or inefficient development patterns or development not utilizing this infrastructure has been approved in areas for which the infrastructure was planned. This typically results in infrastructure that is extended long distances with no users, is extended long distances with an inadequate number of users, is extended to areas to which it is not desired, is sized or located so that more component parts eventually need to be constructed than otherwise would have been necessary, or the component parts eventually do not achieve full utilization.

Utility customers typically end up paying the costs of poor utility planning and installation due to premature or inefficient development. In addition, the community also typically has to pay for the extra capacity or extra components built into the infrastructure that are eventually needed for the development of the larger ultimate area. Therefore, it is recommended that the Town of Lawrence focus on improving and expanding on its capital improvements programming and other long-range planning efforts to eliminate and minimize inefficiencies.

It is recommended that the Town of Lawrence enforce the recommendation from its previous comprehensive plan that all future development within the Town of Lawrence be approved so that a goal of 90 percent of the new lots can be provided public sanitary sewer and water service.

It is recommended that the Town of Lawrence implement both a five-year Capital Improvements Program and a five year financial budget that is reviewed, adopted, and approved annually so that the timing, construction, and funding of the Town of Lawrence capital improvements projects, such as roads, sanitary sewers, water mains, and storm sewers, can be projected, prioritized and implemented as efficiently as possible.

Summary of Recommendations

A summary of this chapter's policies and programs is provided.

Sanitary Sewer Service

- Expand the Town of Lawrence long-range planning, maintenance, and funding efforts to ensure that its collection system remains adequately sized for anticipated growth and development.
- Expand the Town of Lawrence collection and treatment systems in conformance with the sewer service areas identified within this plan and promote infill development and efficient and cost-effective growth patterns.
- Work with the DNR, NewWater, and BCPC to ensure that the Comprehensive Plan anticipated growth can be accommodated by the agencies' sewerage system components and is in conformance with sewer service area and facility planning efforts.

Onsite Sewage Disposal

- Discourage unsewered development within this plan to the greatest extent practical. If development is approved within an area that could receive public sewer and/or water service in the future, such development should be designed and located so that it can eventually be connected to the public sewer and/or water systems as efficiently as possible.
- Undertake a study of the feasibility of connecting existing unsewered development to the public sewer and water systems.
- Continue to support Brown County's private sewage disposal system ordinance that requires inspections of all existing onsite sanitary systems at the time of sale of the associated property and the ordinance's mandatory 3-year maintenance program.

Water Supply

- Expand long-range planning, maintenance, and funding efforts to ensure that the water supply and transmission system remains adequately sized for anticipated growth and development and is expanded as efficiently as possible.
- Expand the water system, promoting infill development and efficient and cost-effective growth patterns.

Solid Waste Disposal and Recycling

- Periodically study the existing services to ensure continued coverage for the Town of Lawrence needs.

Storm Water Management

- Implement the recommendations of the Comprehensive Storm Water Plan and facilitate the requirements of the MS4 Permit and TMDL for the Town of Lawrence.
- Periodically update the Town's stormwater management plan to ensure continued compliance with all state and federal requirements.

- Continue to require best management practices to be incorporated into stormwater management and soil erosion control practices.
- Encourage the use of regional stormwater management ponds for new developments and cooperate with adjacent municipalities to co-manage regional stormwater management ponds, where applicable.

Power Generation

- Develop and adopt a renewable energy policy into the Town's zoning and building ordinances.

Parks and Recreation

- Participate in the Tree City USA program.
- Continue support of local nonprofit and volunteer groups.
- Study the feasibility of establishing joint park/school sites, facilities, and programs.
- Implement the recommendations of the new Parks & Outdoor Recreation Plan section of the Comprehensive Plan.
- Continue to implement the recommendations of the Town of Lawrence Bicycle and Pedestrian Plan, and update the plan when necessary.

Community Center

- Explore the feasibility of developing a town Community Center. This should include studying the feasibility of a town-owned and operated facility and exploring options such as collaborating with the area YMCA to study the feasibility of a YMCA in the Town of Lawrence. Any future development of a Community Center should be sited within a future Town Center to serve as an anchor for the Town Center along with other community and civic uses.

Telecommunication

- Ensure that telecommunication facilities are collocated to the greatest extent possible.
- Ensure that adequate easements and design standards for telecommunication facilities are utilized.
- Work with Brown County, the State of Wisconsin, and internet service providers to identify suitable routes for fiber-optic installation across the Town to improve high-speed internet access for residents and businesses.

Elderly Care

- Study the feasibility of a senior center, combined with a year-round activity center when the population supports the facility.

Emergency Services

- Periodically review police, fire, and rescue services to ensure needs continue to be met as the Town of Lawrence population increases.
- Create and continue mutual aid agreements with neighboring communities when possible.

Libraries

- Consider a future Brown County Library branch in the future Town Center area when population supports the facility.

Schools

- Continue placement of sidewalks near schools, connecting to residential neighborhoods to create safe walking and biking routes for elementary schools, as well as future schools.
- The Town of Lawrence should work closely with the two school districts and neighboring communities to address the future needs of the school districts in the most cost-effective and timely manner possible.

Government

- Continue to review the needs of the new government offices to allow for adequate future growth and service.

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Chapter 7: Agricultural, Natural, and Resources

Introduction

The natural features in The Town of Lawrence include The Fox River, Ashwaubenon Creek, Dutchman Creek, Hemlock Creek, unnamed tributaries, small stands of woodland, wetland, and large tracts of farmland that all help create the rural character that defines the Town as a community. Natural features attract increasing numbers of new residents and new development. In order for the Town of Lawrence to maintain the features that make the Town desirable to both new and existing residents alike, the Town of Lawrence must strike a balance between development and the natural environment. This chapter examines ways to build upon resources to establish and promote a community identity, while at the same time preserving land and the rural character that the residents enjoy.

Goals and Objectives

Goal: Protect and preserve the natural environment.

Objective: Maximize the protection of vital natural resources such as wetlands, woodlands, and waterways.

Objective: Balance development pressures with the need to protect and preserve agricultural lands.

Objective: Protect and maintain water quality in the Town.

Inventory and Analysis

Soils

Soil is one of the major building blocks of the environment. Soil is the interface between what lies above the ground and what lies underneath. The relationships between soil and agriculture are obvious. However, the relationships between soil and other land uses, while almost as important, are oftentimes less apparent. In Brown County, as elsewhere in North America, little attention is given to soils regarding the location and type of future development. Among the reasons for this is the complacency by many that modern engineering technology can overcome problems associated with soils. While this is true, the financial and environmental costs associated with overcoming soil limitations can often be prohibitive.

Glaciation is responsible for the general soil conditions found in the area. Unlike areas unaffected by glaciations where soils are formed by the weathering of local bedrock, Town of Lawrence soils are composed of glacially eroded rock material that was carried by ice sheets or from surface material that was pushed by the advance of the glacier. When the glacial advance stopped, the ice sheets melted and deposited the materials it had carried over the area. These deposited materials are called glacial till or outwash and, together with other soil forming factors, including vegetation, have formed the soil that covers the Town of Lawrence today. According to the Soil Survey of Brown County, Wisconsin, there are two major soil associations present in the Town of Lawrence. A soil association is “a landscape that has a distinctive proportional pattern of soils. It normally consists of one or more major soils, at least one minor soil, and is named for the major soils.” The major soil associations found in the Town of Lawrence are the Kewaunee-Manawa Association and the Oshkosh-Manawa Association.

Kewaunee-Manawa Association

The Kewaunee-Manawa Association consists of soils of glacial till plains, ridges, in depressions, and along drainageways. The soils are gentle sloping to moderately steep with a surface layer of sandy loam or silt loam that is eight inches thick. The dark reddish subsoil is about 19-22 inches thick. The soils are suited for cultivation of all crops grown in Brown County, including oats, corn, alfalfa, and brome grass for hay. Uncultivated areas are typically wooded or used for pasture. Soil erosion and providing drainage is a concern. Clayey subsoil makes home sites and non-agricultural uses difficult if septic tank filter fields are needed.

Oskosh-Manawa Association

The Oskosh-Manawa Association consists of soils of glacial lake plains in basins and slack water areas associated with moraines. The soils are nearly level to steep with a surface layer of silt loam, sandy loam, or silty clay loam that is seven to eight inches thick. The dark reddish subsoil is about 22 inches thick. The soils are suited for cultivation of all crops grown in Brown County, including oats, corn, alfalfa, and brome grass for hay. Uncultivated areas are typically wooded or used for pasture. Clayey subsoil makes home sites and non-agricultural uses difficult if septic tank filter fields are needed.

Prime Farmland

The Soil Survey of Brown County, Wisconsin, defines prime farmland as soils with capability classes of I and II. Class I soils have few limitations that restrict their use, while Class II soils have moderate limitations that reduce the choice of crops or that require moderate conservation practices. Much of the Town of Lawrence is prime farmland.

Productive Agricultural Lands

The Brown County Farmland Preservation Plan identifies Brown County's farmlands as irreplaceable resources that are necessary to the continued well-being of the County's economy. The plan further states that the protection of these farmlands and orderly rural and urban growth are deemed to be in the broad public interest.

Agriculture is the predominant land use from an acreage perspective. Most of the central and southern areas of the Town are utilized for agricultural purposes. There are also limited acres of land used for agriculture located at the northern end, but many areas are being developed.

As of 2023, there are approximately 4,988.09 acres of productive agricultural land in the Town of Lawrence, a decrease of approximately seven percent from the 5,289.6 acres of productive agricultural land in 2014. Much of the land taken out of production has been converted to residential or commercial development.

There are multiple factors that define productive agricultural lands. Soils are included if they are defined as being prime farmland without any limitations in the Soil Survey of Brown County, Wisconsin. If a soil is prime farmland but currently in a developed state, it is not included. Also included are those soils that are currently in a productive state, regardless of prime farmland classification. The Town of Lawrence productive agricultural lands are mapped in Figure 7-1.

To maintain healthy soil for agricultural production, it is recommended that the Town encourage and support the efforts of the Brown County Land and Water Conservation Department to protect the soil resources of the Town. This would include promoting agricultural best management practices such as conservation tillage, crop rotation, and control of livestock access to streams.

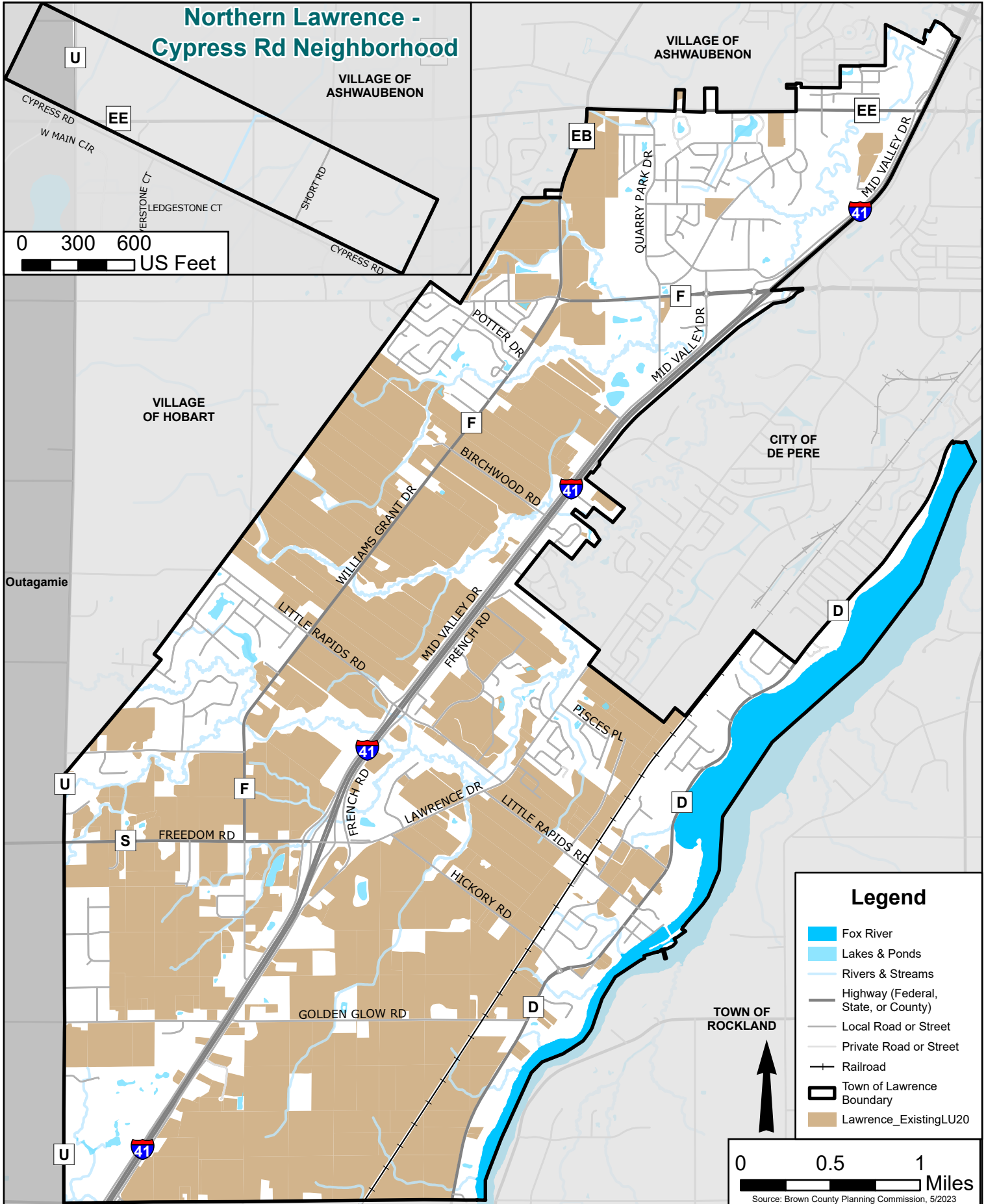
Community Gardens

Community gardens have grown in popularity in recent years as a means of expanding access to healthy and affordable produce and vegetables. Nationally, a lot of the focus of community gardens has centered on the use of community gardens to reduce food deserts; however, community gardens can be implemented across all geographic levels, contexts, and socio-economic backgrounds. In Lawrence, grocery store options are limited. Residents typically travel to De Pere or Ashwaubenon for groceries. While Lawrence is not considered a food desert due, in part, to the higher median household income of residents, access to healthy and affordable foods is no less important. To encourage community gardens, it is recommended that the Town develop and adopt a community garden policy. Community gardens should be considered in community and neighborhood parks and underutilized open spaces near residential subdivisions. The Town should also explore a potential partnership with the Extension Brown County Department to establish a community garden in the Town.



Land Under Agricultural Production

Figure 7-1



Community gardens not only provide residents access to healthy foods, but it can also help strengthen and foster social ties by encouraging interactions between neighbors and community members and strengthening local food security.

The Extension Brown County Department provides information on community gardens. This information can be found at: <https://www.browncountywi.gov/departments/extension-brown-county/community-gardens/>.

Surface Water

Surface water is one of the most important natural resources available in a community. Surface water provides recreational opportunities, as well as peace and solitude to anglers, boaters, hunters, water skiers, swimmers, and casual observers. Some surface waters provide an end source for drainage after heavy rains, provide habitat for plants, fish, and animals, and can be a source of drinking water and a source of process water for industry and agriculture. Lands adjacent to surface water have an abundance of cultural and archeological significance because they were often the location of Native American and early European settlements.

There are many miles of perennial streams in the Town of Lawrence. Streams have many scenic and recreational values. Some ephemeral (intermittent) waterways and wetlands do not always show up on maps and are more difficult to protect by state and federal statutes. Ephemeral waterways provide sites for infiltration of surface water into groundwater reservoirs and provide habitat for plants and animals. Small intermittent waterways and wetlands are where most nutrients and contaminants enter the waters used for drinking and recreation.

Water that sheet flows across the land surface after rainfall is considered a surface water resource. As water flows across the surface of the land, nutrients and contaminants are picked up and dissolved substances are carried into larger surface water bodies and into groundwater. Anything applied to the land's surface, such as fertilizers almost always enters groundwater.

Federal, state, and local laws and regulations have been created to protect surface water, ranging from the commerce clause of the United States Constitution to MS4, TMDL, and county floodland zoning regulations. The most heavily regulated waters are determined to be natural and "navigable." Ephemeral waterways not considered navigable and ephemeral wetlands are poorly protected by state and federal statutes and need protection at a more local level.

As shown in Figure 7-2, the primary surface water features in the Town of Lawrence are the Fox River and tributaries of Ashwaubenon Creek. The Town of Lawrence also has small unnamed streams, ditches, and man-made lakes that are also considered surface water resources. The protection and preservation of surface waters should be one of its highest natural resources priorities. While this action is important for all surface waters, particular focus should be provided to the Fox River and tributaries of Ashwaubenon Creek to re-establish the waters as a primary benefit and attraction.

Fox River

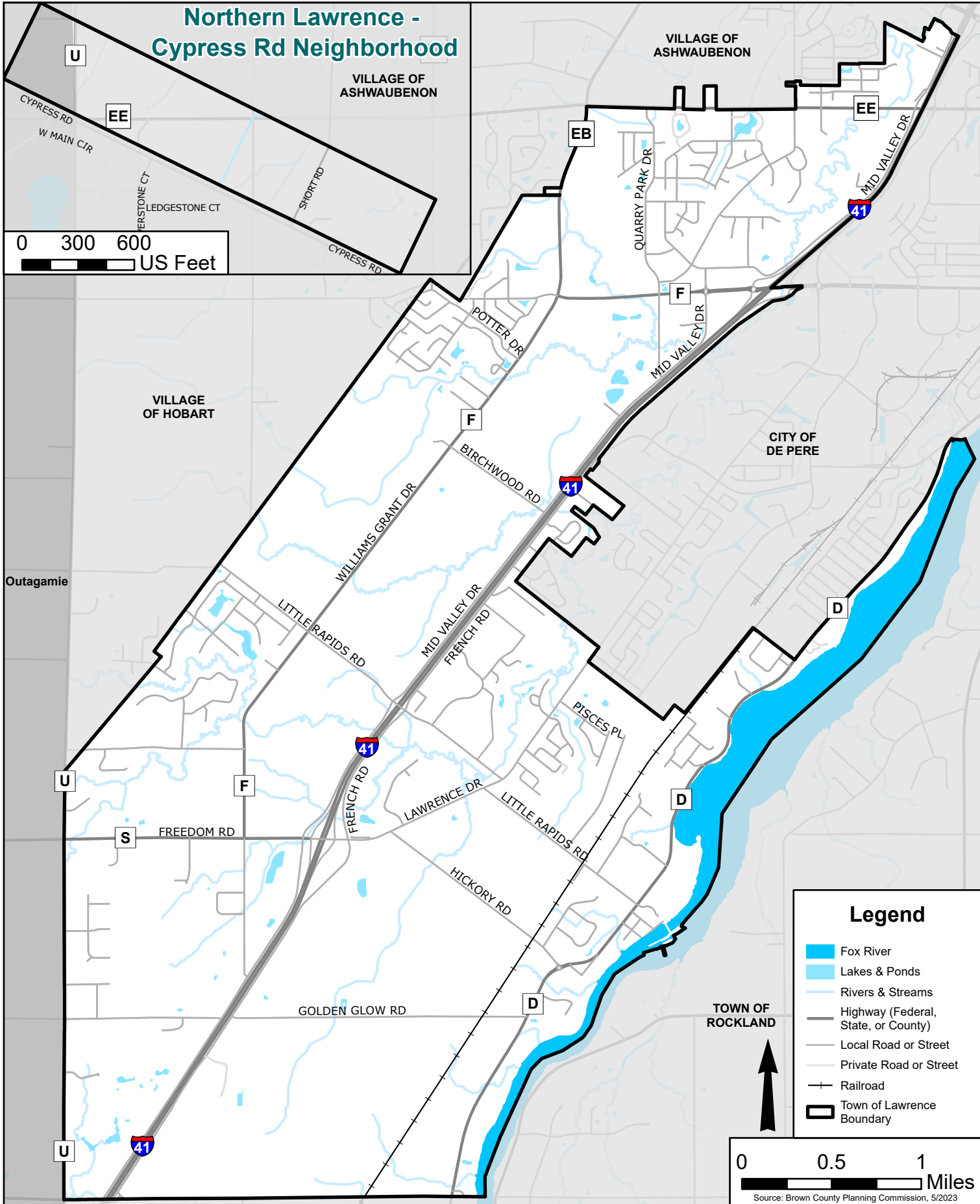
The Fox River is the largest and most important river in northeastern Wisconsin. It is a navigable river that flows northward 155 miles from its headwaters in southern Green Lake County in east-central Wisconsin to the Bay of Green Bay. Its basin drains over 2,700 square miles of east-central and northeastern Wisconsin. In Brown County, the Fox River extends 19 miles from the Village of Wrightstown to its downstream end at the Bay of Green Bay and drains about 311 square miles or almost half of the county. The Fox River extends along over 5.5 miles of the east boundary of the Town of Lawrence, is typically 800 feet wide, but reaches up to 2,700 feet wide just north of the Town of Lawrence in the City of De Pere. The Fox River and its tributaries (including Ashwaubenon Creek) drain all of the land within and adjacent to the Town of Lawrence.

The Fox River is historically significant because for centuries Native Americans occupied the banks of the river and used it as a source of food and drinking water, as well as for recreation, transportation, and crop irrigation. The Fox River also served as the route into the interior of the state for European explorers and was the location of many early European settlements. Many historical, cultural, and archeological sites are located adjacent to the Fox River.



Surface Water

Figure 7-2



In addition, many of Wisconsin's oldest communities, including the Town of Lawrence, are located along the river banks.

By the 1940s, pollution in the river had increased to the point that its fisheries were severely damaged and its scenic and recreational value was lost. With passage and implementation of the Clean Water Act in the early 1970s, the Fox River's water quality began to improve, which in turn has resulted in recovering fish populations and increased recreational use. Walleye fishing tournaments are now hosted on the Fox River and the Bay of Green Bay. However, due to over 50 years of urban development and its associated water quality impacts, fish consumption advisories still exist on the Fox River.

Fox River water is hard and very turbid. The river bottom is comprised mostly of sand and silt. The river is classified as a Warm Water Sport Fishery. The Fox River continues to be exposed to many adverse environmental impacts, including excessive sedimentation, nutrient enrichment, and turbidity, due to nonpoint source pollution, urban stormwater runoff, storm sewer discharges, and impoundment of the river. Polychlorinated Biphenyl (PCB) accumulation and fish consumption advisories due to past industrial point source discharges are also present. For these reasons, the Fox River has been identified by the Wisconsin Department of Natural Resources as an Impaired Water, which means that the river does not meet federal and state water quality standards. Reduction of detrimental water impacts would improve the overall health and appearance of the Fox River.

