



**Meeting:** Village Board  
**Meeting Date:** 4/22/13  
**Agenda Item:** #10

**Mission Statement**

Delivering quality services in a courteous, cost-effective and efficient manner

**VILLAGE BOARD MEETING STAFF REPORT**

**REPORT TO:** Burt R. McIntyre, President, and Village Board of Trustees  
**REPORT FROM:** Dave Wiese, Executive Director of Community Development  
**AGENDA ITEM:** Community Development Department Report  
**ACTION REQUESTED:** \_\_\_Ordinance \_\_\_Resolution \_\_\_Motion \_\_\_Receive/File

**i. 1<sup>st</sup> Quarter Building Permit Activity Report**

The total number of permits taken for the first quarter this year is 158. Overall construction costs that have been reported are approximately \$4.1 million. Residential additions/alterations (48) account for the majority of the 81 projects. Eight (8) new single-family home permits and three (3) multi-family permits (34 units) have been issued.

**ii. Renaming of Streets in the Highway Corridor Area**

The Village has completed the process for renaming parts of Shawano Avenue and Ullmer Road from Packerland Drive to Taylor Street as Badgerland Drive and Ullmer Court. The Village Plan Commission at its last meeting on April 15, 2012 discussed the potential of renaming Dousman Street and "New Shawano Avenue (Hwy 29) (Letter H on Attachment II.) The Plan Commission members will be thinking of potential road names for Dousman Street and will be bringing them to the May meeting. The Plan Commission has requested the Village Staff to send out an e-notify to capture potential road names and has asked the Village Board provide suggestions. The consensus by the Plan Commission for New Shawano Avenue was to keep the road name the same to provide continuity to the area.

**iii. Comprehensive Outdoor Recreation Plan Update**

The Village staff, former Plan Commission member Faikel (now Trustee Faikel), and a small group of stakeholders represented by the school district and youth organizations are continuing to work on the draft of the Comprehensive Outdoor Recreation Plan. The intent is to formally update the existing Comprehensive Outdoor Recreation Plan adopted by the Village of Howard in 2005. The adoption of a plan is required for the Village of Howard to remain eligible for cost sharing aid programs administered through the State of Wisconsin. It is intended to guide the village in continuing to meet open space and recreation needs of its citizens for the next five years. Attachment III contains a draft of Chapter 1.

**ATTACHMENT**

- I. 2013 First Quarter Permit Activity Report
- II. Potential Road Renaming Map
- III. Comprehensive Outdoor Recreation Draft Goals and Objectives

VILLAGE OF HOWARD - DEPARTMENT OF CODE ADMINISTRATION

# PERMIT ACTIVITY REPORT

REPORT PERIOD - 2013 March

|                             | MONTH     | YTD        | 2012       | 2011       | 2010        | 2009       | 2008       | 2007        | 2006        | 2005        | 2004        | 2003        |
|-----------------------------|-----------|------------|------------|------------|-------------|------------|------------|-------------|-------------|-------------|-------------|-------------|
| <b>PERMITS ISSUED</b>       |           |            |            |            |             |            |            |             |             |             |             |             |
| Building Permits            | 13        | 34         | 191        | 213        | 273         | 196        | 267        | 347         | 282         | 295         | 363         | 424         |
| Electrical Permits          | 14        | 40         | 184        | 197        | 247         | 179        | 182        | 318         | 251         | 227         | 303         | 362         |
| Plumbing Permits            | 7         | 24         | 135        | 163        | 172         | 131        | 162        | 247         | 170         | 164         | 229         | 310         |
| HVAC Permits                | 17        | 50         | 188        | 156        | 251         | 177        | 164        | 292         | 195         | 187         | 245         | 316         |
| Other Permits               | 1         | 10         | 177        | 107        | 182         | 188        | 155        | 281         | 177         | 168         | 268         | 335         |
| <b>TOTAL PERMITS ISSUED</b> | <b>52</b> | <b>158</b> | <b>875</b> | <b>836</b> | <b>1125</b> | <b>871</b> | <b>930</b> | <b>1485</b> | <b>1076</b> | <b>1041</b> | <b>1408</b> | <b>1747</b> |