The Fox River, including a portion within the Town of Lawrence is undergoing remediation efforts for PCBs through a combination of hydraulic dredging and armored capping. It is expected through removal of PCB "hot spots", armored capping, and natural attenuation that PCB levels will decrease over time to a level where it will once again be safe for fish consumption.

Ashwaubenon Creek, Dutchman Creek, Hemlock Creek and Unnamed Tributaries

Ashwaubenon Creek, Dutchman Creek, and Hemlock Creek have tributaries that reach into the Town of Lawrence. Most tributaries are navigable and flow north and eastward, eventually emptying into the Fox River and ultimately the Bay of Green Bay. The Town of Lawrence should consider identifying those areas of the tributaries that may be experiencing erosion or other habitat degradation and should consider working with local conservation or service groups to enhance waterway habitat. Also, due to large areas of farmland adjacent to the tributaries, methods to minimize water contamination from fertilizers and pesticides should be observed.

Where possible, the Town of Lawrence should consider the establishment of buffers and the planting of native grasses and shrubs along the tributaries to improve its wildlife habitat and stormwater management capabilities. Additionally, the Town of Lawrence should consider working with local conservation or school groups to stabilize the shoreline by planting native grasses and plants in order to further reduce shoreline erosion.

Other Small Waterways

There are additional small intermittent and perennial streams within the Town of Lawrence that provide important habitat for many other plants and animals. The importance of small streams is only now beginning to be understood by many.

Watersheds

A watershed is an area of land where all the water on it and under it drains to the same place. Within this area of land, all living things are linked by the common waterway. Four watersheds drain the Town of Lawrence to the Bay of Green Bay: Hemlock Creek watershed, Fox River watershed, Apple Creek watershed, and Dutchman Creek watershed.

Floodplains

Floodplains are natural extensions of waterways. All surface waters possess them, but the size of the floodplain can vary greatly. Floodplains store floodwaters, reduce flood peaks and velocities, and reduce sedimentation. Floodplains also provide habitat and serve as filters for pollution.

Like surface waters, the importance of floodplains is recognized and is regulated by federal, state, county, and local governments. The State of Wisconsin mandates floodplain zoning for all communities under Wisconsin Administrative Code NR 117. These minimum standards must be implemented to meet eligibility requirements for federal flood insurance.

For regulatory, insurance, and planning purposes, the 100-year recurrence interval flood hazard area (also referred to as the regional flood) is most often used. This is the land that has a 1 percent chance of being flooded in any given year. Mapped floodplains within the Town of Lawrence include the Fox River, Dutchman Creek, Hemlock Creek, and unnamed tributaries of the Ashwaubenon Creek. The Town of Lawrence 100-year floodplains that have been mapped are shown in Figure 7-3. Figure 7-4 presents a diagram of a floodplain and identifies its constituent parts, including both the floodway and flood fringe.

There are several threats to floodplains and the resource values that they represent:

Filling might diminish the flood storage capacity of the floodplain. This could have the effect of raising the flood elevation or increasing flow velocities to the detriment of upstream or downstream properties.

Grading can degrade the resource functions of floodplains, such as filtering pollutants or providing habitat.

Impediments include encroachment of buildings or undersized culverts and bridge openings. Manmade and natural impediments affect the size and proper functioning of floodplains and pose potential hazards to adjacent residents and passersby.

Impervious surfaces can increase the velocity of the flood flows, increase the number of pollutants, reduce the amount of natural wildlife habitat, and limit the amount of infiltration of stormwater into the ground.

Due to the importance of floodplains for environmental, regulatory, and insurance purposes, it is recommended that flood studies be undertaken for all rivers and streams where development is proposed. Such flood studies should map both the floodway and the flood fringe portions of the 100-year recurrence interval flood hazard area, should be based upon full development of the drainage basin, and should be reviewed and approved by both the Wisconsin Department of Natural Resources and the Federal Emergency Management Agency (FEMA). If detailed flood studies are not undertaken and/or do not take into consideration the effects of future development of the watershed, future flooding events may be more extensive and cause greater property damage.

Under current regulatory requirements, floodways are off limits to development. However, development could occur within the flood fringe areas with the receipt of appropriate permits and approvals, and agricultural activities could continue within the floodplain.



Floodplains

Figure 7-3

Northern Lawrence - Cypress Rd Neighborhood

VILLAGE OF ASHWAUBENON

CYPRESS RD
W MAIN CIR
SPURD RD
PERSTONE CT
LEDGESTONE CT
CYPRESS RD

U EE

0 300 600 US Feet

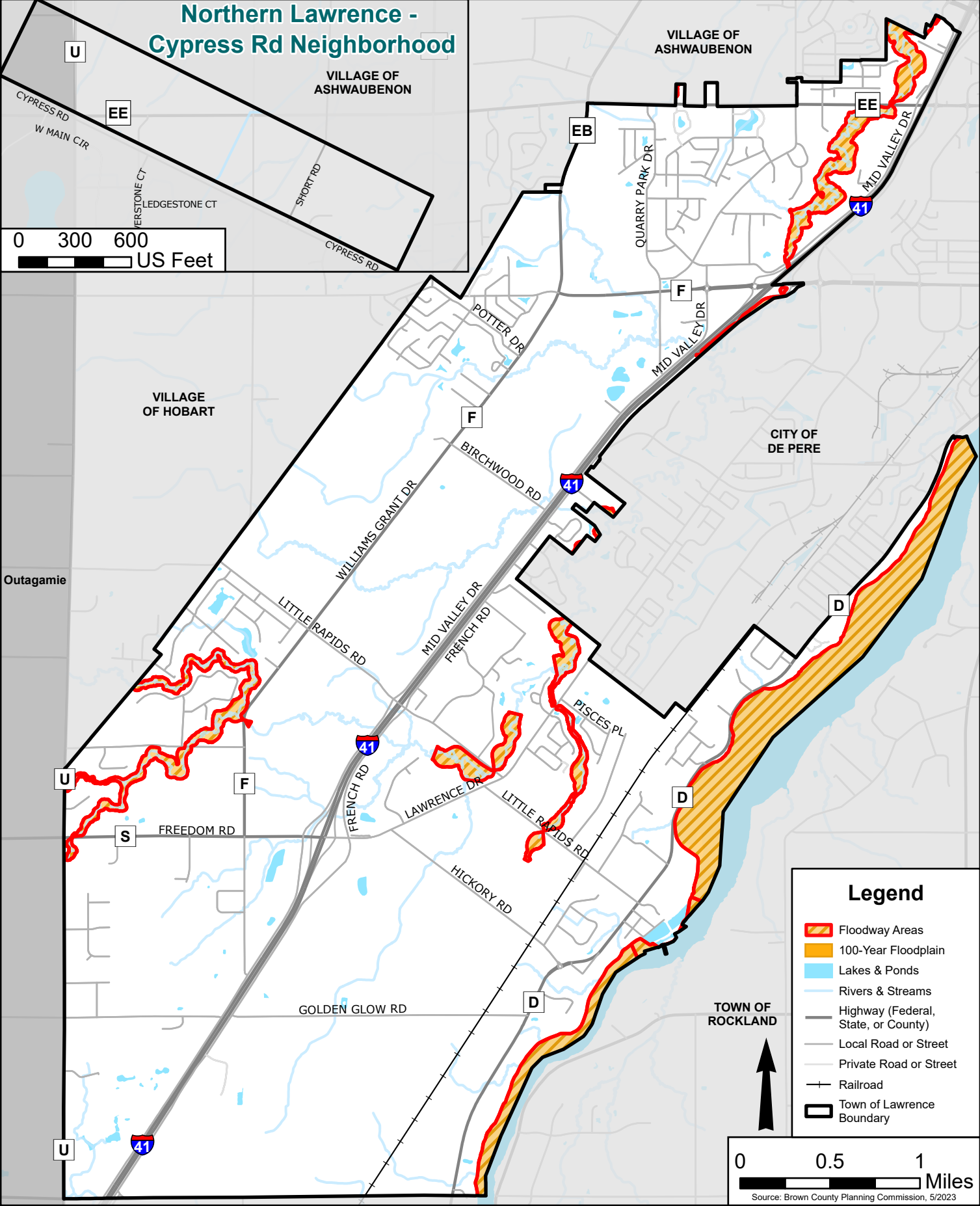
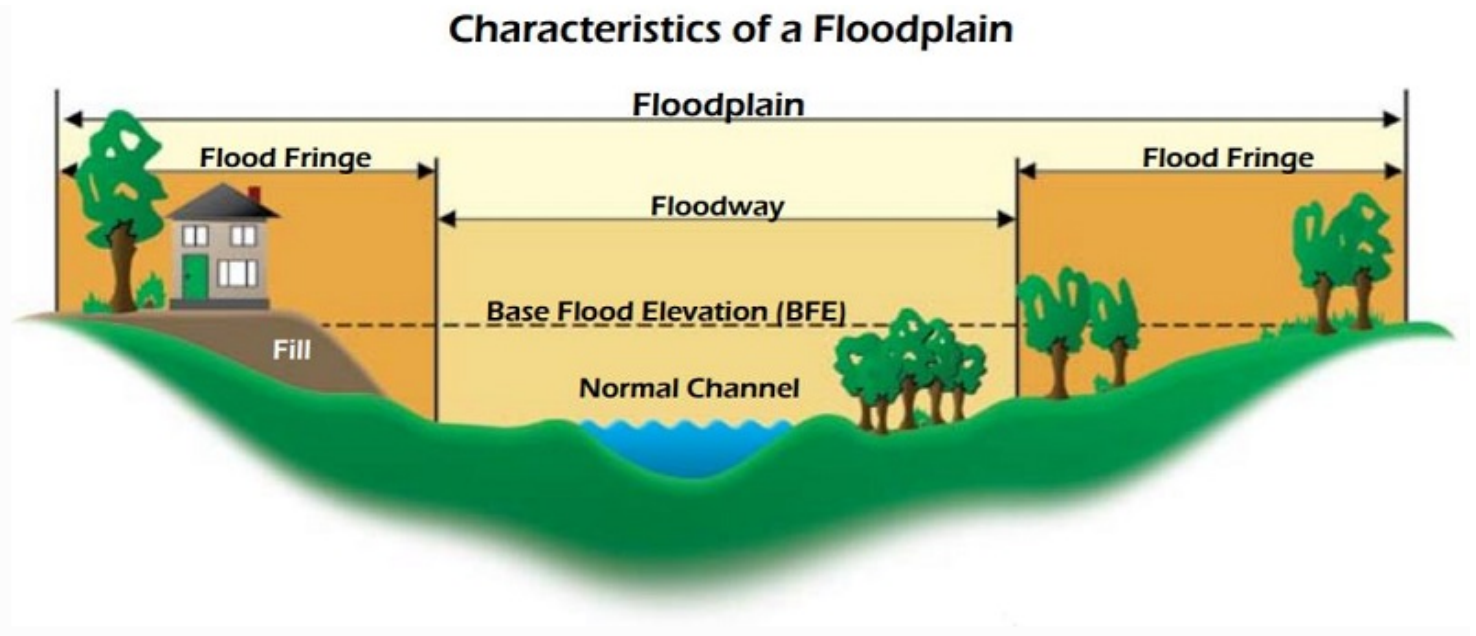


Figure 7-4: Floodlands and Floodplains Zoning graphic



Source: FEMA, National Flood Insurance Program Guidebook, 2009

Definitions

Floodplain - the land that has been or may be covered in floodwater during the regional flood. The floodplain includes the floodway and floodfringe areas. These areas are labeled on Flood Insurance Rate Maps as A, AE, A1-30, AO or AH zones.

Floodway - the channel of a river or stream and those portions of the floodplain adjoining the channel required to carry the regional flood discharge. The floodway is the most dangerous part of the floodplain - it is associated with moving water.

Floodfringe - the portion of the floodplain outside of the floodway that is covered by flood water during the regional flood. The term floodfringe is generally associated with standing water rather than flowing water. Development is allowed in the floodfringe subject to local floodplain ordinance requirements.

Regional Flood - the same as the 100-year flood, the 1-percent chance flood, or the base flood (FEMA).

Regional Flood Elevation - the elevation determined to be representative of large floods known to have occurred in Wisconsin or which may be expected to occur on a particular lake, river, or stream at a frequency of 1% during any given year. (Wisconsin only)

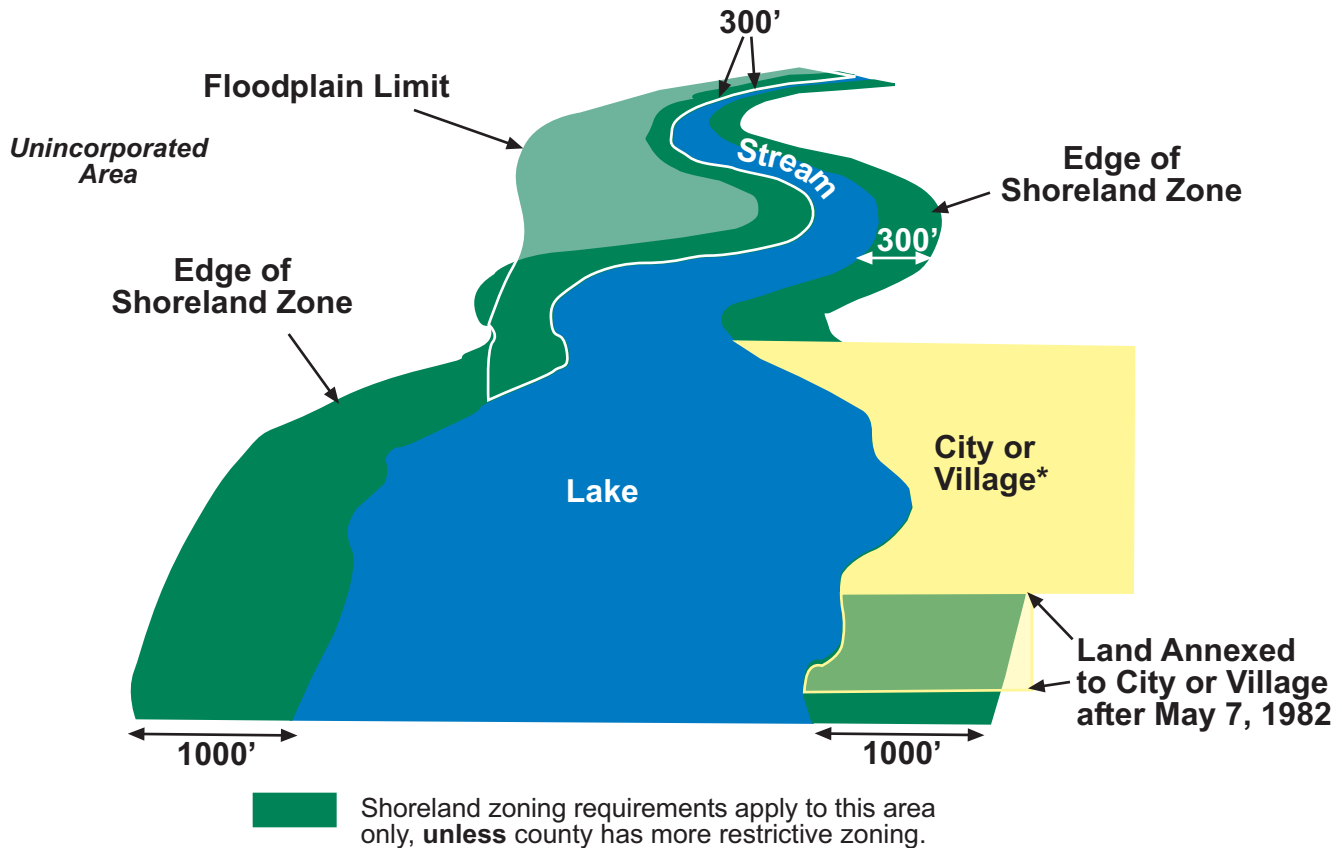
Base Flood Elevation - the elevation determined by FEMA to which flood water is expected to rise during the base flood.

Flood Protection Elevation - an elevation that is two feet above the regional flood elevation. (Wisconsin only)

*Source: Wisconsin Department of Natural Resources. *Floodplain Overview*. Accessed 06/22/2023.

Figure 7-5

Shoreland Zoning



*Cities and villages are required to zone wetlands within the shoreland.

Definitions

Shoreland Zone - The shoreland zone is located within 1,000 feet of the ordinary high water mark (OHWM) of a "navigable" lake, pond, or flowage or within 300 feet of the OHWM of a "navigable" stream or river or to the landward side of the floodplain, whichever distance is greater.

Ordinary High Water Mark - The ordinary high water mark is the boundary between upland and lake or riverbed. It is the point on the bank or shore up to which the presence and action of the water is so continuous as to leave a distinct mark either by erosion, destruction of terrestrial vegetation, or other easily recognized characteristics.

Navigable - Generally, a waterway is navigable if it has a bed and banks and can float a canoe at some time each year - even if only during spring floods. Even small intermittent streams that are seasonally dry may meet the test of navigability. Navigable lakes and streams are public waterways protected by law for all citizens.

Unincorporated Areas - Lands lying outside of incorporated cities or villages.

Shorelands and Stream Corridors

Shorelands are the interface between land and water. In its natural condition, shorelands are comprised of thick and diverse vegetation that protect lakes, rivers, and streams. If these areas are developed, this vegetation is lost, and fish, wildlife, and water quality are damaged. Most of the streams in the Town of Lawrence are less defined and do not have differing topography as streams in other parts of the county.

Like floodlands, the importance of shorelands is recognized and is regulated by state and local governments. Shoreland zoning is primarily intended to control the intensity of development near and to create a buffer around lakes, rivers, and streams. The buffer is intended to remain an undeveloped strip of land that protects the water from the physical, chemical, hydrological, and visual impacts of nearby development. Wisconsin mandates shoreland zoning for all unincorporated communities and those parts of incorporated cities and villages that were annexed after May 7, 1982. The Town of Lawrence must follow the state mandated minimums listed under Wisconsin Administrative Code NR 115. Figure 7-5 presents a diagram of the state mandated minimum shoreland zoning requirements.

The shoreland restrictions do not apply to those waters that are determined to be non-navigable waters. All lakes, rivers, and streams, no matter how small, are assumed to be navigable until determined otherwise by the DNR.

As shorelands are closely related to floodplains, so are the threats to the resource values shorelands represent. In addition, research being conducted by the DNR and others indicates that current state-mandated shoreland zoning standards might not be adequate to properly protect water quality and shoreland ecosystems.

Under current regulatory requirements, the 75 feet closest to navigable waters are off limits to development, but development could occur within the remainder of the shoreland area with receipt of appropriate permits and approvals, and agricultural activities could continue within the shoreland area. Shoreland zoning regulations are enforced by Brown County.

The Town of Lawrence should continue to encourage greater protection of the shoreland area. In this regard, the Town of Lawrence should take full advantage of federal, state, and county funding and other assistance in the establishment of vegetative stream buffers to further filter out sediments and other associated pollutants.

Wetlands

Wetlands are characterized by water at or near the ground level, by soils exhibiting physical or chemical characteristics of waterlogging, or by the presence of wetland-adapted vegetation. Wetlands are significant natural resources that have several important functions. Wetlands enhance water quality by absorbing excess nutrients within the roots, stems, and leaves of plants and by slowing the flow of water to let suspended pollutants settle out. Wetlands help regulate storm runoff, which minimizes floods and periods of low flow. Wetlands also provide essential habitat for many types of wildlife and offer recreational, educational, and aesthetic opportunities to the community.

There are two broad classifications of wetlands: perennial wetlands and ephemeral (intermittent) wetlands. Perennial wetlands are inundated with water for much of the year and develop classic wetland characteristics, such as soil mottling. Perennial wetlands usually support populations of water loving plants. Ephemeral wetlands, which are sometimes called intermittent wetlands due to soil type and topography, often do not develop classic wetland characteristics since they are flooded only part of the year. Both types of wetlands are equally important.

The Wisconsin Wetlands Inventory map identifies wetlands scattered throughout the Town of Lawrence. As shown on Figure 7-6, the WDNR digital wetlands inventory identified approximately 250.07 acres of wetlands within the Town of Lawrence.

The primary threat to wetlands is filling. Although an array of federal, state, and local regulations helps with protection, wetlands (especially smaller ones) are still lost to road construction and other development activities. The draining of wetlands can also occur through the placement of drain tile and rerouting of surface water. Some

agricultural areas are former wetlands that would probably revert back to wetland character if left alone for a period of time.

Even if wetlands are not directly filled, drained, or developed, wetlands still can be impacted by adjacent uses. Siltation from erosion or pollutants entering via stormwater runoff can destroy the wetland. Previously healthy and diverse wetlands can be reduced to degraded “muck holes” where only the hardiest plants like cattails can survive. Invasive plant species can also negatively affect wetlands.

Under current regulatory requirements, all wetlands are off limits to development unless appropriate permits and approvals are obtained. In addition, under certain situations, agricultural activities may also be regulated within wetlands. The Town of Lawrence should take full advantage of federal, state, and county funding and other assistance in the protection of existing wetlands and restoration of drained wetlands.

Environmentally Sensitive Areas

Environmentally sensitive areas (ESAs) are defined by the Brown County Planning Commission as portions of the landscape consisting of valuable natural resource features that should be protected from intensive development. They include all lakes, rivers, streams, wetlands, floodways, and other locally-designated significant and unique natural resource features. ESAs also include a setback or buffer from these features. In addition, they include areas of steep slopes (slopes 20 percent or greater) when located within or adjacent to any of the features previously noted. See Figure 7-7 for the locations of the Town of Lawrence ESAs.

Research and experience from throughout Wisconsin indicate that the potential exists for significant adverse water quality impacts if ESAs are developed. Identification and protection of ESAs are required by both state and county regulations under Wisconsin Administrative Code NR 121 and the Brown County Area Water Quality Plan, prepared by the Brown County Planning Commission, as well as the Brown County Subdivision Ordinance. ESA protection is enforced during the review and approval of all land divisions and/or public sanitary sewer extensions. The intent of enforcing protection of ESAs is to protect water-related natural resource features from the adverse impacts often associated with development.

In general, development and associated filling, excavation, grading, and clearing are prohibited within ESAs. However, certain non-intensive uses, such as public utilities and public recreation, are often allowed within these areas. In conjunction with erosion control and stormwater management practices, protection of the ESAs can provide numerous benefits, including:

- Recharge of groundwater.
- Maintenance of surface water and groundwater quality.
- Attenuation of flood flows and stages.
- Maintenance of base flows of streams and watercourses.
- Reduction of soil erosion.
- Abatement of air pollution.
- Abatement of noise pollution.
- Favorable modification of micro-climates.
- Facilitation of the movement of wildlife and provision of game and non-game wildlife habitat.
- Facilitation of the dispersal of plant seeds.