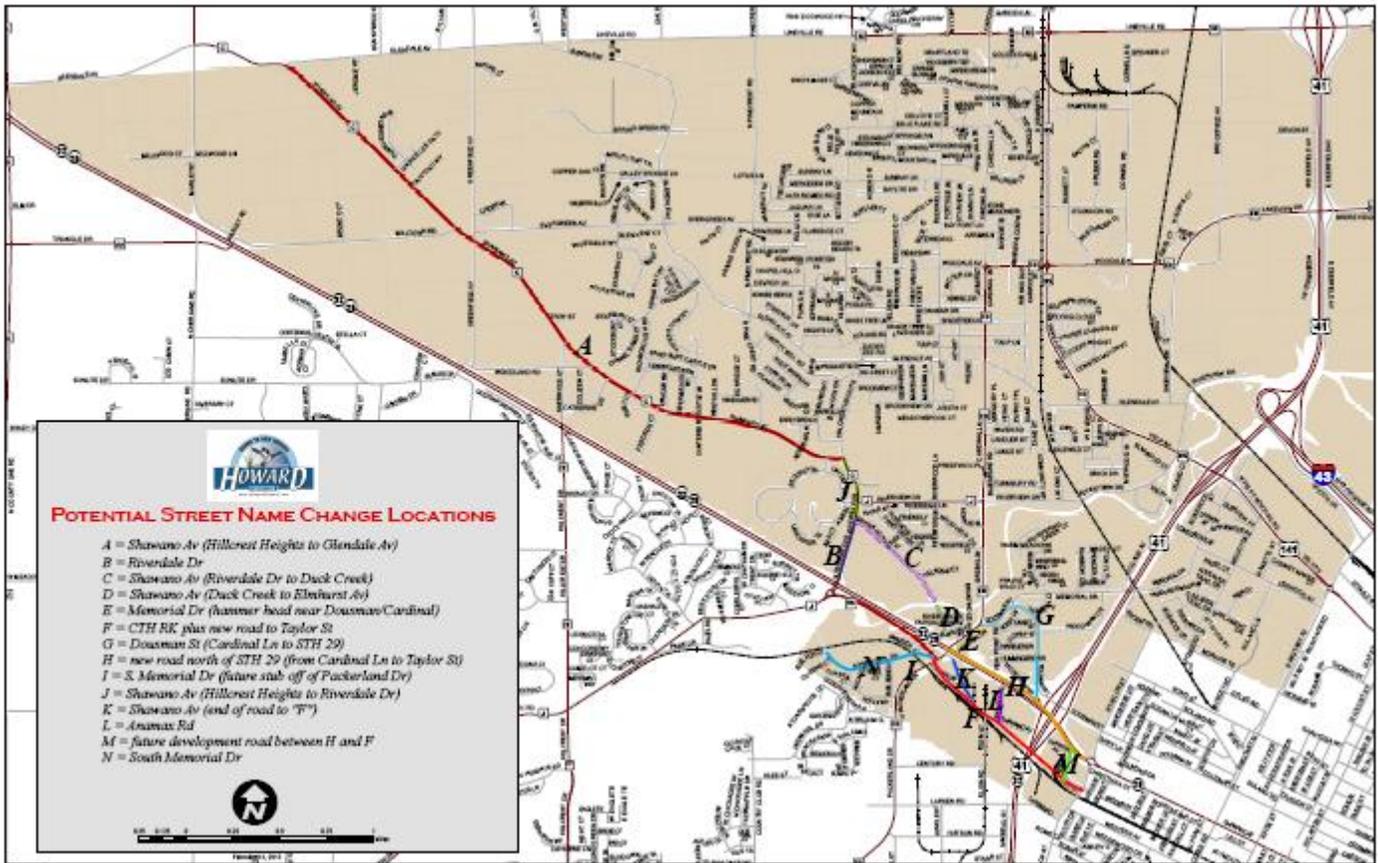
|                             | MONTH     | YTD       | 2012       | 2011       | 2010       | 2009       | 2008       | 2007       | 2006       | 2005       | 2004       | 2003       |
|-----------------------------|-----------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| <b>PROJECTS</b>             |           |           |            |            |            |            |            |            |            |            |            |            |
| New Single Family Dwellings | 4         | 8         | 46         | 42         | 80         | 48         | 43         | 153        | 65         | 56         | 122        | 182        |
| New Duplexes                | 0         | 0         | 1          | 0          | 0          | 0          | 0          | 3          | 5          | 7          | 5          | 2          |
| New Multi-Family Dwellings  | 0         | 3         | 4          | 17         | 15         | 0          | 2          | 3          | 5          | 10         | 3          | 5          |
| New Residential Accessory   | 0         | 1         | 20         | 29         | 43         | 15         | 29         | 29         | 26         | 33         | 27         | 33         |
| New Commercial/Industrial   | 0         | 0         | 10         | 11         | 6          | 10         | 18         | 17         | 10         | 20         | 25         | 29         |
| Res. Additions/Alterations  | 18        | 48        | 189        | 169        | 241        | 202        | 214        | 187        | 197        | 227        | 190        | 233        |
| Comm/Ind Add/Alterations    | 3         | 13        | 67         | 49         | 54         | 33         | 60         | 53         | 60         | 32         | 59         | 48         |
| Other Projects              | 2         | 8         | 150        | 78         | 139        | 170        | 156        | 143        | 127        | 94         | 116        | 95         |
| <b>TOTAL PROJECTS</b>       | <b>27</b> | <b>81</b> | <b>489</b> | <b>395</b> | <b>578</b> | <b>478</b> | <b>522</b> | <b>588</b> | <b>495</b> | <b>479</b> | <b>547</b> | <b>627</b> |