- Protection of plant and animal diversity.
- Protection of rare, threatened, and endangered species.

Threats to ESAs are similar to those of floodplains and shorelands. In addition, the quality and effectiveness of ESAs can be severely reduced should adjacent development change drainage patterns or remove native vegetation from the lands within or immediately adjacent to the ESAs. Such disturbances can also introduce invasive plant species to the ESAs, which can result in loss of native vegetation, diversity, and habitat.

It is recommended that the Town of Lawrence continue to work proactively with the Brown County Planning Commission to identify and educate residents on the importance of ESAs. It is also recommended that the Town adopt the ESA and ESA setbacks identified in the Brown County Area Water Quality Plan into the Town's ordinance.

Groundwater

As shown in Figure 7-8, groundwater begins as precipitation (rain or snow) that falls upon the land. Some precipitation runs off into lakes, rivers, streams or wetlands. Some evaporates back into the atmosphere, and some is absorbed by plants. Groundwater is precipitation that soaks into the ground past plant roots and down into the subsurface soil and rock. A layer of soil or rock that is capable of storing groundwater and yielding it to wells is called an aquifer. There can be a number of aquifers within an area, one above another. The top of the aquifer closest to the ground's surface is called the water table. It is the area below which all the openings between soil and rock particles are saturated with water. Like surface water, groundwater moves from high areas to low areas. It discharges at places where the water table intersects the land's surface, such as lakes, streams, and wetlands, providing a base flow for water features.

Groundwater is the source of drinking water for 75 percent of Town of Lawrence residents that have private wells. Since 2007, the remaining 25 percent receive public water sourced from Lake Michigan and public water. The Town of Lawrence has an elevated storage tank located on Mid Valley Drive.

As with all communities, it is very important that groundwater is protected. The greatest threats to groundwater are contamination and overuse. As with any rural or suburbanizing community, the most common sources of contamination include feedlots, manure storage and spreading, manure pits, irrigation, fertilizers, and pesticides. Although the Town of Lawrence does not have many problems with a high number of private wells, continued private well development may eventually have a negative impact on groundwater quantity and quality.

The Town of Lawrence should ensure that old wells are properly sealed to prevent contaminants from reaching groundwater. The Town should continue to monitor the quantity and quality of groundwater available for the Town and NEWWater continue to grow. In order to ensure a safe supply of private drinking water, the Town should continue a well-testing program to identify contaminants that may be present, such as bacteria, nitrates, pesticides, etc. The Town should provide new homeowners with information regarding proper maintenance and testing of private wells, including the educational brochure from the WDNR entitled "You and Your Well," and the water supply information on the Town website.

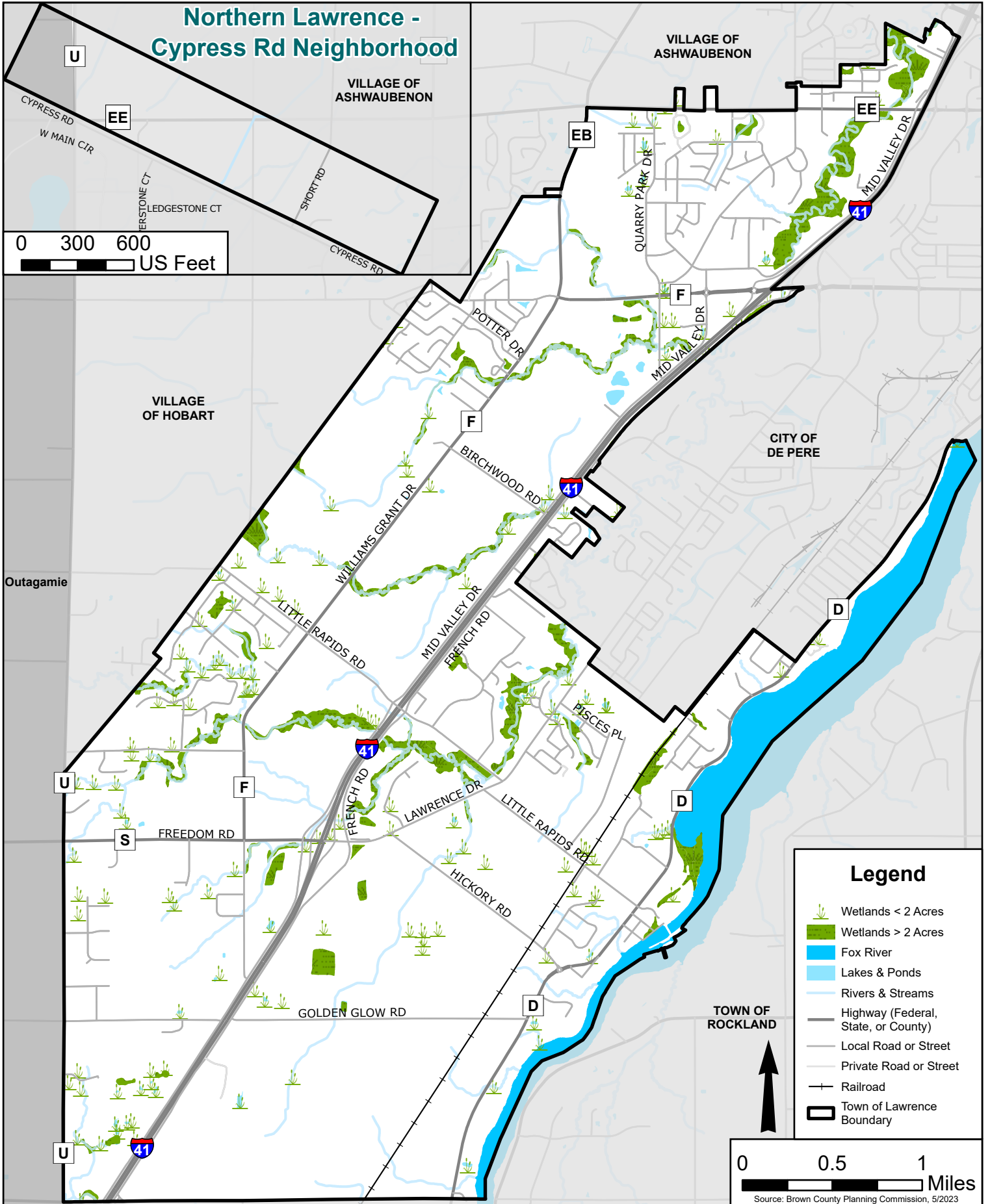
Although maintaining groundwater quality will continue to be a concern, quantity may become less of an issue because many suburban communities in Brown County stop drawing groundwater after receiving potable water from Lake Michigan. Public water supplies have plans and public awareness of water. Information regarding how to protect wells from adjacent development should be established for the public.

To help communities meet the requirements of the federal Safe Drinking Water Act and to protect their drinking water supply, the Wisconsin Department of Natural Resources recommends that all communities undertake Vulnerability Assessments and Wellhead Protection Plans. The Town of Lawrence should also continue to support Brown County's "time of sale" program of inspecting private onsite wastewater treatment systems to guard against failing systems, ensuring functioning septic systems will continue to serve as a protection against groundwater contamination.



Wetlands

Figure 7-6





Environmentally Sensitive Areas

Figure 7-7

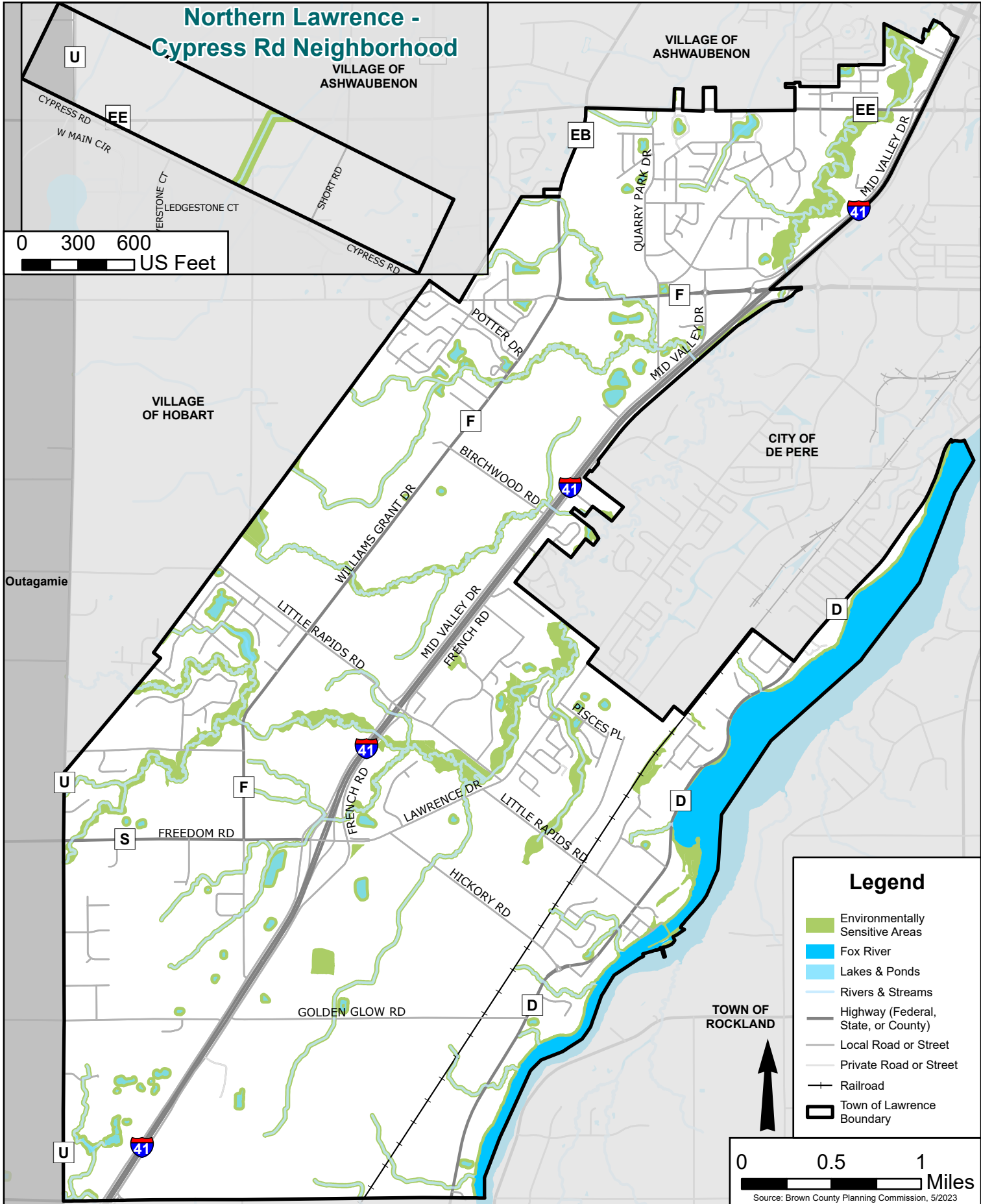
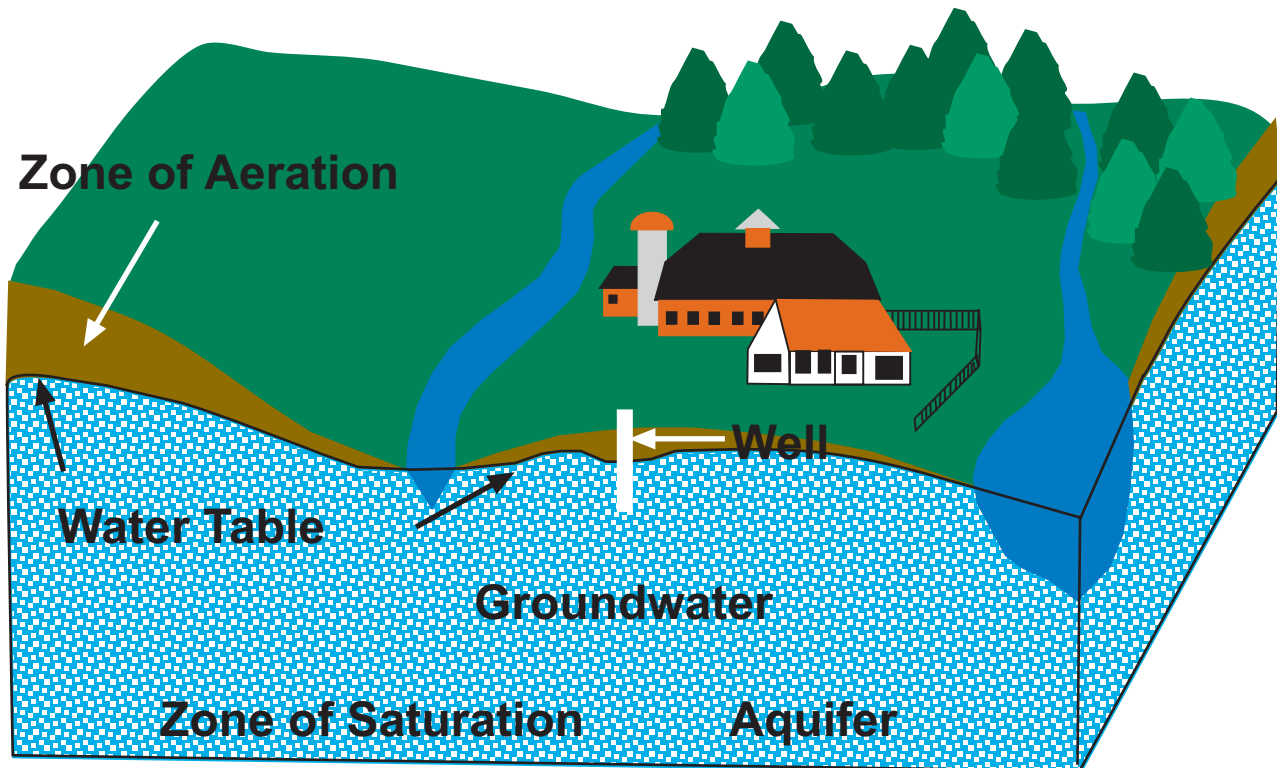


Figure 7-8
Groundwater



Definitions

Groundwater - The water below the water table contained in void spaces (pore spaces between rock and soil particles or bedrock fractures).

Water Table - The water surface in an unconfined aquifer; the level below which the pore spaces in the soil or rock are saturated with water; the upper surface of the zone of saturation.

Aquifer - A saturated geologic formation (rock or sediment) capable of storing, transmitting, and yielding reasonable amounts of groundwater to wells and springs.

Zone of Saturation - The zone in which the pore spaces between soil and rock particles are completely filled with water. The water table is the top of the zone of saturation.

Zone of Aeration - The zone between the land surface and the water table in which the pore spaces between soil and rock particles contain water, air, and/or other gases.

Woodlands

The vegetative state of the 822.35 acres of woodlands in the Town of Lawrence varies considerably. The woodlands are characterized by willows, cottonwoods, cedar, ash, aspen, and other wet and successional types of vegetation. Natural woodlands vary from wet lowland communities dominated by black ash and trembling aspen to drier highland communities of aspen, paper birch, and red maple with scattered native white pine, red pine, and red oak.

The Town of Lawrence includes a “southern dry-mesic forest.” A forest of this type is characterized with loamy soils and an erosional topography. Tree species include a dominant red oak, but also includes white oak, basswood, sugar and red maples, and white ash.

The largest contiguous areas of woodlands in the Town of Lawrence are located along Hemlock Creek and tributaries of Ashwaubenon Creek at the northwest end and central area of the Town of Lawrence. There are also limited wooded areas along the Fox River. The wooded areas in the remainder of the Town of Lawrence have largely been fragmented by agricultural uses and residential development.

Continued development is the primary threat to the Town of Lawrence remaining woodlands. Since these areas are prized as settings for residential subdivisions, they are often targeted for development. Intensive development, especially if improperly planned, can destroy the scenic and natural values of the woodland resource and can disrupt the blocks and corridors necessary to provide refuge and passage for wildlife. Loss of woodlands may also degrade the perceived rural atmosphere desired by the Town of Lawrence residents.

Other threats to the woodlands include improper management, such as the over-harvesting or under-harvesting of trees, and the introduction of exotic species and disease.

Where woodlands are not also classified as wetlands and are not located within the protected portions of floodplains and shorelands, the woodlands should be preserved as much as possible through such approaches as conservation by design and conservancy zoning.

Wildlife Habitat

Since much of the land in the Town of Lawrence is actively being farmed or developed, the best wildlife habitat is contained in the woodlands, wetlands, and drainage corridors. Large tracts of woodlands or wetland-type vegetation offer areas for wildlife movement. However, these areas are still affected by development around their edges by regional issues, such as water quality, and by potential invasion of exotic species. Wild game birds and mammals found in the Town of Lawrence include ducks, geese, woodcock, pheasant, Hungarian partridge, ruffed grouse, cottontail rabbit, fox and gray squirrel, muskrat, mink, raccoon, skunk, opossum, woodchuck, red fox, whitetail deer, coyotes, and turkeys.

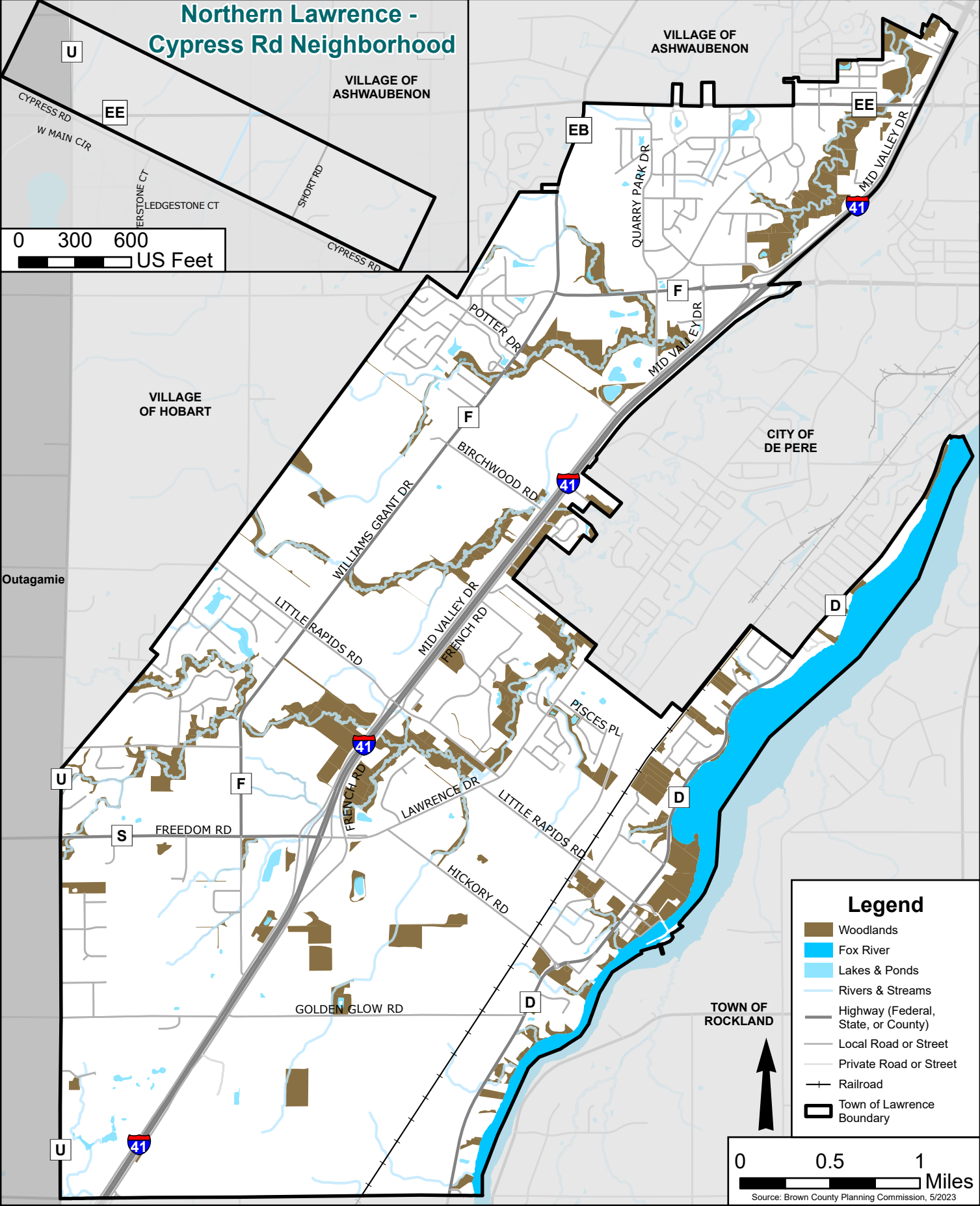
Preservation of wildlife habitat is another reason why it is very important to protect surface waters, floodplains, shorelands, wetlands, and woodlands. It is assumed for the purposes of this comprehensive plan that should these areas be adequately protected and preserved, so would wildlife habitat.

In addition to protecting environmentally sensitive areas, wildlife habitat can be strengthened by promoting keystone species. A keystone species is a species that pollinators, insects, and other animals depend on that, if removed, would drastically alter the ecosystem, or cause it to cease altogether. In northeast Wisconsin, keystone plant and tree species include, among many others: Oaks, River and Sweet Birch, Eastern Cottonwoods, Eastern White Pine, Silver and Sugar Maple, Asters, Willows, Sunflowers, and Goldenrods. While non-native tree and plant species are often desired for aesthetic reasons such as fall colors or spring blossoms, these species support very few pollinators, insects, and other species critical to a healthy ecosystem. The Town should promote native keystone tree and plant species in all parks, open spaces, and along public rights-of-way where vegetation is planted to promote biodiversity of local flora and fauna and key pollinator species. This can be accomplished as standalone projects, green street projects, park projects, and stormwater management projects. It can also be accomplished by encouraging residents and developers to add these species on their respective properties and as part of their developments.



Woodlands

Figure 7-9



Threatened and Endangered Species

An endangered species is one with continued existence that is in jeopardy and may become extinct. A threatened species is one that is likely, within the foreseeable future, to become endangered. The Bureau of Endangered Resources within the Wisconsin Department of Natural Resources monitors endangered and threatened species and maintains the state's Natural Heritage Inventory (NHI). This program maintains data on the locations and status of rare species in Wisconsin. According to the NHI, there are some endangered or threatened species found or potentially found in the Town of Lawrence.

Special concern, threatened, and endangered species in the Town of Lawrence area include:

- A Fingernet Caddisfly (special concern insect)
- American Eel (special concern fish)
- Callused Vertigo (Hubricht's Vertigo) (endangered snail)
- Cherrystone Drop (threatened snail)
- Dentate Supercoil (special concern snail)
- Handsome Sedge (threatened plant)
- Lake Sturgeon (special concern fish)
- Migratory Bird Concentration Site (other)
- Peregrine Falcon (endangered bird)
- Slippershell Mussel (threatened mussel)
- Snow Trillium (threatened plant)
- Southern Dry-mesic Forest (community)
- Stream – Slow, Hard, Warm (community)
- Upland Sandpiper (threatened bird)
- Wafer-ash (special concern plant)

The primary threats to these species are the loss of wetlands and other habitats due to development and other factors. Federal and state regulations discourage and sometimes prohibit development where such species are located. This is also another reason why it is very important to protect and preserve the Town of Lawrence surface waters, floodplains, shorelands, wetlands, and woodlands.

Scenic Resources and Topography

The Town of Lawrence topography ranges from almost flat on the west side, to hilly along the Fox River, Hemlock Creek, and tributaries of Ashwaubenon Creek. The Town elevation ranges from 590 feet at the Fox River to about 668 at I-41, resulting in a difference in elevation of only 78 feet. Lack of variability in topography sometimes results in problems with draining stormwater away from development.

The northern and eastern ends of the Town of Lawrence are more diverse in terms of topography. It has a number of hills and ravines from the waterways that drain the areas. The hills provide picturesque views of the terrain and, in some parts of the Town, it provides views of the Fox River. Since the Fox River area has some issues with steeper slopes and terrain changes, stormwater in this area may increase erosion due to the velocity with which the water drains.

As with floodlands, shorelands, wetlands, and woodlands, scenic areas should also be considered for protection where appropriate under conservancy zoning and/or conservation by design subdivision techniques.

Mineral Resources

Nonmetallic mining is a widespread activity in Wisconsin, as well as in Brown County. In Wisconsin, there are an estimated 2,000 mines that provide aggregate for construction, sand, gravel, and crushed stone for road building, and limestone for agricultural lime applications. In Brown County, there are a number of active quarries that mine dolomite, sandstone, limestone, or crushed stone (sand or gravel). The Northeast Asphalt Quarry in the Town of Lawrence is located on Scheuring road on the northern end of the Town and is used for gravel and sand.

The State of Wisconsin first passed a nonmetallic mining law in 1994. The law requires that all nonmetallic mining operations be registered. To be registered, the nonmetallic mineral deposit must be delineated by a professional geologist or registered engineer and certified to be economically viable. Second, if the land is zoned, the existing zoning at the time of registration must allow mining as a permitted use or as a conditional use. The state law further specifies that the registration lasts for ten years and can be renewed for an additional ten years. However, after 20 years, the full registration process must be undertaken once again. In addition, the law states that local zoning officials can deny the mining only if they can prove that the mineral deposit is not marketable or that the zoning at the time of the registration prohibited mining.

Wisconsin passed a second nonmetallic mining law in 2000: Wisconsin State Statute Section 295.13(1) and Wisconsin Administrative Code NR 135. The state statute and administrative code require that all counties in the state adopt an ordinance in 2001 (consistent with the model ordinance prepared by the Wisconsin Department of Natural Resources) to establish a reclamation program capable of ensuring compliance with uniform state reclamation standards. The administrative code also allows cities, villages, and towns to adopt such an ordinance and administer the program within their own jurisdiction at any time. The administrative code states that the county ordinance applies to every city, village, or town within the county until the city, village, or town adopts and administers the ordinance.

Brown County adopted its Nonmetallic Mining Reclamation Ordinance in 2001. Most communities in Brown County, including the Town of Lawrence, opted to have Brown County adopt and enforce the reclamation ordinance for their respective municipalities.

Wisconsin's nonmetallic mining reclamation program requires that nonmetallic mining operators prepare a reclamation plan to state standards. These standards deal with topsoil salvage and storage, surface and groundwater protection, reclamation during mining to minimize the amount of land exposed to wind and water erosion, re-vegetation, site grading, erosion control, and a final land use consistent with local zoning requirements.

Because of the presence of a small-scale nonmetallic mining operation within the Town of Lawrence and the potential for both significant positive economic impacts and significant negative environmental and land use impacts associated with mining, Town ordinances should be subjected to further review and revision. Therefore, the Town Planning Commission and Town Board should continue to update the Town zoning ordinance to address nonmetallic mining operations and consider imposing conditions, such as requiring nonmetallic mining operations to be a certain number of feet away from ESAs and residential uses, identifying appropriate hours for blasting and hauling of aggregate, and utilizing the Brown County reclamation ordinance to ensure adequate site cleanup and reuse when mining is completed.

Historic Buildings

The Wisconsin Architecture and History Inventory (AHI) is an official inventory maintained by the Wisconsin Historical Society (WHS), which tracks historically significant structures, sites, or objects. These sites collectively display Wisconsin's unique culture and history and, therefore, should be noted and protected/preserved when feasible.

The Town of Lawrence has no sites listed on the state and national registers of historic places. The NHI incorrectly indicates a gabled ell house made of brick located northwest from CTH G, but the site is actually located in the Village of Ashwaubenon.

In addition to the state and national historic registers, the Wisconsin Historical Society maintains the Wisconsin Architecture and History Inventory (AHI) that identifies structures and sites by community that are not listed on either the state or national register, but have historic characteristics that indicate they may be eligible to be listed. Due to the sensitivity of historic sites and cemeteries, only the names and general location of the following five existing or former structures have been listed:

- A Queen Anne House on Lawrence Drive
- Astylistic Utilitarian Building (barn) on Lost Dauphin Road
- John Crabb House on Lawrence Drive
- Lindauer Pulp Mill at Little Kaukauna Falls

In addition to structures and sites on the above referenced lists, there are certain structures and sites that the Town of Lawrence wishes to be considered to be added to the lists in the future. Some of the sites include:

- Former Section 16 school site in Little Rapids
- Former log cabin at Lost Dauphin State Park

As the Town of Lawrence redevelops, the Town should consider the number of potentially historic structures and sites located there and work with the property owners to refurbish the buildings in a historically sensitive way. These redeveloped buildings can then be utilized to help draw residents and tourists to the Town of Lawrence as a destination, perhaps in relation to tourism or a downtown district. The Town of Lawrence should work with the State Historical Society to consider appropriate designation and preservation of potential historic sites as they are identified to maintain examples of the Town culture and history.

Parks, Recreation, and Open Space

The Town of Lawrence has a limited number of public and private recreational properties, which are owned and maintained by several different units of government and by private entities. Figure 6-5 in chapter 6 identifies these recreational sites. The park and recreation facilities are analyzed in much more detail in the Parks & Outdoor Recreation Plan section of this Plan.

Community Design

Issues related to community identity and community design generally pertain to improving or establishing the Town of Lawrence identity and utilizing design elements, such as signage, landscaping, and architecture, to reinforce the desired rural character and natural beauty. Preserving the rural character as well as establishing an identity and downtown were concepts that Town residents prominently identified during the visioning session and survey. This section of the plan identifies specific ways that the Town of Lawrence can help to establish its community identity.

As a start, using cultural landmarks and public gathering places, should be utilized to portray the Town identity. Churches, libraries, dance halls, and similar institutions are what often spring to mind when one thinks of a community. Within the Town of Lawrence, state park and a mix of residential and commercial uses are often what come to mind.

To create a distinct and attractive identity, to foster community pride, and to promote the Town of Lawrence, it is proposed that:

- The Town of Lawrence entrance corridors along I-41 and heavily used county highways should be a focal point of the Town of Lawrence efforts to achieve good design and a distinct identity.
- The Town of Lawrence should identify a downtown site and develop a town center plan. In terms of natural and cultural resources, this would include establishment of design and building standards to encourage rehabilitation of any older, more architecturally interesting buildings and attractive landscaping.
- Planting street trees should be encouraged as a means of beautifying the built environment and providing neighborhood character, particularly in new residential developments where trees do not exist. Trees and the natural/rural character they provide are some of the primary reasons people will want to continue to move to the Town of Lawrence. In addition, the Town of Lawrence should seek to preserve selected existing trees either by working with developers to design around such trees or through a tree preservation ordinance or forestry ordinance.
- Even small areas of greenspace within residential developments are cultural resources that add value to neighborhoods. New developments should contain small neighborhood parks or greenspace either through the use of conservation subdivisions or by setting aside small areas for neighborhood greenspace, parks, recreation, or stormwater management areas.
- Where public acquisition is appropriate or a larger setback/buffer adjacent to surface water is desired, establishment of natural corridors or parkways should be considered. By keeping intensive development out of the stream corridors, water quality is improved, habitat is maintained, and recreational opportunities are preserved. Parkway also maintain scenic values. It is specifically recommended that parkways be created along the Town of Lawrence primary drainage corridors, such as the Fox River, Ashwaubenon Creek, and Hemlock Creek. Parkway along the other tributaries of these surface waters should also be considered. The parkways should, at a minimum, include the floodway/shoreland buffer portion of the corridor and should ideally contain additional lands. These parkways would allow the corridors to remain mostly undeveloped as wildlife corridors, preserve natural beauty, provide stormwater management areas, provide trail possibilities, and link parts of the Town of Lawrence together. The parkways would also enhance public access and allow the Town opportunities to capitalize on the intrinsic value of its most notable natural features. Acquisition of parkways could occur at any time that an opportunity arises. Generally, it could occur at the time adjacent lands are developed and could be accomplished either through dedication or purchase. If public acquisition is not feasible, private ownership subject to conservation easements could be considered. Lands within parkways should be used only for passive recreation, such as trails, consistent with the 2011 and 2021 Bicycle and Pedestrian Plans and the Park and Outdoor Recreation chapter of this plan.
- Natural, cultural, and agricultural resources education should be encouraged. Spreading knowledge of the importance of the natural, cultural, and agricultural resources and ways to maintain them are essential implementation tools. For example, educating property owners along waterways about nonpoint source pollution and providing tips on landscaping and buffering to prevent this pollution can help to achieve improved water quality. Periodic newsletters could be mailed to residents with information on topics such as not dumping pollutants down storm sewers, tree trimming tips, and other issues relating to natural resource protection. Water resource educational materials are available from the WDNR and the UW-Extension. Another example is to erect signs that identify the names of creeks at road crossings. These signs are an excellent way to raise awareness of drainageways. Unnamed waterways should have names established, perhaps by honoring landowners along them or through school naming contests. This is also another way of raising awareness of the importance of these features.

Recommended Policies, Programs, and Actions

There are many avenues the Town of Lawrence can take to achieve the natural, cultural, and agricultural resources goal and objectives listed in the plan's Issues and Opportunities chapter. They range from specific one-time actions to broad ongoing programs. Many of the policies, programs, and actions identified in this chapter have been specifically formulated to complement and work in conjunction with recommendations identified in other chapters of the plan.

Agricultural Resources Recommendations

- Work with active farmers to ensure that encroaching development does not prevent them from continuing to farm.
- Support the updated Brown County Working Lands Initiative and the Farmland Preservation Plan after completion of the updated Town of Lawrence Comprehensive Plan to ensure that the recommendations of the two plans are consistent.
- Work with heirs to land and developers to encourage the preservation of agricultural land.
- Plan for the efficient, cost-effective extension of public sewer and water facilities by avoiding the extension of services past large tracts of active agricultural land.
- Encourage and support the efforts of the Brown County Land and Water Conservation Department and the Natural Resources Conservation Service to protect the soil resources of the Town. This would include support of agricultural best management practices such as conservation tillage, crop rotation, and control of livestock access to streams.
- Develop and adopt a community gardens policy for the Town.

Natural Resources Recommendations

- Determine and identify the attributes of important rural character.
- Implement the parkway and trail concepts along the Fox River, Hemlock Creek, Ashwaubenon Creek and unnamed tributaries consistent with the Parks & Outdoor Recreation Plan and the 2021 Bicycle and Pedestrian Plan.
- Work with local conservation or school groups to stabilize the shoreline along waterways. Encourage planting native grasses and plants in order to reduce shoreline erosion.
- Encourage developers to incorporate access to the waterways in both development and redevelopment projects.
- Flood studies should be undertaken for all drainageways within the Town of Lawrence. This can be accomplished on a case-by-case basis by developers as development occurs, but it may be more appropriate as part of a comprehensive stormwater management plan.
- Enforce the implementation of the stormwater management ordinance. Utilize the stormwater utility to finance implementation.
- Work with the WDNR and the Wisconsin Coastal Management Program to identify critical wetland habitats in the Town of Lawrence and the means to protect them.
- Support the Brown County Area Water Quality Plan to ensure that it is consistent with the recommendations

of this comprehensive plan, particularly as it applies to the environmentally sensitive area designations. Also, consider adopting the environmentally sensitive areas and associated setbacks identified in the Brown County Area Water Quality Plan into Town ordinance.

- Provide information to private well owners regarding testing and maintenance of their wells through Town newsletter articles and educational materials from WDNR.
- Consider implementing a Town-wide private well sampling program to test for potential contaminants.
- Continue to monitor the quality and quantity of the groundwater resource as the Town of Lawrence continues to grow using the Vulnerability Assessment and a Wellhead Protection Plan to ensure a safe potable water supply.
- Support Brown County's "time of sale" program of inspecting private onsite sewage disposal systems to guard against failing systems in those areas not served by public sanitary sewers.
- Coordinate with local conservation, school, or other service groups to remove invasive plants, such as loosestrife and phragmites, from wetlands and floodplains.
- Begin an educational program to make residents more aware of environmental areas, issues, and solutions.
- Contact the WDNR early in any development proposals along the Town of Lawrence waterways and steep slopes to properly address any threatened or endangered resources that may be present.
- Promote native keystone tree and plant species in all parks, open spaces, and along public rights-of-way to promote biodiversity of local flora and fauna and key pollinator species.

Cultural Resources Recommendations

- Contact the Neville Public Museum in the event that any artifacts are discovered.
- Create and utilize a Historic Preservation Ordinance to continue the preservation of the existing and any future structures listed on the State and/or National Registers of Historic Places.
- Establish priorities for protection of historic and cultural buildings and strive for rehabilitation and maintenance rather than demolition when possible by working with private property owners to pursue federal and state historic preservation/rehabilitation tax credit programs.
- Continue the beautification of main thoroughfares through the creation of a sign ordinance that encourages pedestrian-scale monument-style signage rather than large monopole pedestal signs, particularly when areas are or are expected to urbanize.
- Create an identity unique to the Town of Lawrence.
- Focus the design and beautification efforts first on the proposed downtown and at entrance corridors and then by similar efforts in neighborhoods and major natural resources. Specific actions should include:
 - Street tree requirements where appropriate.
 - Green stormwater infrastructure projects, where feasible.
 - Traffic calming along CTH D, CTH F, CTH S, and CTH EE, CTH HS, CTH J, and in the proposed downtown area to create a more enjoyable environment for pedestrians and bicyclists.
 - Establishment of parkways, walkways, trails, etc. consistent with the 2011 Bicycle and Pedestrian

Plan and the Park and Outdoor Recreation chapter of this plan.

- Promotion of alternative development methods, including strategic use of Planned Development Districts, traditional neighborhood developments, and mixed-use development.

Chapter 8: Parks & Outdoor Recreation Plan

Introduction

Outdoor recreation and open spaces contribute to the form and function of a Town, enhancing the attractiveness and sense of civic pride. By establishing areas, facilities, and activities that accommodate public recreational needs, the general health, welfare, and safety of the Town of Lawrence residents and visitors is enhanced.

The public desire for parks and outdoor recreation has grown over the years to the point that today's residents commonly expect government to satisfy a large proportion of these needs with the provision for neighborhood parks, community parks and open spaces. To respond to this need, The Town of Lawrence will need to consider the addition of park, open space, and recreational opportunities.

To provide recreational services in an efficient and effective manner, planning principles and guidelines are often included as an integral element of park and recreation programs. That process is formalized in the Town of Lawrence Parks and Outdoor Recreation Plan.

Purpose

The purpose of the Town of Lawrence Parks & Outdoor Recreation Plan is to provide a planning document to establish and guide future park and recreation needs. The Plan provides a goal, objectives, and policies for recreational opportunities to meet the current and future recreational requirements. The Plan also includes a description of the primary service area and the level of service the community may require. With an adopted Plan, the town becomes eligible to submit and receive grants from the State of Wisconsin and federal government for acquisition, preservation and development of park lands and natural open spaces. The Town should continue planning efforts for the provision of park and recreational opportunities due to the potential for a significant increase in population, as identified in Chapter 1 of this plan, over the next 20 years.

Existing parks and the need for park development were identified within the Town's 2000 Smart Growth Comprehensive Plan. The Town does not have a park plan prior to this Plan. Elements of the Comprehensive Plan that support this Parks & Outdoor Recreation Plan, such as population projections, employment, and land use acreages, were not repeated in this Plan chapter to minimize redundancy.

The goal, objectives, and policies of the Parks & Outdoor Recreation Plan reflect the need for retention of natural open space and preservation of fish and wildlife habitat as well as the need to acquire and develop parks as the Town of Lawrence continues to develop over the next 5 to 20 years.

Philosophy

Provide high quality, safe and accessible recreational facilities, link natural areas with trail connections and wildlife passages, and preserve the community's natural resources, including the Fox River.

The Plan establishes concepts and strategies for the provision of parks, open space and recreational opportunities. The following are key concepts:

- Provision for park facilities and recreational opportunities for residents of all ages.
- Protection and preservation of the Town parks and open space areas and natural resources by providing one of the finest and most dynamic park systems in the region.
- Provision of park facilities and recreational opportunities for all residents in a safe environment.
- Protection of scenic and visual resources within the Town boundaries.
- Provision of park facilities that take advantage of nature-based tourism.

This Parks and Outdoor Recreation Plan is the culmination of a cooperative effort undertaken by the Town of Lawrence Comprehensive Plan Steering Committee and the Brown County Planning Commission Board of Directors during the summer and fall of 2023. It is intended to serve as a guide for the town in its provision of park, outdoor recreation, and nature-based tourism, and open space sites and facilities for the next five and twenty years.

Consistent review and implementation of the Plan over time will ensure the cost-effective and coordinated provision of park, open space, and outdoor recreation opportunities for Town residents.

The town has many opportunities to enhance cultural, historical, and natural amenities. It is important that the town and community groups actively plan and support the acquisition, development, and improvement to the park and recreation facilities, programs, and natural open space areas for the benefit of current and future generations.

Goals and Objectives

There are a limited number of parks and trails that have been developed in the Town of Lawrence. It is imperative that the Town implement planning efforts for the provision of park and recreation opportunities due to the population growth that is occurring. This planning effort includes a public involvement process, identifying a park and recreation service area, and determining the appropriate levels of park service that will meet the Town's park and outdoor recreation needs.

The following goal and objectives support the needs of the Town of Lawrence and promotes the stewardship of the parks, recreation, and natural open areas:

GOAL: Promote the stewardship of natural, historical, and cultural resources throughout the Town of Lawrence in the form of parks, trails, water trails, and bicycle lanes with a recreational system that serves the needs of the residents and the surrounding community.

Objective: Acquire land for future parks, trails, and trail connections and natural open space when such lands are available and affordable to meet current and future community needs.

Objective: Ensure the development of parks is balanced with environmental protection, promoting and protecting environmental quality, open space, wildlife habitat, and multi-use recreation opportunities.

Objective: Preserve and protect the Town of Lawrence natural resources through the provision of resource management strategies and programs.

Objective: Preserve and enhance the beauty of the Town of Lawrence areas that make up the park system.

Objective: Ensure that the Town of Lawrence park system has a strong orientation toward providing parks, recreation and open space facilities and opportunities for future generations.

Objective: Make the Town of Lawrence park system easily accessible for as many recreational users as possible.

Objective: Ensure that the Town of Lawrence park facilities are safe and well managed while providing all segments of the community with quality park and recreational facilities and services.

Objective: Create partnerships with local, state, regional, and federal agencies, as well as school districts, businesses, developers, user groups, non-profit organizations, and neighborhood groups. Encourage partnerships that foster the management and maintenance of parks, open space, recreational facilities, services, and security.

Objective: Coordinate park planning on a regional basis in order to provide an effective and efficient regional park and outdoor recreational system with better opportunities for recreation, services, and protection of natural spaces.

Objective: Improve multimodal connectivity and access to all parks in the Town.

Inventory of Local, County, and State Parks

The following section identifies parks within the Town of Lawrence. It does not identify parks in nearby municipalities that Lawrence residents may currently use.

Local Parks

Quarry Park

A 12.5-acre facility located on Quarry Park Drive, between Crimson Way and Morning Dew Lane. The park lies between a residential development and an active quarry. Facilities include two baseball diamonds, one basketball court, 3.5 soccer fields, open lawn space, parking lot parking for approximately 98 vehicles (4 being handicap accessible), one pavilion, two playground areas, restrooms, park signage, and a pedestrian walkway connecting to a residential area to the east. Pickle ball courts are planned for the park in 2024 in conjunction with maintenance projects at the park.

Shadow Ridge Park

A 6.7-acre facility located on Shadow Ridge way, south of Minten Way. The park lies within a residential development. Facilities include open lawn space, a pavilion, playground, park signage, and a walkway connecting the pavilion to the street.

County Parks

None.

State Parks

Lost Dauphin State Park

A 9.5-acre facility located on Lost Dauphin Road (CTH D) along the Fox River, between Brett Way and Jen Drive. The state park lies within the site of the original Eleazer Williams homestead. Facilities include wooded and lawn open space, parking without designated stalls, a pavilion, playground, restrooms, park signage, and trails. The property fronts on the Fox River, but due to Lost Dauphin Road there is not an established direct water access point.

Schools

Hemlock Creek Elementary School

A 0.95-acre playground located on Williams Grant Drive (CTH F), Potter Drive and Clem Lane. The school lies to the south and east from residential property. The 45.5-acre property also has large spans of green space adjacent to the school.

Bicycle and Pedestrian Lanes and Trails

Bicycle and pedestrian lane and trail details are described in detail in the Town of Lawrence Bicycle and Pedestrian Plan that was adopted in 2011. An update to the 2011 Bicycle and Pedestrian Plan was prepared in 2021 but has not been adopted at the time of this writing. Recommendations in both the 2011 Bicycle and Pedestrian Plan and draft 2021 Bicycle and Pedestrian Plan are supported by this Parks & Outdoor Recreation Plan. Significant lanes and trails are shown on the maps in this Parks & Outdoor Recreation Plan.

Figure 8-1: Inventory of Existing Park Facilities and Amenities within the Town of Lawrence

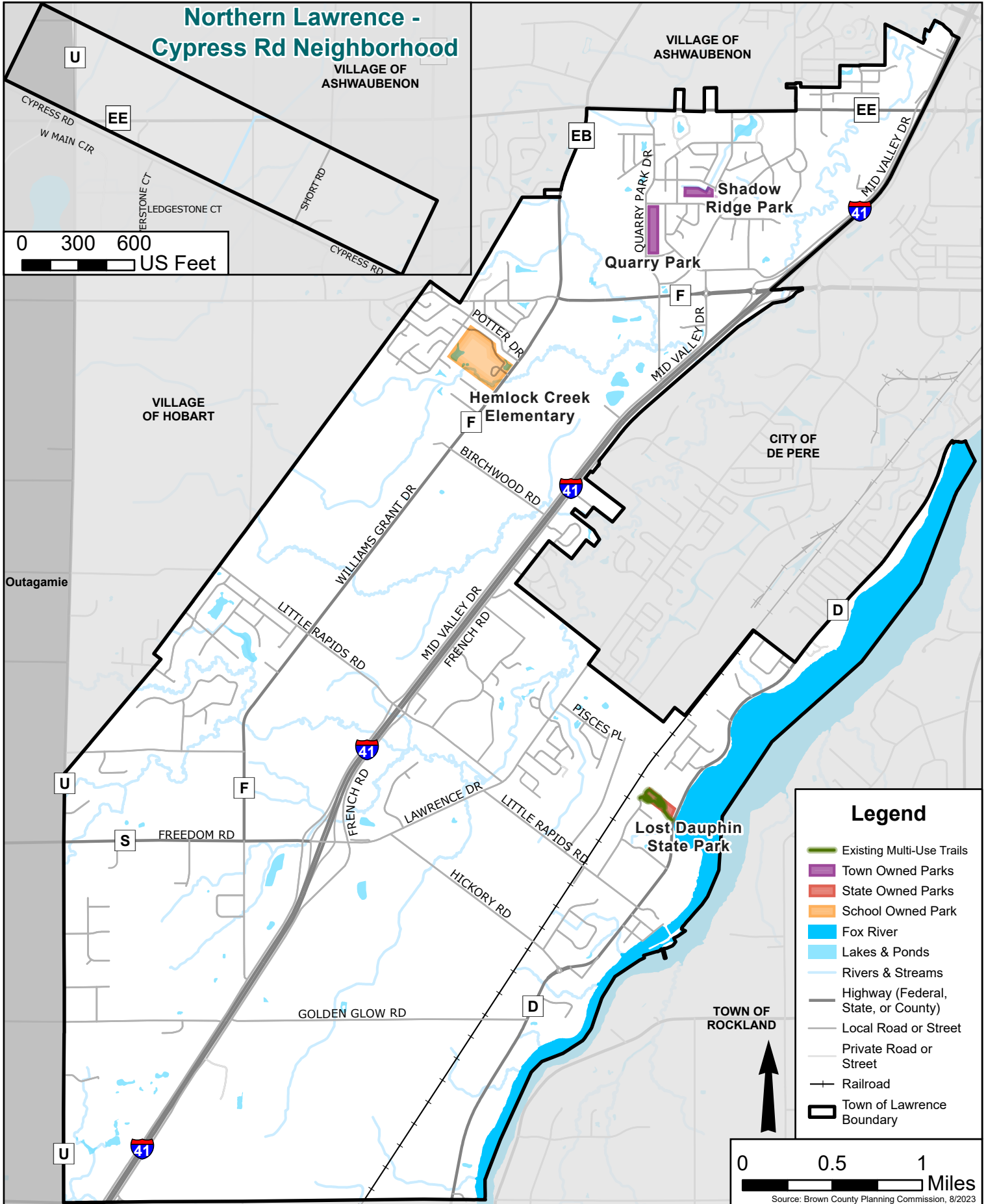
Name	Baseball	Basketball	Historic Site	Open Space	Parking Lot	Pavilion	Playground	Restrooms	Signage	Soccer	Trails	Walkway	Waterfront	Woodlands
Quarry Park	2	1		1	1	1	1	1	1	3		1		
Shadow Ridge Park				1	1	1	1		1			1		
Lost Dauphin State Park			1	1	1	1	1	1	1		1		1	1
Hemlock Creek Elementary	1	1					1					1		
TOTAL Number of Facilities	3	2	1	3	2	3	4	2	3	3	1	3	1	1

Source: Brown County Planning Commission



Existing Park and Recreation Areas

Figure 8-2



Planning for the Growth of the Town of Lawrence

To identify the demand for park and recreation facilities within the Town of Lawrence and to prepare for the demand the Comprehensive Plan Steering Committee evaluated information collected for this Comprehensive Plan with the existing park facilities and potential park shortfalls. The following are the findings for the Parks & Outdoor Recreation Plan.

Population

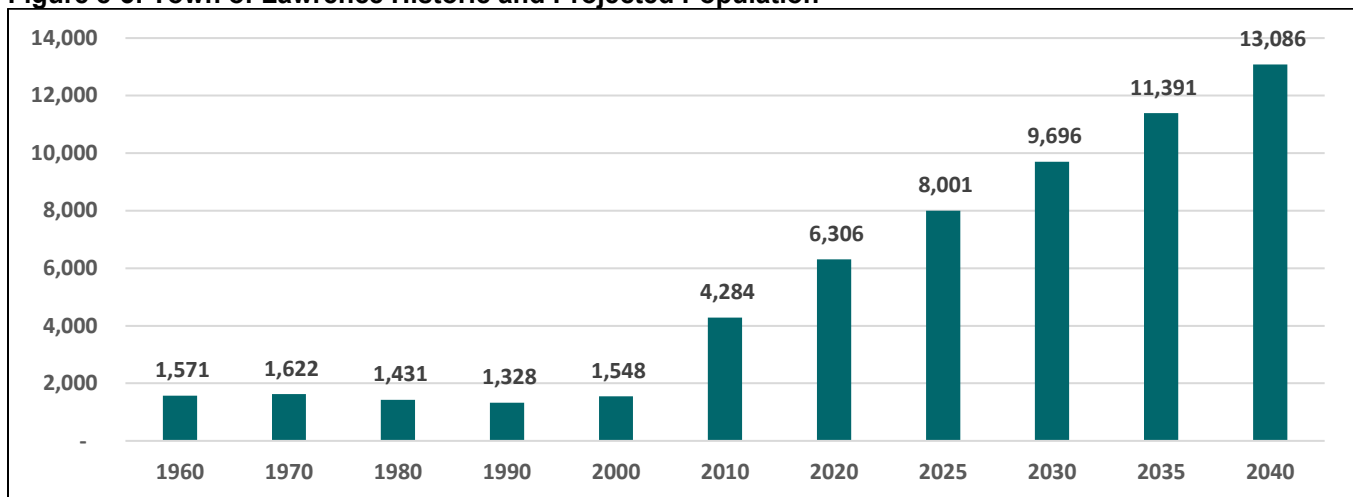
In 2020, the U.S. Bureau of the Census estimated the Town of Lawrence Population to be 6,306.

The 2040 Brown County Area Water Quality Plan projects that the population will increase to 8,001 by the year 2025, to 9,696 by the year 2030, and to 13,086 by year 2040.

By the year 2040, the Parks and Outdoor Recreation Plan needs to accommodate approximately 6,780 more Town residents than in 2020. There already was a known shortfall in parks, facilities, and services. Thus, the importance of this plan is vital for the health and quality of life for residents in the Town of Lawrence.

Based upon this information, some calculations for park needs can be determined. Although park plans should not completely rely on population projections, this method is an excellent basis for comparison purposes.

Figure 8-3: Town of Lawrence Historic and Projected Population



Source: U.S. Census Bureau, 1960-2020, Decennial Census, and 2040 Brown County Area Water Quality Plan Population Projections through 2040.

Needs Assessment

Due to the varying nature of development across the Town, assessing the needs for parks and recreation space must be done through a context-sensitive approach. Because of this context-sensitive approach, the needs will vary considerably. Residents in southern Lawrence may lack access to urban park amenities, but have great access to outdoor recreation space, for example. To evaluate needs in a context-sensitive approach, the Town is broadly broken down into suburbanized, ex-urbanized, and rural development areas.

Northern Lawrence

Northern Lawrence is the most developed area of Lawrence. This area of Lawrence has the Town's two current parks: Quarry Park and Shadow Ridge Park. As shown in Figure 8-1, these parks include a variety of amenities to meet the Town's needs. The northern portion of Lawrence is also where Hemlock Creek Elementary School is located; the playground helps meet some of the Town's needs, especially for families with young children. There

are some existing bicycle and pedestrian facilities, especially along Scheuring Road; however, most right-of-ways in this portion of Town lack any dedicated infrastructure for non-motorized users. In addition, while access to both Quarry Park and Shadow Ridge Park is good for non-motorized users living near these parks, access is lacking for most of the Town. Additionally, there are some natural areas that have been preserved through various land divisions that have occurred; however, there are comparatively few to the rest of the Town. Improving access for non-motorized users should be one of the highest priorities for the Town. To help promote cycling to Town parks, the Town should install secure bicycle racks for people to safely lock up their bikes when patronizing the parks.

Central Lawrence

Central Lawrence is a combination of suburbanizing, ex-urban, and undeveloped areas. Development is most concentrated along Lawrence Drive and American Boulevard. There are currently no neighborhood or community parks serving this area of Lawrence. A natural area was preserved through a land division and a trail installed through this area, helps to meet needs for residents of the surrounding subdivision. Lost Dauphin State Park is located in this portion of Town. While this area of Lawrence includes the Fox River, there is currently no public access along the waterfront. As this area of the Town grows, it may develop sufficiently enough to warrant the development of a neighborhood or community park. There is also the potential to work with sports businesses to install baseball diamonds and soccer/mixed use fields for local recreation leagues and to host tournaments. The best location would be along Lawrence Parkway. The Town owns many parcels along this right-of-way which are sufficiently large to accommodate multiple baseball fields, while also utilizing the close proximity to new sports destination businesses.

Southern Lawrence

This portion of Lawrence has a few developed areas; however, most of it is currently undeveloped. There are no neighborhood or community parks serving this portion of Lawrence. This area does have the most natural areas remaining in the Town, however. Over the course of this plan, the existing natural areas and residents' lots will continue to meet most open space and recreation needs for these residents. Portions of this area, especially along CTH S from I-41 to Williams Grant Drive are expected to become developed over the next 20 years. Development may become sufficient to warrant the establishment of a neighborhood or community park. The recommended area is near the Noah Road/Whitegate Trail intersection. In addition to providing good access for a park, additional lands could also be acquired to preserve the remaining woodland tracts near this intersection.

Park and Outdoor Recreation Plan Recommendations

Recommendations for park and outdoor recreation plan facilities are broken into four categories:

1. Existing Park recommendations – includes recommendations for new facility additions, renovations to existing facilities, and access improvements.
2. Recommended New Park Acquisitions – identifies approximate areas for new park acquisitions for the Town. The actual park locations should be within one-half mile of the locations referenced in text and on maps. Recommendations are identified as recommended for community or neighborhood parks. Community parks are intended to serve the entire Town, while neighborhood parks are intended to serve surrounding neighborhoods.
3. Open space recommendations – these are areas to consider either acquiring or preserving through conservation easements, ESA restrictive covenants during land divisions, or by other acquisition methods. These areas are intended to protect and enhance quality of life in neighborhoods and preserve important natural areas in the Town as it grows.
4. General recommendations – policy recommendations that the Town can utilize to maintain, grow, and enhance existing parks and recreation facilities in the Town.

The tables on the following pages summarize facility recommendations for this plan. The Bicycle and Pedestrian facility recommendations are derived from the Town's 2021 Draft Bicycle and Pedestrian Plan update. Additional Bicycle and Pedestrian facility recommendations not included in the draft plan have been added, where warranted.

Existing Park Recommendations

Shadow Ridge Park

Programmed Projects

- None.

Recommendations

- Improve multimodal connectivity to the park through implementing the recommended bicycle and pedestrian facilities in both this plan and the Town's bike and pedestrian plan, and through the extension of Shadow Ridge Way to Crimson Way, down to Sand Acres Drive.
- Add secure bicycle racks.
- Work with the University of Wisconsin Extension Program to examine the feasibility of adding a community garden to the park.
- Continue to plant additional trees at the park, prioritizing native keystone species.

Quarry Park

Programmed Projects

- Resurface existing basketball courts (expected to be done in 2024).
- Add pickle ball courts (expected to be done in 2024 in conjunction with the basketball court resurfacing project).

Recommendations

- Reconfigure access to the park by switching the northern access to the parking lot from Quarry Park Drive to Crimson Way. This will maintain the same level of access while removing a conflict point for cyclists if the recommended bicycle lanes are implemented.
- Improve multimodal access to the park through implementing the bicycle and pedestrian facility recommendations in this plan and the Town's bicycle and pedestrian plan.
- Add secure bicycle racks.
- Continue to plant additional trees at the park, prioritizing native keystone species.

Neighborhood and Community Park Recommendations

Recommendation	Location	Type	Rationale
Acquire land for park	Andromeda Drive/Pisces Place	Neighborhood Park	This is a growing area in Lawrence that currently lacks any park amenities. Establishing a park at this location would address this and provide an opportunity to connect to Town-owned land in the subdivision. Proposed facilities include: a pavilion and playground
Acquire land for park	Noah Road/White Gate Trail	Community Park	This area currently lacks any park access; however, there are several preserved wooded areas near this intersection. Establishing a park here would provide the central and southern areas of Lawrence with park access while providing an opportunity to tie into existing natural areas. Proposed facilities include: parking, bicycle parking, restrooms, a pavilion, volleyball court, pickle ball court, basketball court, and playground.
Acquire land for park	Little Rapids Road/Lawrence Drive	Community Park	This is a growing area of Town that currently does not have any park access. Proposed facilities include: baseball diamonds (the number will depend on whether the Town intends to host tournaments), restrooms, concession stand, and playground.
Acquire land for park	Fox River Waterfront	Community Park	The Town currently does not have any public access to the Fox River waterfront. The Fox River is one of the Town's greatest assets and features. Acquiring land along the Fox River will create this access and provide opportunities to establish a variety of waterborne activities such as fishing, a boat launch, and a kayak launch. Depending on where the land is acquired, there may also be opportunities to tie into the existing Little Rapids Lock and Dam.
Acquire land for park	Williams Grant Drive/Birchwood Road	Community Park	This area of Town does not currently have any park. Establishing a park at this area would improve access for residents living in central and southern Lawrence, and has the potential to be linked to multiple recommended off-street multiuse trails. The Town should consider including a dog park as part of the community park.
Acquire land for park	Little Rapids Road west of Williams Grant Drive	Neighborhood Park	This area of Lawrence does not currently have park access. While there is some open space access, it is likely insufficient to meet long-term demand. As this area grows in the future, demand may rise sufficiently to develop a new neighborhood park to serve residents living nearby. It would also be an opportunity for the Town to connect the park to recommended bicycle and pedestrian facilities on Williams Grant Drive and Little Rapids Road. Proposed facilities include:

			bicycle parking, restrooms, a pavilion, pickle ball courts, and playground.
Acquire land for park	Freedom Road, east from South County Line Road	Neighborhood Park	This area of the Town does not currently have any park access. While this area is anticipated to be fully developed over the next 20 years, it is anticipated that there will be development between I-41 and Williams Grant Drive and west of Williams Grant Drive. This new development may create demand enough for the development of a neighborhood park to meet the needs of residents living nearby. Proposed facilities include: restrooms, a pavilion, and playground.
Acquire land for park	Hickory Road, east from Freedom Road/Lawrence Drive	Neighborhood Park	This area of Lawrence is anticipated to have significant growth and development over the next 20 years. Much of the growth in this area is anticipated to be residential and commercial development. If this development occurs, demand may rise sufficiently to justify investment in a new neighborhood park to serve these residents, and provide a space for workers to recreate. Proposed facilities include: restrooms, a pavilion, and playground.
Acquire land for a park	Golden Glow Road, near Milo Road	Community Park	Southern Lawrence does not currently have any park access. While the southern part of Lawrence is not anticipated to experience any intensive development over the life of this plan, the Town should consider developing a community park to reduce the distance that residents living in the southern part of Town must travel to enjoy a park. Proposed facilities to include at the park include: parking, bike racks, restroom facilities, a pavilion, two volleyball courts, two soccer fields, and a playground. This is likely a long-term outcome; in the short-term, open spaces in this part of Town are likely to be sufficient to meet residents' needs.
Convert the existing quarry to a park if the quarry ceases operations	Quarry Park Drive/Scheuring Road	Community Park	Conversion of the quarry to a park would create a unique asset for Town residents that does not currently exist. It would also provide an excellent opportunity to convert the quarry into a new use while restoring the land around it. This option would only be feasible if the quarry ceases operations, which is not anticipated to occur during the life of this plan.

Bicycle and Pedestrian Facility Recommendations

Recommendation	Location	Type	Rationale
5' paved shoulders when the roadway is resurfaced; add a 10-12' wide multiuse trail when the roadway is reconstructed	Williams Grant Drive from Scheuring Road to Noah Road	Bicycle and Pedestrian Facility	Williams Grant Drive is one of the primary north-south thoroughfares in the Town. It also provides access to Hemlock Creek Elementary School and would provide multimodal access to multiple community parks recommended in this plan. The Brown County Highway Department currently plans to resurface this roadway in 2027; however, the Town should monitor the Department's six-year Capital Improvement Program to monitor changes to the timeline. The multiuse trail along the road is likely a long-term recommendation once the roadway is fully reconstructed.
Add 5' bicycle lanes if reconstructed to an urban section with curb and gutter, or 5' paved shoulders if maintained as a rural roadway	Little Rapids Road from I-41 to Community Boundary	Bicycle and Pedestrian Facility	This segment would greatly improve multimodal access along a key east-west roadway through the Town, connecting developing areas east of I-41 in Lawrence with developed areas to the west and an area that's likely to develop significantly over the next 20 years. It would also provide multimodal access to two recommended parks in this plan in addition to providing a multimodal connection with recommended facilities on Williams Grant Drive.
Add 5' paved shoulders; add a 10-12' wide multiuse path when the roadway is reconstructed	Little Rapids Road from I-41 to Lost Dauphin Road	Bicycle and Pedestrian Facility	This segment would connect to recommended facilities on Little Rapids Road west of I-41 and provide a multimodal connection to the developing east side of Town. It would also provide a connection to the multi-use trail on Lawrence Parkway and create a low-stress connection to two recommended parks in this plan.
Add 5' paved shoulders when the roadway is resurfaced or 5' bike lanes if the roadway is reconstructed as an urbanized section.	Lawrence Drive from I-41 to City of De Pere limits	Bicycle and Pedestrian Facility	Lawrence Drive is an important north-south connector in the Town. Adding facilities along this right-of-way will tie into multiple other bicycle facilities recommended in this plan and tie into the proposed multi-use trail that is planned to be constructed as part of the I-41/CTH S intersection reconstruction. It also would improve multimodal access to multiple recommended parks in this plan and existing public lands near the City of De Pere border.
Maintain the 8' paved shoulder on the west side of the road and add a 5' paved shoulder on the east side	Mid Valley Drive from Little Rapids Road to Quarry Park Drive	Bicycle and Pedestrian Facility	This segment would connect several recommended bicycle and pedestrian facilities in the Town, strengthening the multimodal network in the Town. However, as Mid Valley Drive is developed, care should be taken to

			minimize conflicts. Perception or actual reductions in safety can discourage people from choosing to bicycle.
Add bicycle lanes when the roadway is reconstructed	Quarry Park Drive from Mid Valley Drive to Scheuring Road	Bicycle and Pedestrian Facility	This segment would connect recommended facilities at Mid Valley Drive to Quarry Park and Shadow Ridge Park. It would also greatly improve multimodal access for residents to these parks.
Add bike lanes and a 10-12' wide multiuse trail when the roadway is reconstructed	Packerland Drive from Scheuring Road to Grant Street	Bicycle and Pedestrian Facility	This would connect several recommended facilities in this plan and improve access to Hemlock Creek Elementary School. It would also provide the Town with improved access to the Village of Ashwaubenon; however, it does not provide any connections to recommended parks in this plan.
Add bike lanes, a sidewalk, and off-street path when the roadway is reconstructed	Scheuring Road from Packerland Drive to approximately 350' west of the Scheuring Road/Mid Valley Drive roundabout	Bicycle and Pedestrian Facility	This segment would complete a gap between the existing off-street trail along Scheuring Road east of the Scheuring Road/Mid Valley Drive roundabout and the off-street trail on the south side of Scheuring Road west of Packerland Drive. It would greatly improve multimodal connectivity and access to Quarry Park and Shadow Ridge Park, especially if the recommended facilities along Quarry Park Drive are also installed.
Add a multi-use trail	Sand Acres Drive from Quarry Park Drive to Grant Street	Bicycle and Pedestrian Facility	This trail would improve multimodal connectivity in the Town and improve connectivity to Quarry Park and Shadow Ridge Park. Additional access improvements can be gained if the access improvements recommended for Shadow Ridge Park are implemented.
Include bike lanes when the roadway is reconstructed	Quarry Park Drive from Scheuring Road to Grant Street	Bicycle and Pedestrian Facility	This facility would improve multimodal access and connectivity for Town residents to Quarry Park and Shadow Ridge Park, in addition it increases recreation opportunities for residents.
Add 5' paved shoulders when the roadway is reconstructed	CTH U from Noah Road to the south town limit	Bicycle and Pedestrian Facility	This connection would improve access and create additional recreation opportunities for Town residents in the west central and west southern parts of the Town. If the recommended park is established near Noah Road and White Gate Trail, this facility will improve multimodal access to that park.
Add 5' paved shoulders when reconstructed	Grant Street from I-41 to Packerland Drive	Bicycle and Pedestrian Facility	This facility would tie into other recommended facilities to create a contiguous multimodal network. It would also provide connections to the City of De Pere and Village of Ashwaubenon, in addition to providing residents living along and north of Grant Street with an

			additional travel option to Shadow Ridge Park and Quarry Park.
Construct a multi-use trail along the future South Bridge Connector	Packerland Drive/Williams Grant Drive/Scheuring Road intersection to Town limits	Bicycle and Pedestrian Facility	A multi-use trail is planned along the South Bridge Connector, including the portion in the Town of Lawrence. This will tie together many recommended facilities in this plan and the Town's Bicycle and Pedestrian Plan, greatly increasing multimodal access for existing residents, and new developments, as those occur along the corridor.

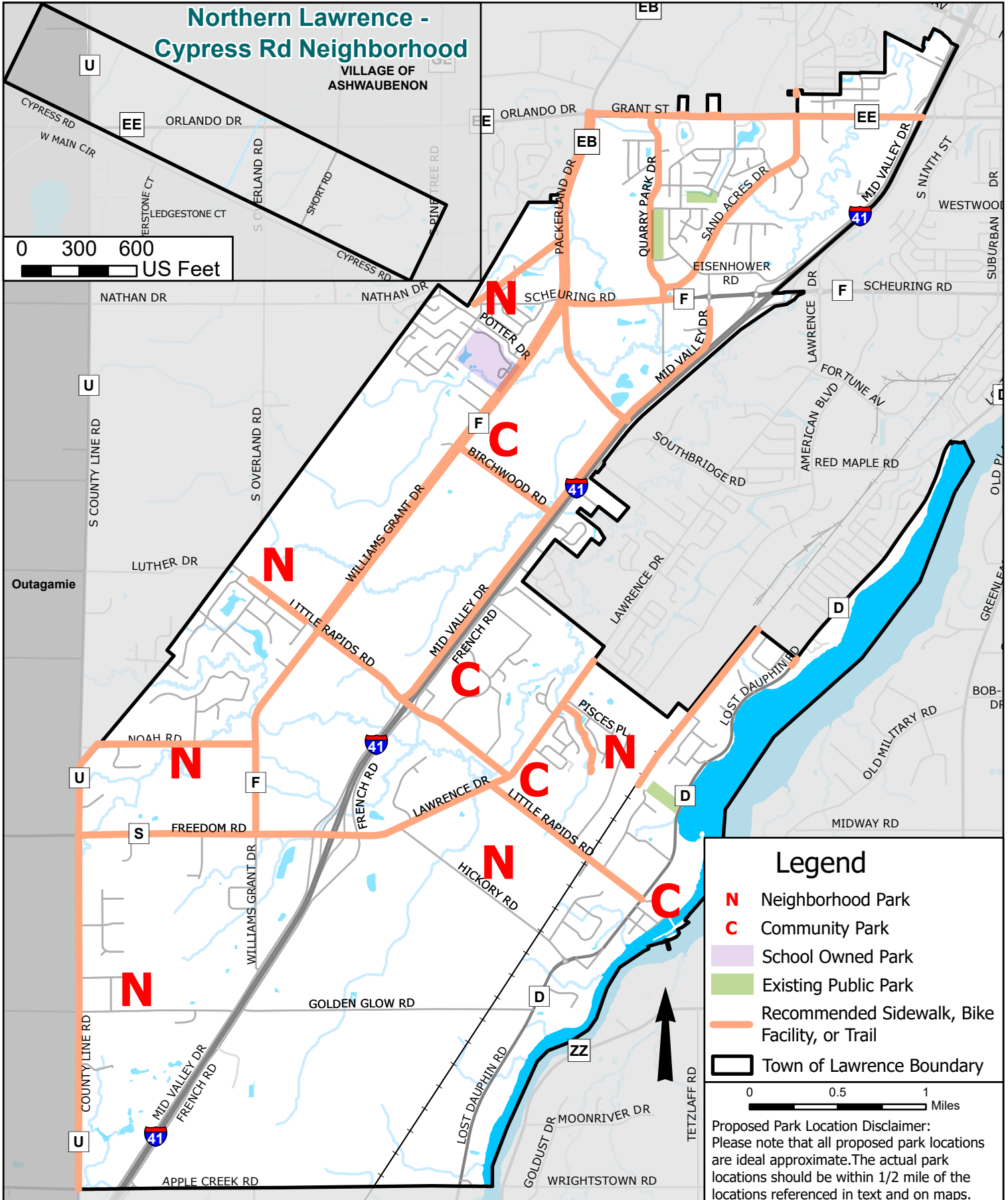
Open Space Recommendations

Acquire lands at Lost Dauphin Road adjacent to Lost Dauphin Park that connects the park to the Fox River. Any additional spaces that will allow future development of the park with water access for kayaks, boats, etc., should be considered.
Acquire land along the branches of Ashwaubenon Creek to connect the proposed Community Park at Little Rapids Road & Lawrence Drive to the City of De Pere's Southwest Park on the Town's north limits.
Acquire branches of Ashwaubenon Creek to connect the proposed Community Park at Little Rapids Road & Lawrence Drive to the proposed Community Park at Noah Road & White Gate Trail to the west, on the other side of I-41.
Acquire branches of Ashwaubenon Creek to connect Hemlock Creek Elementary School to Quarry Park Drive (the street) to the east. Additional on-street walkways are recommended above to connect the school to Quarry Park.
Acquire lands following Ashwaubenon Creek, adjacent to I-41, at north end of the Town. Acquire for protection of environmental features and for trail system in an area when park development is difficult.
Acquire lands along tributary of Ashwaubenon Creek and field over the railroad track, connecting Lawrence Drive to Lost Dauphin State Park.
Acquire lands along tributary of Ashwaubenon Creek, connecting The Preserve in De Pere to Hemlock Creek Elementary School.
Acquire lands along tributary of Ashwaubenon Creek, connecting Southwest Park in De Pere to future Neighborhood Park on Little Rapids Road.
Acquire lands along tributary of Ashwaubenon Creek, connecting Community Park on Noah Road to proposed Neighborhood Park on Freedom Road.
Acquire lands along tributary of Ashwaubenon Creek, connecting Community Park at Little Rapids Road (east from I-41) to future Community Park on Golden Glow Road (west of I-41).
Acquire lands along tributary of Ashwaubenon Creek, connecting Community Park at Little Rapids Road (east from I-41) to future Neighborhood park on Hickory Road. Continuing to connect to future Community Park on Golden Glow Road (east of I-41) if it is deemed necessary to develop a park at that location.



Parks and Recreation Recommended Facilities

Figure 8-4



General Recommendations

This section summarizes the recommendations of the Parks and Outdoor Recreation Plan.

Land Acquisition and Development

The primary goals for both community and neighborhood parks is to acquire land for development into parks. The Town currently owns some parcels that align with recommended park locations; however, in most cases, additional land will need to be acquired. Recommendations for the acquisition and development of land for parks and recreation include:

- Acquire suitable land, when available and affordable, to meet present and future community and user demand and needs.
- Inventory existing developed and undeveloped parks and determine appropriate recreational uses and facilities at these sites.
- Provide minimum access, such as trails, only when full development is not appropriate or possible within areas where natural area preservation and/or protection of environmentally sensitive areas are a necessity.
- Acquire land adjacent to existing parkland to augment the potential uses of those facilities and to improve linkages between parks.
- Give priority to the identification, acquisition, and preservation of natural open space areas and wildlife corridors to allow migration from place to place and to avoid isolation of habitat connectivity.
- Encourage private property owners to donate or dedicate lands that should be preserved as natural areas or public parks.
- Set aside land for a park or open space area to serve as a gathering place for residents and anchor the development of a future town center.
- Review the Town's Land Division and Subdivision review process and explore opportunities for using this process to work with developers to acquire land through the platting of large or multi-phased subdivision plats.

Parks and Recreation Committee

One option available for the Town to implement the recommendations in this plan is to form a Parks and Recreation advisory committee. The focus of this body would be to use this plan to provide recommendations to the Town Board for land acquisitions for parks and investments for facilities at parks.

Town Center Park

A park should be included as part of any Town Center concept developed by the Town. Park spaces are key components for any successful Town Center. A recommended location is not included in this plan since it has not been determined where a suitable location for a Town Center is. This will likely be determined through a subsequent master plan, which should identify the location of a park within the Town Center as part of the concept.

Balancing Needs

As the Town's park system develops, it will be important to balance recreation with the preservation of natural areas, the Town's history, and the Town's culture. Parks provide a medium for balancing all of these interests. To ensure all needs are met and to ensure access for all individuals, it is recommended that the Town:

- Provide access and education about the Town's natural environment, and historic and cultural heritage.
- Historical and agricultural heritage within the park system.
- Create and maintain wildlife corridors to provide adequate linkage for wildlife movement between and about wildlife habitat areas.
- When providing recreational facilities, ensure that these facilities are consistent with and do not adversely affect the preservation and protection of wildlife habitat areas.
- Make both active and passive park facilities available to as many individuals as possible.
- Provide multi-use recreation opportunities at park facilities consistent with the intended use of each park site when appropriate.
- Prioritize multimodal connectivity between parks, and parks and recreation areas, through the construction of off-street trails, sidewalks, and bicycle facilities.
- Give special consideration to people with limited financial resources, youth at risk, the elderly, the disabled, and others with special needs.
- Preserve and protect natural resources through open space and wildlife management and other environmental programs for the benefit of future generations.
- Protect forestlands through forest management for the benefit of future generations.
- Implement proper management strategies to maintain wildlife population levels and encourage native biological diversity.
- Promote stewardship projects throughout and along the Fox River, Ashwaubenon Creek, Hemlock Creek, and other tributaries, corridors, and upland open space areas.
- Native species of vegetation should be emphasized and used where appropriate within the town's designated open space and natural areas. When selecting tree and plant species for planting in parks and recreation areas, native keystone species should be prioritized. Non-native tree and plant species should be discouraged or, if allowed, kept to a minimum to reduce the risk of invasive species becoming established in Town parks.

Services and Management

As the Town's Park and Recreation system grows and evolves, it is likely that residents preferences will also evolve. This may include changes in recreation preferences, amenities, or events. The ability to identify and make modifications to services will help ensure that the parks continue to meet residents' needs over the course of this plan. Collecting input from residents is critical to ensuring that the parks and recreation system meets residents' needs. To meet the current and future needs of residents it is recommended that the Town:

- Provide natural open space, multiple-use parks, and recreational opportunities and services to a variety of age groups, interests, and abilities throughout the park system.
- Develop a variety of services to meet the Town of Lawrence's diverse needs. The services should be characterized by quality and efficiency.
- Consider the development of a park program, either independently or jointly with a nearby park program that further enhances the Town's needs.
- Promote the opportunities for use, and minimize user and neighborhood conflict, through the provision of

safe and well-managed park facilities. Anticipate the security and safety concerns of users, and design parks and parks services with these concerns in mind. Strategies to alleviate potential security and safety concerns include: requesting police patrols, posting signage with regulations for behavior and appropriate times and ways to use parklands and park facilities, regular maintenance, appropriate outdoor lighting and landscaping.

- Utilize resident involvement and participation in planning, developing, operating, stewarding, and maintaining the town's park system. A variety of residents and recreational users should be included in the review of strategies and implementation of park planning projects. Town sanctioned volunteer activities should be encouraged for maintenance and stewardship of natural resources.
- Develop trail plans that relate to the Bicycle and Pedestrian Plan to be used as a background and guideline for future planning of trails, expansion of existing trails and supplemental recreational facilities within the town's parks, open space, and recreation areas. Place emphasis on connecting trails to existing and proposed local, regional and state trail systems to avoid trail duplication and dead ends.
- Design, develop and manage park facilities utilizing plant health care and pest management approaches and strategies. Match appropriate plants to their respective sites, emphasize proper site preparation to ensure plant establishment, promote long term success with a minimum of artificial inputs, conserve water, reduce use of chemical pesticides, herbicides and fertilizers and protect water quality, endangered species and public health, while also considering public safety, economic, legal and/or aesthetic requirements.
- Design, develop, construct, maintain and operate facilities in an efficient and sustainable manner, which minimizes impacts and improves the quality of the environment, community and economy.
- Conduct surveys every year or every other year of Town residents to collect input on parks and inform future park planning and programming.
- As new parks and facilities are established in the Town, develop performance measures to monitor progress towards goals and objectives in the Town's Park and Outdoor Recreation Plan.

Partnerships

Partnerships can provide many benefits and opportunities for the Town's Park system. These can include partnerships with other government agencies, non-profits, or private organizations. These partnerships can create opportunities to finance new parks or rebuilds of existing parks, services, amenities, or events. It is recommended that the Town:

- Develop partnerships with developers to mitigate or offset the impacts of their new development by providing parkland and park facilities, and/or payment of impact fees in lieu of such land or facilities, through processes developed within the town's Subdivision Ordinance and/or other ordinances.
- In commercial areas, develop pedestrian connections, and/or payment of impact fees in lieu of such land or facilities through the town's Zoning Ordinance.
- Encourage partnerships with neighborhoods and existing businesses to provide land or facilities for parks including: Cost sharing for acquisition and development, furnishing materials or equipment, or providing maintenance or security.
- Promote partnerships with non-profit and service organizations. These groups provide increased expertise, interest, volunteers, and/or funding for a particular facility or program.
- Collaborate with the West De Pere School District to allow public access to the Hemlock Creek Elementary School playground during non-school hours and on weekends.
- The town should work together with other towns, villages, cities, and Brown County to identify, establish,

protect and steward urban and rural open space corridors of regional significance.

Implementation

This section identifies the recommended action plan for implementing recreational facility needs, and priorities identified in the previous section of this plan. The implementation plan is based on the analysis of community needs, as well as the inventory of existing facilities and opportunities for new parks or facilities.

Over the next twenty years, the Town of Lawrence is projected to nearly double its residential population. The population growth will occur through the addition of the new neighborhoods and through Town redevelopment. The impacts of new residents, employees from new businesses, and visiting tourists create the need for significantly increasing the present park acreage and facilities such as sports fields, trails, and other recreational facilities. The Town must strive to meet community and citizen needs.

Funding Opportunities

Some of the recommendations in the Plan may be implemented with the help of various sources of funds besides local property taxes. There are a number of grant programs administered by local, state, and federal agencies, including the Brown County Planning Commission, Wisconsin Department of Administration, Wisconsin Department of Commerce, Wisconsin Department of Natural Resources, and Wisconsin Department of Transportation. At the federal level, the Environmental Protection Agency, Department of Agriculture–Rural Development, and the (U.S.) Department of Commerce–Economic Development Agency all provide sources of funding.

Typically, the grant programs require a local match. However, the local match may include a combination of local tax dollars, in-kind services, and/or private donations. Each grant program has its own set of guidelines regarding eligible projects, as well as financing mechanisms, and should be reviewed before applying.

Identified on the following pages are programs that may be particularly applicable to the Town of Lawrence. However, this is just a sample, and a comprehensive list can be found with the link to the Wisconsin Catalog of Community Assistance.

Funding Programs

Wisconsin Department of Administration

Most of the programs administered by the Wisconsin Department of Administration (WDOA) would not apply particularly well to the town. Detailed information regarding programs offered through the Wisconsin Department of Administration can be found at <https://doa.wi.gov/Pages/home.aspx> or the Bay-Lake Regional Planning Commission at www.baylakerpc.org.

Coastal Management Grants

Wisconsin Coastal Management Grants help restore, preserve, protect and enhance areas in Wisconsin's Coastal Zone. This includes locations within the counties adjacent to Lakes Superior and Michigan. The grant may be applied toward some environmental and redevelopment expenses.

Although this most likely is a difficult grant to link to the Town of Lawrence, there may be some opportunities because Brown County is a Coastal County and certain features such as the escarpment may be taken into consideration.

Wisconsin Department of Agriculture, Trade, and Consumer Protection

The Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP) administers the Agricultural Development and Diversification (ADD) Grant. According to the Wisconsin Catalog of Community Assistance, "The objective of the program is to provide grants to fund demonstration projects, feasibility analysis, and applied research toward new or alternative products, technologies, and practices that will stimulate agricultural development

and diversification of economic activity within agriculture.” Applicants may include private individuals, businesses, or other organizations involved in Wisconsin agriculture. Additional information regarding the ADD program can be found at <https://datcp.wi.gov/Pages/Homepage.aspx>.

Wisconsin Department of Commerce

The Wisconsin Department of Commerce (Commerce) has a broad range of financial assistance programs to help communities undertake economic development. Commerce maintains a network of area development managers to offer customized services to each region of Wisconsin (Brown County is located in Region 3).

Commerce-administered programs include:

- Brownfields Initiative
- CDBG-Blight Elimination and Brownfield Redevelopment Program
- CDBG-Emergency Grant Program
- CDBG- Public Facilities (CDBG-PF)
- CDBG-Public Facilities for Economic Development (CDBG-PFED)
- Community Development Zone Program

Additional information regarding the brownfield or CDBG programs can be found at https://doa.wi.gov/Pages/LocalGovtsGrants/CommunityDevelopmentPrograms_archive.aspx.

Information regarding the Wisconsin Main Street Program can be found at <https://wedc.org/programs-and-resources/main-street/>. The Wisconsin Department of Commerce Area Development Manager (Region 3 in Brown County) or Bay-Lake Regional Planning Commission can also answer questions about these programs.

Wisconsin Department of Natural Resources

The Wisconsin Department of Natural Resources offers a number of grant programs that can be used to provide additional recreational opportunities to residents of the Town of Lawrence. The town should contact the Northeast Region Office of the WDNR to determine eligibility and availability if the town decides to pursue any of the following grant programs:

Stewardship – Aid for the Acquisition and Development of Local Parks (ADLP)

The ADLP program funds are available to acquire land, rights in land, and develop public outdoor recreation areas for nature-based outdoor recreation purposes. Funds are allocated on a DNR regional basis so applicants compete only against other applicants located in their region.

Brownfield Green Space and Public Facilities Grant

Funds are available to help local governments clean up brownfields that are intended to be used by the public in the future. This includes developing green spaces such as park and recreation areas, and public facilities such as libraries, fire stations, and town halls.

Stewardship – Urban Rivers

Funds are available to acquire land, rights in land, or develop shoreline enhancements on or adjacent to rivers that flow through urban or urbanizing areas in order to preserve or restore urban rivers or riverfronts for the purposes of

economic revitalization and nature-based outdoor recreation activities. Funds are allocated statewide so applicants compete against other applicants statewide in the project selection process.

Stewardship – Urban Greenspace

Funds are available to acquire lands to provide natural space within or near urban areas, protect scenic or ecological features, and provide land for nature-based outdoor recreation, including noncommercial gardening. Funds are allocated statewide so applicants compete against other applicants statewide in the project selection process.

Land and Water Conservation Fund (LAWCON)

LAWCON is a federal program administered through the WDNR. However, projects funded under LAWCON are not restricted to nature-based outdoor recreation projects as the Stewardship program funds are. Eligible projects include:

- Land acquisition.
- Development of recreational facilities.
- See eligibility list on WDNR website for ADLP program eligible projects.

Recreational Trails Act (RTA)

Recreational Trails Act (RTA) is a federal program administered through the WDNR. RTA funds may only be used on trails that have been identified in or which further a specific goal of a local, county, or state trail plan included or referenced in a statewide comprehensive outdoor recreation plan required by the federal LAWCON program. Eligible projects in order of priority are maintenance and restoration of existing trails, development and rehabilitation of trailside and trailhead facilities and trail linkages, construction of new trails (with certain restrictions on federal lands), and acquisition of easements or property for trails.

Wisconsin Department of Transportation

In addition to the Local Road Aids Program, the Wisconsin Department of Transportation has additional programs to help fund transportation activities in the Town of Lawrence.

- Local Roads Improvement Program (LRIP)
- Surface Transportation Program-Rural (STP-R)
- Flood Damage Aids
- Wisconsin Information System for Local Roads (WISLR)

Additional information regarding grant programs and other resources administered by the Wisconsin Department of Transportation can be found at the Programs for Local Governments web page: <https://wisconsin.gov/Pages/doing-business/local-government/assistance-programs/default.aspx>.

U.S. Department of Agriculture – Rural Development (USDA-RD)

The USDA-RD has a number of programs available to aid rural communities located outside of urbanized areas. Programs include grants and low-interest loans for housing rehabilitation, economic development, and public facilities or infrastructure. Additional information regarding USDA-RD programs is available from the USDA-RD Wisconsin office at www.rurdev.usda.gov/wj.

Other Sources

Donations

As traditional funding sources become scarce, it is imperative that the town search for creative and dynamic methods of financing projects identified in the Parks & Outdoor Recreation Plan. These can include donations, endowment funds, volunteer support and partnerships with community businesses, organizations, and residents.

Park Impact Fees

Park impact fees, charged to new residential developments, should be considered as a funding source for park acquisition.

Levy

A levy is another funding source for financing capital improvements. A portion of property taxes are used to cover costs associated with park acquisition and development.

New Tax Sources

As funding is limited for acquisition and development of park and recreational facilities, new taxing sources and/or revenues will need to be identified in order to fully implement the short- and long-term goals of this plan. Additionally, maintenance and operation costs are not included in the Plan. Maintenance and operation costs should be considered during the Town's budget process.

Funding

The Parks & Outdoor Recreation Plan provides recommendations for both funded and unfunded improvement projects for the short term. The Parks & Outdoor Recreation Plan also identifies the need for long-term acquisitions. These cost estimates are based on current dollars and past experience. Costs are updated yearly.

In order to implement the recommendations, set forth in this Plan, additional funding alternatives are needed to augment CIP dollars. Funding solutions are needed for the development of existing land dedicated for parks, acquisition of new land for parks, and renovation and repairs of existing recreational facilities. While it is important to move forward with development of new parks and recreational facilities, funding the on-going maintenance and operation of these facilities must be determined prior to carrying out the improvement projects.

Funding Priorities

Funding priorities should be as follows:

1. Renovation and repair of existing parks and facilities.
2. Trails and natural open spaces.
3. Park Acquisition.
4. Development of park and recreational facilities.
5. New Park Opportunities.

Policy Recommendations

The following policy recommendations are based on the needs assessment and will assist the Town of Lawrence in meeting their overall park planning goals and objectives:

Land Acquisition and Development

- Establish a Town Parks and Recreation Committee to advise on parks and recreation activities and investments in the Town.
- Acquire suitable land, when available and affordable, to meet present and future community and user demand and needs.
- Inventory existing developed and undeveloped parks and determine appropriate recreational uses and facilities at these sites.
- Provide minimum access, such as trails, only when full development is not appropriate or possible within areas where natural area preservation and/or protection of environmentally sensitive areas are a necessity.
- Acquire land adjacent to existing parkland to augment the potential uses of those facilities and to improve linkages between parks.
- Give priority to the identification, acquisition, and preservation of natural open space areas and wildlife corridors to allow migration from place to place and to avoid isolation of habitat connectivity.
- Encourage private property owners to donate lands that should be preserved as natural areas or public parks.
- Set aside land for a park or open space area to serve as a gathering place for residents and anchor the development
- Review the Town's Land Division and Subdivision review process and explore opportunities for using this review to work with developers to acquire land through the platting of large or multi-phased subdivision plats.

Balanced Needs

- Provide access and education about the town's natural environment, historical and cultural heritage through the park system.
- Preserve and protect the natural integrity of the environment as well as resources and artifacts of historical and agricultural heritage within the park system.
- Create and maintain wildlife corridors to provide adequate linkage for wildlife movement between and about wildlife habitat areas.
- When providing recreational facilities, ensure that these facilities are consistent with and do not adversely affect the preservation and protection of wildlife habitat areas.

Resource Management

- Preserve and protect natural resources through open space and wildlife management and other environmental programs for the benefit of future generations.

- Protect forestlands through forest management for the benefit of future generations.
- Implement proper management strategies to maintain wildlife population levels and encourage native biological diversity.
- Promote stewardship projects throughout and along the Fox River, Ashwaubenon Creek, Hemlock Creek, and other tributaries, corridors, and upland open space areas.
- Native species of vegetation should be emphasized and used where appropriate within the town's designated open space and natural areas. When selecting tree and plant species for planting in parks and recreation areas, native keystone species should be prioritized. Non-native tree and plant species should be discouraged or, if allowed, kept to a minimum to reduce the risk of invasive species becoming established in Town parks.

Visual Environment

- Bring visual relief and tranquility to mitigate the impacts of the urban environment, including noise, traffic, lights, concrete, and congestion, through the use of maintained parkways, including streets, gardens, lawns, woods, and water through the park system.
- Promote retention and replication of the area's natural beauty and ecology (escarpment, plantings, water, etc.) in the park system.
- Preserve the quality and integrity of the surrounding scenic and visual resources provided by natural open space areas such as the Fox River and open farmlands.

Future Generations

- Acquire and preserve land for future generations, and develop parks to meet both existing and future demand including multi-use activities and open space preservation.
- Develop and implement with the anticipation of the development of a formal park program for effective use of town facilities.
- Enhance and organize existing and future park services that are available for varying ages that help build healthy productive lives.
- Plan the park system through population projections to determine future growth and growth patterns.
- Designate, when possible, locations for town owned parks should the ability to annex property occur.
- Consider and designate locations for town owned parks when preparing Area Development Plans and Official Maps.

Accessibility

- Make both active and passive park facilities available to as many individuals as possible.
- Provide multi-use recreation opportunities at park facilities consistent with the intended use of each park site when appropriate.
- Prioritize multimodal connectivity between parks, and parks and recreation areas, through the construction of off-street trails, sidewalks, and bicycle facilities.

- Give special consideration to people with limited financial resources, youth at risk, the elderly, the disabled, and others with special needs.

Service and Management

- Provide natural open space, multiple-use parks, and recreational opportunities and services to a variety of age groups, interests, and abilities throughout the park system.
- Develop a variety of services to meet the Town of Lawrence's diverse needs. The services should be characterized by quality and efficiency.
- Consider the development of a park program, either independently or jointly with a nearby park program that further enhances the Town's needs.
- Promote the opportunities for use, and minimize user and neighborhood conflict, through the provision of safe and well-managed park facilities. Anticipate the security and safety concerns of users, and design parks and parks services with these concerns in mind. Strategies to alleviate potential security and safety concerns include: requesting police patrols, posting signage with regulations for behavior and appropriate times and ways to use parklands and park facilities, regular maintenance, appropriate outdoor lighting and landscaping.
- Utilize resident involvement and participation in planning, developing, operating, stewarding and maintaining the town's park system. A variety of residents and recreational users should be included in the review of strategies and implementation of park planning projects. Town sanctioned volunteer activities should be encouraged for maintenance and stewardship of natural resources.
- Develop trail plans that relate to the Bicycle and Pedestrian Plan to be used as a background and guideline for future planning of trails, expansion of existing trails and supplemental recreational facilities within the town's parks, open space, and recreation areas. Place emphasis on connecting trails to existing and proposed local, regional and state trail systems to avoid trail duplication and dead ends.
- Design, develop and manage park facilities utilizing plant health care and pest management approaches and strategies. Match appropriate plants to their respective sites, emphasize proper site preparation to ensure plant establishment, promote long term success with a minimum of artificial inputs, conserve water, reduce use of chemical pesticides, herbicides and fertilizers and protect water quality, endangered species and public health, while also considering public safety, economic, legal and/or aesthetic requirements.
- Design, develop, construct, maintain and operate facilities in an efficient and sustainable manner, which minimizes impacts and improves the quality of the environment, community and economy.
- Conduct surveys every year or every other year of Town residents to collect input on parks and inform future park planning and programming.
- As new parks and facilities are established in the Town, develop performance measures to monitor progress towards goals and objectives in the Town's Park and Outdoor Recreation Plan.

Partnerships with Other Groups

- Develop partnerships with developers to mitigate or offset the impacts of their new development by providing parkland and park facilities, and/or payment of impact fees in lieu of such land or facilities, through processes developed within the town's Subdivision Ordinance and/or other ordinances.
- In commercial areas, develop pedestrian connections, and/or payment of impact fees in lieu of such land or facilities through the town's Zoning Ordinance.

- Encourage partnerships with neighborhoods and existing businesses to provide land or facilities for parks including: Cost sharing for acquisition and development, furnishing materials or equipment, or providing maintenance or security.
- Promote partnerships with non-profit and service organizations. These groups provide increased expertise, interest, volunteers, and/or funding for a particular facility or program.
- Collaborate with the West De Pere School District to allow public access to the Hemlock Creek Elementary School playground during non-school hours and on weekends.

Regional Coordination

- The town should work together with other towns, villages, cities, and Brown County to identify, establish, protect and steward urban and rural open space corridors of regional significance.

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Chapter 9: Intergovernmental Cooperation

Introduction

Cooperation between neighboring and overlapping units of government is one of the primary goals of the Wisconsin Smart Growth Law and is a very important aspect of the Town of Lawrence Comprehensive Plan. As the Town develops over the next 20 years, it is important for the Town to work with the school districts, surrounding communities, Brown County, the State of Wisconsin, and other units of government. Working cooperatively is particularly important because many issues, such as transportation improvements and storm water runoff, do not recognize municipal boundaries.

The purpose of the Intergovernmental Cooperation chapter is to analyze the existing relationships the Town of Lawrence has with other units of government and identify means of working cooperatively toward the goal and objectives identified in the Issues and Opportunities chapter of the plan.

Analysis of Governmental Relationships

School District of West De Pere and Wrightstown Community School District

The northern portion of the Town of Lawrence is located within the School District of West De Pere and the southern portion of the Town is located within the Wrightstown Community School District. As discussed in the Utilities and Community Facilities Chapter, neither school district anticipates a need for additional schools in the near term. Enrollment pressures at Hemlock Creek Elementary School were alleviated with the opening of the West De Pere Intermediate School in 2021. While elementary school enrollment is not expected to be a concern in the near term, the West De Pere School District acquired land on the corner of Lawrence Drive and Little Rapids Road for a potential future elementary school. If at some point in the future, additional school facilities are needed, they should be placed in a location that allows students to easily walk or bicycle to school to encourage a healthy lifestyle.

The amount of residential development projected to occur in the Town of Lawrence over the next 20 years should not have a significant impact on either school district. However, Lawrence should continue to maintain open lines of communication with the two school districts to address any anticipated major changes in land uses or transportation improvements/construction that could impact the districts plans or bus routes.

Adjacent Communities

City of De Pere

The City of De Pere is located at the northeastern boundary of the Town of Lawrence. As depicted on Figure 9-1, the City's extraterritorial review area extends for three miles from its boundaries, but is limited as review authority is also shared with the Village of Ashwaubenon, Village of Hobart, and the Village of Wrightstown. For both communities to be able to maximize their development goals, the two communities should meet at least once a year to discuss other opportunities for cooperation or issues that could be resolved.

Holding regular meetings to discuss development keeps the lines of communication between both communities open. Particularly because of development and population increasing at a rapid rate.

Both communities have opportunities to take advantage of recreational opportunities along the Fox River and potentially Ashwaubenon Creek. Commercial and industrial development opportunities exist along I-41.

Development in Lawrence will continue to impact the City of De Pere, and future annexations and development in De Pere will continue to impact the Town of Lawrence. Therefore, both communities must work together to minimize the impacts and focus on positive impacts that development could have on each other.

Village of Ashwaubenon

The Village of Ashwaubenon is located at the northwestern boundary of the Town of Lawrence. As depicted on Figure 9-1, the Village's extraterritorial review area extends for 1.5 miles from its boundaries, but is limited as review authority is also shared with the City of De Pere and the Village of Hobart. For both communities to be able to maximize their development goals, the two communities should meet at least once a year to discuss other opportunities for cooperation or issues that could be resolved.

Both communities have opportunities to take advantage of commercial and industrial development opportunities that exist along I-41. Development in Lawrence will continue to impact the Village of Ashwaubenon, and future annexations and development in Ashwaubenon will continue to impact the Town of Lawrence. Therefore, both communities must work together to minimize the impacts and focus on positive impacts that development could have on each other.

Village of Hobart

The Village of Hobart is located at the western boundary of the Town of Lawrence. As depicted on Figure 9-1, the Village's extraterritorial review area extends for 1.5 miles from its boundaries, but is limited as review authority is also shared with the City of De Pere, Village of Ashwaubenon, and the Village of Wrightstown. However, there is a border agreement between Lawrence and Hobart that eliminates the extraterritorial review authority for the Village of Hobart. For both communities to be able to maximize their development goals, the two communities should meet at least once a year to discuss other opportunities for cooperation or issues that could be resolved.

Both communities have opportunities to take advantage of commercial and industrial development opportunities that exist along Packerland Drive. Therefore, both communities must work together to minimize the impacts and focus on positive impacts that development could have on each other.

Town of Wrightstown

The Town of Lawrence shares its southern border with the Town of Wrightstown. Both communities are towns and annexation is not an issue. However, there are other issues that both communities should be aware of over the next 20 years. During this period, Lawrence and Wrightstown should continue to contact each other to discuss existing and potential land use impacts near their border and other issues that could arise during the planning period. This is particularly important when discussing potential development along I-41 because that highway will continue to serve as the primary north/south route through both communities, connecting greater Green Bay to the Appleton area. Both towns also have an opportunity to capitalize on the popularity of the Fox River and Lost Dauphin Road for recreation.

Village of Wrightstown (Extraterritorial Review)

The Village of Wrightstown is not adjacent to the Town of Lawrence; however, the Village's 1.5 mile extraterritorial review jurisdiction affects the southern end of the Town of Lawrence. The review area can be seen on Figure 9-1 of this chapter.

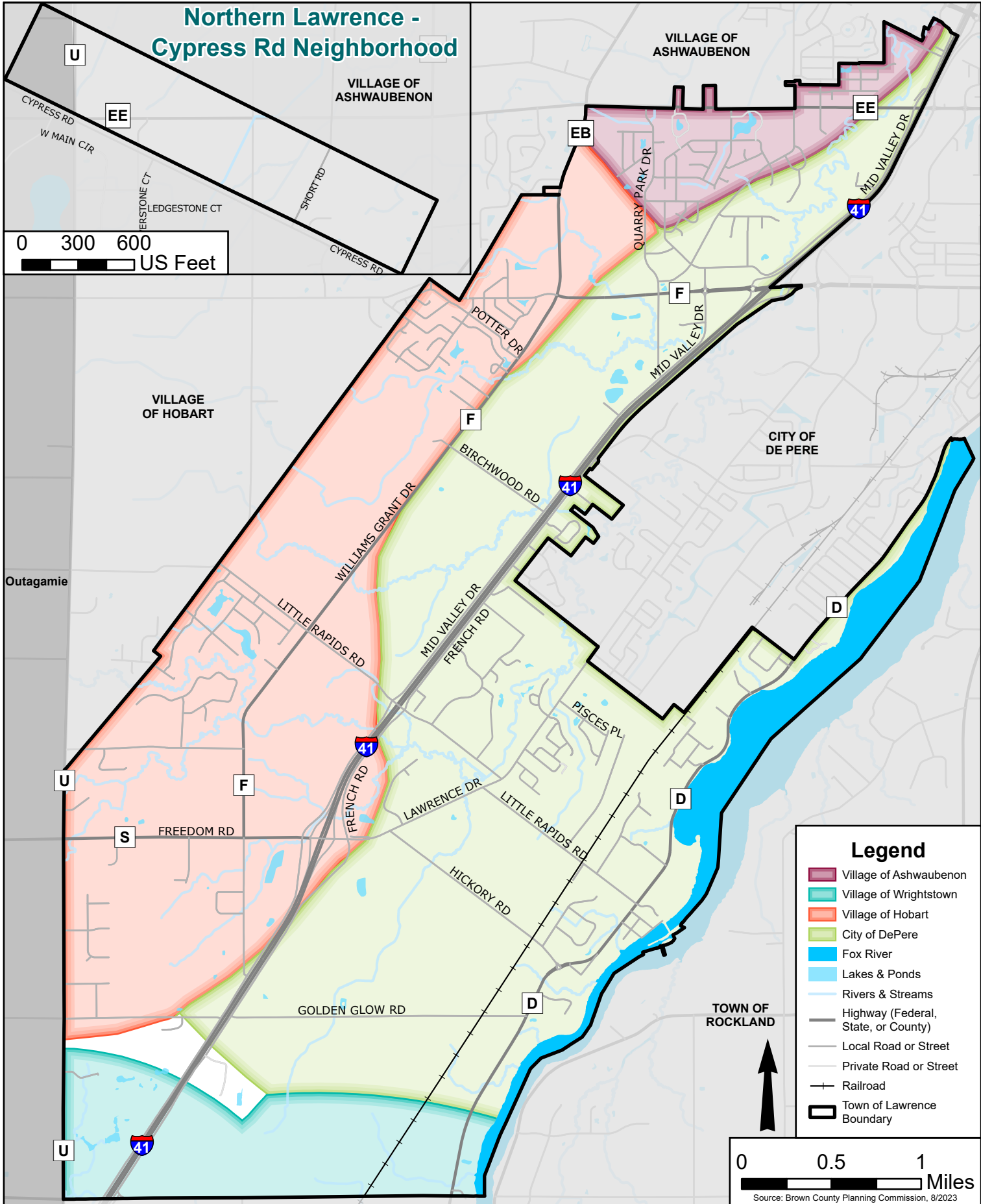
Oneida Nation

The Oneida Nation is adjacent to the west boundary of the Town of Lawrence. Communication with Oneida Nation should continue. There are services that may be shared for efficiency and cost savings.



Extraterritorial Review Areas

Figure 9-1



Other Entities

Town of Lawrence Fire Department

The Town of Lawrence is served by a fire department with stations at two locations identified in the Utilities and Community Facilities Chapter of this Plan. The Town should continue to maintain and upgrade the fire service as needed.

Hobart/Lawrence Police Department

The Town of Lawrence is served by a police department with a station at the Hobart Village Hall, as identified in Utilities and Community Facilities Chapter of this Plan. The Town should continue to maintain and upgrade the police service as needed.

Brown County

The four Brown County departments that have the most significant presence in the Town are the Brown County Highway Department, the Brown County Sheriff's Department, Brown County Parks Management, and the Brown County Planning and Land Services Department.

Highway Department

The Brown County Highway Department has responsibility for the six county highways in the Town of Lawrence (CTH D, CTH F, CTH S, CTH U, CTH EB, and CTH EE). The Highway Department provides winter snowplowing service on Town roads. As county highways are resurfaced, reconditioned, or reconstructed, Lawrence should coordinate with the Highway Department to ensure trails and bike lanes are included as identified in the Parks & Outdoor Recreation Plan, the Bicycle and Pedestrian Plan, the Transportation Chapter of this plan, and the Brown County Bicycle and Pedestrian Plan.

Coordination with the South Bridge Connector (SBC) is also imperative. The Town will need to coordinate with the Brown County Highway Department to review driveway access permits for new development that may result from the SBC and subsequent street connections.

Sheriff's Department

The Brown County Sheriff's Department can provide supplemental police and patrol service to the Town of Lawrence, and this service is expected to be adequate in the future. However, if the Town believes that additional service is necessary, it should consider contracting with the Brown County Sheriff's Department for additional coverage.

Brown County Planning and Land Services Department

The Town of Lawrence historically worked with the Brown County Planning and Land Services Department for various land use related issues such as zoning, comprehensive planning, and updating other miscellaneous ordinances. Additionally, the Planning and Land Services Department enforces the Shorelands and Wetlands Ordinance within the Town to ensure adequate protection for environmentally sensitive areas. It is critical to maintain open lines of communication and coordination between the department, the Town of Lawrence, and property owners in the Town.

Brown County Parks Department

As discussed in the comprehensive plan's Utilities and Community Facilities chapter, the Town Parks & Outdoor Recreation Plan, and the Brown County Open Space and Outdoor Recreation Plan, a need exists for several new parks, trails, and on street bicycle/pedestrian lanes. This is due to the lack of public access and a lack of parks in a rapidly growing Town. The proposed parks can only become a reality through the cooperation of the current property

owners, Town of Lawrence, Brown County, and other state/federal agencies. The Town and County should work jointly with applicable state/federal agencies to apply for grants to help offset the potential purchase price of land acquisition and maintenance expenses for the parks.

In addition, Brown County Parks Management and the WDNR should be contacted regarding the potential for a Fox River expansion for water access at the Lost Dauphin State Park on Lost Dauphin Road. This could be done in coordination with a potential rail-to-trail development on the west end of the same park.

State of Wisconsin

Wisconsin Department of Transportation (WisDOT)

With the conversion of I-41 from a state regulated freeway to a federal freeway, there are no other state highways in the Town of Lawrence. WisDOT has plans to widen I-41 from four to six lanes from Scheuring Road to Appleton in Outagamie County. This is anticipated to begin in the mid-2020s and take several years to complete.

Wisconsin Department of Natural Resources

The Wisconsin Department of Natural Resources (WDNR) owns the Lost Dauphin State Park near the Fox River. The WDNR also provides grants and information that could be used to protect some of the fragile natural features located along the Fox River and various branches of the Ashwaubenon Creek. The WDNR should be contacted early in the process if Lawrence determines it wishes to pursue grant funds, particularly when a project is proposed for the Fox River or other natural areas as there are few natural areas in the Town.

Intergovernmental Cooperation Tools

A guide produced by the Wisconsin Department of Administration, "Intergovernmental Cooperation, A Guide to Preparing the Intergovernmental Cooperation Element of a Local Comprehensive Plan," (https://doa.wi.gov/DIR/Comp_Planning_Intergovernmental-Cooperation.pdf) identifies a number of tools that the Town of Lawrence has at its disposal to improve intergovernmental cooperation. The document groups the many cooperation tools into four general categories. The categories are:

1. Cooperating with Services.
2. Cooperating with Regulations.
3. Cooperating by Shared Revenue.
4. Cooperating with Boundaries.

Although not all of the tools identified in the sections are applicable to the Town of Lawrence, the guide describes a number of options that the Town could utilize to promote intergovernmental cooperation with neighboring communities and potentially generate cost savings for each participant. Cooperation and efficiencies gained with neighboring communities and overlapping jurisdictions has become increasingly important as municipalities continue to deal with very constrained budgets.

Summary of Recommendations

School Districts

If at some point in the future, additional school facilities are needed by either the School District of West De Pere or Wrightstown Community School District, they should be placed in a location that allows for students to easily walk or bicycle to school to encourage a healthy lifestyle. Additionally, Lawrence should continue to maintain open

lines of communication with the two school districts to address changes in land uses or transportation facilities that could impact either district.

City of De Pere

The City of De Pere and Town of Lawrence should meet at least once a year to discuss opportunities for cooperation or issues that could be resolved. Opportunities for cooperation should focus on appropriate development and access points along the South Bridge Connector in coordination with the Brown County Highway Department and Brown County Planning Commission.

Village of Ashwaubenon

The Village of Ashwaubenon and Town of Lawrence should continue to maintain open lines of communication through yearly meetings regarding potential development and shared abilities related to commercial and industrial development and expansion, and stormwater management.

Village of Hobart

The Village of Hobart and Town of Lawrence should continue to meet regularly to maintain the border agreement and work cooperatively on continuing such agreements.

Town of Wrightstown

The Town of Lawrence and Wrightstown should meet as necessary to discuss existing and potential land use impacts near their border and other issues that could arise during the planning period.

Brown County

Highway Department

As county highways are reconstructed, the Town of Lawrence should coordinate with the Highway Department to ensure bike lanes and trails are included, consistent with the Transportation Chapter and the Brown County Bicycle and Pedestrian Plan, the Lawrence Bicycle and Pedestrian plan, and the Lawrence Parks & Outdoor Recreation Plan.

Brown County Sheriff's Department

If the Town of Lawrence believes that additional police service is necessary in the future, it should consider contracting with the Brown County Sheriff's Department to provide supplemental police coverage.

Brown County Parks Department

The Town and County should work jointly with applicable state/federal agencies to apply for grants to help offset the potential purchase price of the land and maintenance expenses for a park along the Fox River in the vicinity at Lost Dauphin State Park.

State of Wisconsin

Wisconsin Department of Transportation

The Town of Lawrence should be closely involved with the I-41 and the South Bridge Connector projects as it will impact future access points to the Town. Access points should take into consideration provisions for pedestrian and bicycle facilities.

Wisconsin Department of Natural Resources

The Town should utilize the WDNR as a resource when considering grant applications for possible conservancy areas and ESA preservation as identified in the Parks & Outdoor Recreation Plan and along the Fox River. The WDNR should also be consulted when considering appropriate locations for developing off-street parking and trailhead locations along any future rail-to-trails.

Chapter 10: Implementation

Introduction

The key to the success of a comprehensive plan is its implementation. There are several land use regulatory tools, as well as administrative mechanisms and techniques that can be utilized as implementation tools for the plan. While the Implementation Chapter does not include all of the recommendations of the comprehensive plan, it does summarize the various implementation tools and related action steps toward its implementation that the Town of Lawrence has at its disposal. The following matrices identify the primary action steps for the Town of Lawrence to take to implement this Comprehensive Plan with a high, medium, or low priority identified for each action step. It should be noted that even though an action step may be identified as “medium” or “low,” the fact it is identified as an action step at all indicates it is still a very important component in implementing this Comprehensive Plan; however, there may not be a pressing need to address the issue immediately.

Wisconsin Statute 66.1001 requires that ordinances used to implement the plan, including zoning, land division, official map, and shoreland zoning, are consistent with the direction in the Comprehensive Plan. Therefore, following adoption, these ordinances should be reviewed and updated as necessary to ensure consistency between the plan and the ordinances to implement it.

Zoning Ordinance

Zoning is the most common regulatory device used by municipalities to implement Comprehensive Plan recommendations. The major components of zoning include a written zoning ordinance and a zoning district map. The zoning ordinance includes specific language for the administration of the regulations. Included in the text are definitions, district use requirements, administrative procedures, sign and parking regulations, and other elements. The companion zoning district map defines the legal boundaries of each specified zoning district of the zoning ordinance.

It is important to note that the Future Land Use Map does not replace the Town of Lawrence’s official zoning map. Instead, the Future Land Use Map is to be utilized as a reference when reviewing proposed rezoning applications to ensure consistency between rezoning actions and the Comprehensive Plan. In addition to the Future Land Use Map, the Planning and Zoning Board and the Town Board should utilize the plan’s goals, objectives, and recommendations to formulate a sound basis for zoning decisions. Identifying the rationale for the decision based on the Comprehensive Plan provides the Town with a much more defensible position, should the decision be challenged.

Priority	Action Step	Responsible Party/Dept.	Other Partners/Resources	Timeframe
High	When the Town considers future rezoning, conditional use, or variance requests, it is important that the various comprehensive plan goals, objectives, and recommendations are considered and used as a guide in the rezoning determination process. Whenever a decision is reached either approving or disapproving rezoning requests, the specific goals, objectives, policies, or other comprehensive plan concepts that the decisions are based upon should be noted as part of the record.	Town Planning and Zoning Board, Town Board	Zoning Administrator, Board of Appeals	Ongoing

High	Document how any approved rezonings out of the certified farmland preservation zone meets the rezoning criteria set forth in Section 91.48 Wis. Stats.	Zoning Administrator, Town Planning and Zoning Board	Town Board, Brown County Planning, DATCP	Ongoing
Medium	Provide to DATCP and Brown County by March 1 every year, a report documenting the rezonings out of the certified farmland preservation zone.	Zoning Administrator	Brown County Planning, DATCP	Ongoing
Medium	Document zoning map changes and document on the digital zoning map at least once a year.	Zoning Administrator	Brown County	Ongoing

Land Division Ordinance

Land division regulations govern the process by which lots are created out of larger tracts of land. These regulations seek to ensure that the land divisions appropriately relate to the geography of the site and existing and future public facilities. New land divisions must also be consistent with the community vision as outlined by the Comprehensive Plan.

Priority	Action Step	Responsible Party/Dept.	Other Partners/Resources	Timeframe
Medium	Use the Town's land division ordinance to provide a clear process for review of a land division. Whenever a decision is reached either approving or disapproving land division requests, in addition to how the division meets or does not meet the ordinance, the specific goals, objectives, policies, or other comprehensive plan concepts that the decisions are based upon should be noted as part of the record.	Town Planning and Zoning Board, Town Board	Zoning Administrator, Brown County Planning	Ongoing

Official Map

An Official Map is a regulatory tool utilized by a community to project and record future municipal improvements. It is commonly used to identify existing streets and planned improvements, but an Official Map can also be utilized to identify planned school sites, recreation areas, storm water management areas, and municipal facilities. Once an area is identified on an Official Map, no building permit for a use other than the proposed use on the Official Map may be issued for that site unless the map is amended. The Town does not have an up to date adopted official map. An official map would be useful if the Town of Lawrence decides to identify future road connections, park locations, trails, and other public facilities.

Priority	Action Step	Responsible Party/Dept.	Other Partners/Resources	Timeframe
Low	Use official maps to identify future road connections, parks, and public sites, etc.	Town Planning and Zoning Board, Town Board	Consulting Engineer	Ongoing

Outdoor Recreation Facilities

The Comprehensive Plan includes a parks and outdoor recreation chapter that identifies multiple future recreation sites in the Town of Lawrence as well as potential trails. Specific improvements include the addition of future neighborhood parks, community parks, on-street bicycle facilities, and improved public access to the Fox River. There also is a potential for off-street trails through natural spaces, along waterways, rails to trails, and along gas line easements.

The Wisconsin Department of Natural Resources provides matching grants through the Knowles-Nelson Stewardship program to help fund park purchase or development, provided the proposed project is identified in a locally adopted park and recreation plan. A park and recreation plan must be updated at least once every five years for a community to be eligible to apply for Stewardship funds.

Priority	Action Step	Responsible Party/Dept.	Other Partners/Resources	Timeframe
High	Utilize the Parks & Outdoor Recreation Plan sections of the Comprehensive Plan to provide eligibility to the Town for Stewardship grants.	Town Planning and Zoning Board, Town Board	Brown County Planning Commission, local service groups	Ongoing

Erosion and Storm Water Control Ordinances

The Town of Lawrence adopted erosion control and storm water control ordinances to control the impact of development on runoff, groundwater recharge, and overall water quality. The ordinances include standards for compliance and guidelines to assist developers in choosing appropriate storm water management techniques.

Priority	Action Step	Responsible Party/Dept.	Other Partners/Resources	Timeframe
Low	Keep abreast of proposed changes to state and federal laws pertaining to storm water management and MS4 Ordinance requirements.	Town Planning and Zoning Board, Town Board	Town Board, Brown County Planning	Ongoing

Building and Housing Codes

A building code is a set of regulations that describes standards for the construction of new buildings or the remodeling of existing buildings. A housing code defines standards for how a dwelling unit is to be used and maintained after it is built.

Priority	Action Step	Responsible Party/Dept.	Other Partners/Resources	Timeframe
Medium	Provide available information to Town residents regarding Brown County's housing rehabilitation loan program for low- and moderate-income households.	Town Clerk	Brown County Planning Commission	Ongoing
Low	Review Comprehensive Plan for opportunities to use the building code as a mechanism to implement the goals and objectives of the Comprehensive Plan.	Building Inspector	Wisconsin Department of Safety and Professional Services	Ongoing

Comprehensive Plan

With adoption of the Town of Lawrence Comprehensive Plan, the Town of Lawrence will continue to meet the requirements of Section 66.1001 Wis. Stats. that requires all communities that have zoning, land division, official map, or shoreland zoning regulations to have Comprehensive Plan in place that is updated at least every 10 years. The Comprehensive Plan is to be used as a reference when contemplating difficult decisions, as well as a vision of what the Town of Lawrence can be. In order for the Comprehensive Plan to continue to be useful, the plan should be amended and updated at a minimum in accordance with the following matrix.

Priority	Action Step	Responsible Party/Dept.	Other Partners/Resources	Timeframe
Medium	Set aside one Planning and Zoning Board meeting per year to review the Comprehensive Plan.	Town Planning Commission	Zoning Administrator	Annually
Low	Update the Comprehensive Plan as warranted and completely revise at least once every 10 years.	Town Planning Commission	Town Board, Brown County Planning Commission	2033

Intergovernmental Cooperation

Intergovernmental cooperation is a hallmark of the Comprehensive Planning law. The planning process developed the base contacts for communication among the many different governmental agencies and bodies that have an interest in the future of the Town of Lawrence. It is necessary for the Town of Lawrence to continue to maintain those contacts and keep everyone apprised of information pertinent to each stakeholder.

Priority	Action Step	Responsible Party/Dept.	Other Partners/ Resources	Timeframe
Medium	Continue to maintain open lines of communication with surrounding communities to discuss issues or opportunities of common concern.	Town Board		Ongoing
Low	Stay informed of current events at county, region, and state levels that may impact the Town.	Town Board	Brown County Planning Commission, Brown County Towns Association, and Wisconsin Towns Association	Ongoing

Grant Program Funding Sources

Some of the recommendations in the Comprehensive Plan may be implemented with the help of various sources of funds besides local property taxes. There are many grant programs administered by local, state, and federal agencies, including the Brown County Planning Commission, Wisconsin Department of Administration, Wisconsin Economic Development Corporation, Wisconsin Department of Natural Resources, and Wisconsin Department of Transportation. At the federal level, the Environmental Protection Agency, Department of Agriculture–Rural Development, and the (U.S.) Department of Commerce–Economic Development Agency all provide sources of funding.

Typically, the grant programs require a local match. However, the local match may include a combination of local tax dollars, in-kind services, and/or private donations. Each grant program has its own set of guidelines regarding eligible projects, as well as financing mechanisms, and should be reviewed before applying.

In addition to the following sampling of programs, the Wisconsin Economic Development Corporation maintains an online database of community assistance programs that can be found on the non-profit's website. Identified on the following pages are programs that may be particularly applicable to the Town of Lawrence. This is a sample list, and a comprehensive list can be found with the link to the online database of community assistance.

Brown County Planning Commission

Northeastern Wisconsin CDBG-Housing Consortium

The Brown County Planning Commission is the lead agency administering the Community Development Block Grant – Housing program for a 10-county region of Northeastern Wisconsin counties. The program provides 0% deferred payment loans (until sale) of the property to low- and moderate-income persons for improvements to owner-occupied housing. Such improvements can include private onsite wastewater treatment systems, window

replacement, insulation, lead abatement, roof replacement, and other typical home improvements. Information regarding the program may be found at the Brown County Planning Commission website under the “housing” link.

Wisconsin Department of Administration

The Wisconsin Department of Administration (WDOA) has historically provided funding for the writing or updating of comprehensive plans every 10 years. However, the program has not been funded for the past several years. This does not mean that the program will not be funded in the future. The Town of Lawrence should keep track of this funding opportunity should it become available again in the future. Additionally, WDOA administers the statewide community development block grant programs listed below:

CDBG – Blight Elimination and Brownfield Redevelopment Program

Can help small communities obtain money for environmental assessments and remediate brownfields.

CDBG – Emergency Grant Program

Can help small communities repair or replace infrastructure that has suffered damages from catastrophic events.

CDBG – Public Facilities (CDBG-PF)

Helps eligible local governments upgrade community facilities, infrastructure, and utilities for the benefit of low-moderate income residents.

CDBG – Public Facilities for Economic Development (CDBG – PFED)

Offers grants to communities to provide infrastructure for a particular economic development project.

CDBG – Economic Development (CDBG-ED)

Provides grants to communities to loan to businesses for startup, retention, and expansion projects based on the number of jobs created or retained.

There are significant administration requirements associated with these programs. Should the Town of Lawrence decide to pursue any of these programs, the Town should first reach out to the Brown County Planning Commission, or a private consulting firm for assistance.

Wisconsin Economic Development Corporation

The Wisconsin Economic Development Corporation (WEDC) has a broad range of financial assistance programs to help communities undertake economic development. WEDC maintains a network of area development managers to offer customized services throughout Wisconsin. WEDC-administered programs include the following:

Brownfields Program

Provides grants to individuals, businesses, local development organizations, and municipalities for environmental remediation activities for brownfield sites where the owner is unknown, cannot be located, or cannot meet the cleanup costs.

Community Development Investment Grant Program

Supports urban, small city and rural community redevelopment efforts by providing financial incentives for shovel-ready projects with an emphasis on downtowns, but may include shovel ready main street business corridor projects

and community-driven efforts. Grants up to \$50,000 are available for planning efforts, and grants up to \$500,000 are available for implementation projects.

Additional information on any of the above listed programs can be found on the WEDC's website.

Wisconsin Department of Natural Resources

The Wisconsin Department of Natural Resources offers a number of grant programs that can be used to provide additional recreation opportunities to residents of the Town of Lawrence. Generally, the Town will need to have an approved (within the past five years) park and outdoor recreation plan in place to qualify for these programs. The Town should contact the Northeast Region office of the WDNR to determine eligibility and availability if the Town decides to pursue any of the grant programs listed below. Additional DNR-funded programs and information can be found on the Wisconsin DNR's website.

Stewardship – Aid for the Acquisition and Development of Local Parks (ADLP)

The ADLP program funds are available to acquire land, rights in land, and develop public outdoor recreation areas for nature-based outdoor recreation purposes. Funds are allocated on a DNR regional basis so applicants compete only against other applicants located in their region.

Stewardship – Urban Rivers

Funds are available to acquire land, rights in land, or develop shoreline enhancements on or adjacent to rivers that flow through urban or urbanizing areas in order to preserve or restore urban rivers or riverfronts for the purposes of economic revitalization and nature-based outdoor recreation activities. Funds are allocated statewide so applicants compete against other applicants statewide in the project selection process.

Stewardship – Urban Greenspace

Funds are available to acquire lands to provide natural space within or near urban areas, protect scenic or ecological features, and provide land for nature-based outdoor recreation, including noncommercial gardening. Funds are allocated statewide so applicants compete against other applicants statewide in the project selection process.

Acquisition of Development Rights

Funds are available to acquire development rights (easements) in areas where restrictions on residential, industrial, or commercial development would enhance nature-based outdoor recreation.

Land and Water Conservation Fund (LAWCON)

LAWCON is a federal program administered through the WDNR. The grant program covers up to 50 percent of eligible project costs. However, projects funded under LAWCON are not restricted to nature-based outdoor recreation projects as the Stewardship program funds are. Eligible projects include:

- Land acquisition.
- Development of recreational facilities.
- See eligibility list for ADLP program for additional eligible projects.

Recreational Trails Act (RTA)

RTA is also a federal program administered through the WDNR. RTA funds may only be used on trails which have been identified in or which further a specific goal of a local, county, or state trail plan included or referenced in a

statewide comprehensive outdoor recreation plan required by the federal LAWCON program. Eligible projects in order of priority are maintenance and restoration of existing trails, development and rehabilitation of trailside and trailhead facilities and trail linkages, construction of new trails (with certain restrictions on federal lands), and acquisition of easements or property for trails.

Additional information regarding community assistance programs can be found at the following WDNR Bureau of Community Financial Assistance (CFA) website at <https://dnr.wisconsin.gov/aid>.

Wisconsin Department of Transportation

In addition to the Local Road Aids Program, which the Town of Lawrence already partakes in, the Wisconsin Department of Transportation has additional programs to help fund transportation activities in the Town.

Local Roads Improvement Program (LRIP)

Assists local governments in improving seriously deteriorating county highways, town roads, and city and village streets. As a reimbursement program, LRIP pays up to 50 percent of total eligible costs, with local governments providing the balance.

Surface Transportation Program – Rural (STP-R)

Allocates federal funds to complete a variety of improvements to rural highways eligible for federal aid roadways classified as collectors and above.

Flood Damage Aids

Assist local governments with improving or replacing roads and roadway structures that have sustained major damage from flooding. The program helps defray the costs of repairing major flood damage to any public highway, street, alley, or bridge not located on the State Trunk Highway System.

Wisconsin Information System for Local Roads (WISLR)

Ongoing effort that provides the WisDOT and the local government convenient and secure access to comprehensive geographic information system data on Wisconsin's road network. Local units of government and counties are required to submit pavement ratings to WisDOT on a biennial basis. Additional information regarding grant programs and other resources administered by the Wisconsin Department of Transportation can be found at the Programs for Local Governments web page at:

<http://wisconsindot.gov/Pages/doing-bus/local-gov/astnce-pgms/default.aspx>.

Comprehensive Plan Review and Update

Planning is not static. It is a continuous, ongoing process that is subject to change. It is also at the mercy of many forces over which a municipality has very little or no control (economic conditions, weather, birth rates, etc.). Therefore, if the Town of Lawrence Comprehensive Plan is to remain a useful document, the Plan should be reviewed on an annual basis to ensure that it reflects the conditions present at the time and any changes and developments that may have occurred over the last year. Should changes to the Comprehensive Plan be warranted, the following process should be followed:

Action Steps

1. The public will be notified and provided an opportunity to comment on proposed amendments to the Comprehensive Plan. The Town will consider public input in evaluating how a proposed amendment would meet the amendment criteria.

2. Criteria should be adhered to when considering amendments to the comprehensive plan. Amendments shall be approved only if they are determined to be in the public's interest, and this determination should be based on a review of all applicable principles from the following:
 - a. How the proposal is more consistent with applicable policies of the Comprehensive Plan than the existing designation.
 - b. How the proposal is more consistent with each of the objectives from Chapter 1 than the existing designation. Consistency is not required where the objective is clearly not applicable to the type of proposal involved.
 - c. Changes should also demonstrate that a substantial change in circumstances has occurred since the original designation.
 - d. Scope of Review. The review and evaluation of proposed Comprehensive Plan map changes should consider both the likely and possible future use of the site and associated impacts.
 - e. Cumulative Impacts. The review of individual Comprehensive Plan map or policy amendments should also consider the cumulative transportation, land supply, and environmental impacts of other plan amendments proposed within the same annual cycle.
3. The Town should consult annually with other governmental agencies and neighboring communities to get their input regarding how their community activities relate to the recommendations of the Comprehensive Plan.
4. The Town should complete a formal review of the entire comprehensive plan at least once every five years. Based on this review, revisions should be made to sections of the plan determined to be out of date and sections that are not serving their intended purpose.
5. At least once every 10 years, the plan should be reviewed and updated using a formal process that may include a full citizen's advisory committee and/or the Town Planning Commission to guide the process.

Appendix A: Town of Lawrence **Participation Plan**

Section 66.1001(4)(a) of Wisconsin State Statutes require that the governing body preparing a comprehensive plan adopt written public participation procedures to ensure proper notice of the process and to encourage participation. The 2023 Town of Lawrence Comprehensive Plan Update process will include several public participation components. These components are summarized below:

Press Release

The Brown County Planning Commission (BCPC) will prepare a sample press release and provide it to the Town of Lawrence for dissemination to applicable traditional and social media.

Town-Wide Visioning Session

At the beginning of the process, a town-wide invite will be prepared and sent to residents to invite them to a visioning session to obtain their input into how the Town should develop over the next 20 years. The visioning session will be facilitated by BCPC staff with tables of 8-10 residents per staff member.

Online Survey and Interactive Map

At the beginning of the process, an online survey with an interactive map will be prepared and published to obtain input from Town residents into how the Town should develop over the next 20 years. A link to the survey/interactive map will be published on the Town's website.

Citizen Advisory Committee

The Town's citizen advisory committee will serve as the primary steering committee for the comprehensive plan update. The committee will review data, draft chapters, and other materials for inclusion in the updated comprehensive plan. All comprehensive plan update agenda items will be discussed during publicly posted meetings. All meetings are open to the public and the public is encouraged to attend.

Public Open House Meeting

When the draft plan update has been compiled, one public open house meeting will be held to present the key updated sections and findings of the plan. Meeting participants will also have the opportunity to discuss the recommendations with planning staff and planning commission members and to suggest modifications to be considered during the statutory review period.

Service Group Meetings

Upon request, Brown County will present the process and findings of the comprehensive plan update to Town of Lawrence service groups.

Town of Lawrence Website

All draft chapters will be placed on the Town of Lawrence website for public review.

Other Locations for Draft Chapters

Additional draft chapters will be available upon request from the Brown County Planning Commission. Please call (920) 448-6480.

Public Hearing

Following the open house meeting and a recommendation of approval from the Town of Lawrence Planning Commission, a public hearing will be held at the Town Hall to receive additional input on the comprehensive plan update.

Adjacent Governmental Jurisdictions

Neighboring governmental jurisdictions will receive via mail or email, all agendas and minutes of the planning commission meetings, when the comprehensive plan is on the agenda.

Town Board Meeting for Adoption

Following the public hearing, the draft plan update and feedback from the public hearing will be presented to the Town Board for action at a regular Town Board meeting.

PLANNING AND ZONING BOARD RESOLUTION # PZ-01

**RECOMMENDING ADOPTION OF THE 2024 TOWN OF LAWRENCE
COMPREHENSIVE PLAN UPDATE**

WHEREAS, the Town of Lawrence Planning and Zoning Board has served in developing the 2024 Town of Lawrence Comprehensive Plan Update to guide and coordinate decisions and development within the Town in accordance with Chapter 66.1001 of the Wisconsin Statutes; and

WHEREAS, the comprehensive plan was prepared by the Brown County Planning Commission in accordance with the contract with the Town of Lawrence; and

WHEREAS, several public meetings were held to obtain public input during the development of the comprehensive plan during 2023 and 2024, these meetings included a public visioning session held on March 7, 2023, and a public hearing to be held on April 10, 2024

NOW, THEREFORE, BE IT RESOLVED, that the Town of Lawrence Planning and Zoning Board recommends to the Lawrence Town Board the adoption of the 2024 Town of Lawrence Comprehensive Plan Update.

Approved this 10th day of July, 2024.



Ayes: 5

Nays: 0

By: *Kevin Brienen*
Kevin Brienen, Town of Lawrence Planning and Zoning Board Chair

Attest:
By: *Cindy Kocken*
Cindy Kocken, Town of Lawrence Clerk/Treasurer

**ORDINANCE 2024-005 OF THE TOWN OF LAWRENCE, WISCONSIN
TO AMEND ORDINANCE CHAPTER 137 – Comprehensive Plan**

Purpose: The purpose of this Ordinance is to amend the current code with the adoption of the 2024 Town of Lawrence Comprehensive Plan Update and Parks & Outdoor Recreation Plan.

The Town Board of Supervisors of the Town of Lawrence do ordain as follows:

Section 1: Town of Lawrence Ordinance §137-3 and §137-5 is hereby repealed and replaced to read as follows:

§137-3 Approval by Planning and Zoning Board

The Town of Lawrence Planning and Zoning Board, by a unanimous vote of the Board as recorded in its official minutes, has adopted a resolution recommending to the Town Board the adoption of the document titled 2024 Town of Lawrence Comprehensive Plan Update and Parks & Outdoor Recreation Plan, including changes and additions approved by the Lawrence Planning and Zoning Board. The "2024 Town of Lawrence Comprehensive Plan Update and Parks & Outdoor Recreation Plan" contains all of the elements specified in § 66.1001(2), Wis. Stats.

§137-5 Adoption of Plan

The Town Board of the Town of Lawrence does by enactment of this chapter, formally adopt the document titled “2024 Town of Lawrence Comprehensive Plan Update and Parks & Outdoor Recreation Plan” pursuant to § 66.1001 (4)(c) of the Wis. Stats.¹

[1]

Editor's Note: The Comprehensive Plan and amendments to the plan are on file at the office of the Town Clerk/Treasurer.

Section 2: Severability

If any provision of this ordinance is found invalid or unconstitutional, or if the application of this Ordinance to any person or circumstances is invalid or unconstitutional, such invalidity or unconstitutionality shall not affect the other provisions or application of this Ordinance which can be given effect without the invalid or unconstitutional provision or application, and to this end the provisions of this Ordinance are severable.

Section 3: This amendment to existing ordinances shall be effective upon passage and publication as provided by Law.

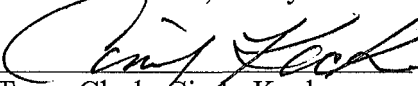
Passed by the Town Board of Supervisors of the Town of Lawrence, Wisconsin on this 9th day of September 2024.

Introduced by: Supervisor Vannieuwenhoven
Seconded by: Supervisor Frigo
Vote: 5-ayes, 0-nays

TOWN OF LAWRENCE


Town Chairman, Lanny Tibaldo

Attest:


Town Clerk, Cindy Kocken