|                             | MONTH            | YTD              | 2012              | 2011              | 2010              | 2009              | 2008              | 2007              | 2006              | 2005              | 2004              | 2003              |
|-----------------------------|------------------|------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| <b>COSTS (\$)</b>           |                  |                  |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |
| New Single Family Dwellings | 918,248          | 1,417,848        | 5,689,191         | 7,036,710         | 11,198,431        | 5,416,119         | 8,123,915         | 19,894,651        | 19,894,645        | 8,984,277         | 19,193,723        | 28,146,171        |
| New Duplexes                | 0                | 0                | 248,899           | 0                 | 0                 | 0                 | 0                 | 833,046           | 1,104,068         | 1,558,658         | 1,826,699         | 275,990           |
| New Multi-Family Dwellings  | 0                | 1,347,136        | 1,123,336         | 6,272,600         | 7,799,365         | 0                 | 1,049,190         | 1,731,370         | 2,501,006         | 10,633,221        | 1,248,480         | 6,714,825         |
| New Residential Accessory   | 0                | 63,350           | 195,894           | 422,500           | 617,380           | 75,150            | 197,473           | 158,525           | 295,075           | 196,088           | 71,512            | 162,849           |
| New Commercial/Industrial   | 0                | 0                | 1,281,480         | 13,968,572        | 1,292,500         | 3,837,536         | 2,235,954         | 3,612,785         | 3,298,072         | 2,892,200         | 9,379,288         | 5,832,895         |
| Res. Additions/Alterations  | 132,280          | 482,271          | 1,252,214         | 1,708,112         | 2,355,490         | 1,235,898         | 2,018,844         | 1,434,813         | 1,724,256         | 1,995,371         | 1,641,286         | 2,033,820         |
| Comm/Ind Add/Alterations    | 588,283          | 777,626          | 5,504,145         | 4,159,423         | 2,291,664         | 1,542,389         | 4,054,743         | 8,375,790         | 11,550,510        | 3,895,909         | 7,488,498         | 1,451,146         |
| Other Projects              | 48,790           | 83,238           | 613,687           | 274,218           | 467,781           | 748,825           | 666,195           | 638,495           | 689,844           | 682,220           | 403,057           | 292,128           |
| <b>TOTAL COSTS (\$)</b>     | <b>1,605,411</b> | <b>4,101,482</b> | <b>19,816,437</b> | <b>34,324,163</b> | <b>25,862,651</b> | <b>12,855,917</b> | <b>16,264,587</b> | <b>36,693,250</b> | <b>31,875,802</b> | <b>39,829,888</b> | <b>60,657,384</b> | <b>46,847,282</b> |

|                                     | MONTH         | YTD           | 2012           | 2011           | 2010           | 2009           | 2008           | 2007           | 2006           | 2005           | 2004           | 2003           |
|-------------------------------------|---------------|---------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| <b>FEEES (\$)</b>                   |               |               |                |                |                |                |                |                |                |                |                |                |
| New Single Family Dwellings         | 5,888         | 16,298        | 56,314         | 25,445         | 42,471         | 28,253         | 26,854         | 68,217         | 38,489         | 28,357         | 57,935         | 84,295         |
| New Duplexes                        | 0             | 0             | 1,665          | 0              | 0              | 0              | 0              | 2,246          | 3,897          | 4,452          | 3,378          | 1,114          |
| New Multi-Family Dwellings          | 0             | 11,049        | 9,748          | 20,269         | 16,132         | 0              | 2549           | 4,511          | 7,816          | 27,818         | 4,179          | 21,707         |
| New Residential Accessory           | 0             | 1,532         | 2,918          | 2,374          | 2,628          | 459            | 1,133          | 1,033          | 1,107          | 1,268          | 815            | 1,075          |
| New Commercial/Industrial           | 0             | 0             | 6,191          | 38,639         | 2,519          | 8,734          | 9,788          | 13,448         | 13,678         | 13,669         | 25,988         | 21,781         |
| Res. Additions/Alterations          | 2,338         | 5,723         | 17,116         | 14,226         | 26,883         | 10,887         | 14,173         | 11,487         | 16,884         | 13,246         | 19,891         | 12,635         |
| Comm/Ind Add/Alterations            | 9,516         | 12,571        | 99,379         | 30,132         | 13,263         | 12,169         | 27,322         | 22,567         | 28,531         | 17,890         | 38,665         | 9,044          |
| Other Projects                      | 165           | 1,180         | 10,426         | 6,267          | 6,856          | 6,657          | 5,432          | 4,887          | 4,649          | 3,309          | 4,055          | 2,945          |
| <b>TOTAL PERMIT FEES (\$)</b>       | <b>17,916</b> | <b>42,332</b> | <b>194,702</b> | <b>137,429</b> | <b>111,942</b> | <b>56,209</b>  | <b>91,643</b>  | <b>126,125</b> | <b>99,281</b>  | <b>107,297</b> | <b>138,646</b> | <b>154,567</b> |
| <b>TOTAL WATER SUPPLY FEES (\$)</b> | <b>1,176</b>  | <b>2,362</b>  | <b>9,901</b>   | <b>30,764</b>  | <b>51,387</b>  | <b>20,342</b>  | <b>22,619</b>  | <b>36,074</b>  | <b>35,629</b>  | <b>21,222</b>  | <b>31,893</b>  | <b>19,673</b>  |
| <b>TOTAL IMPACT FEES (\$)</b>       | <b>7,564</b>  | <b>61,895</b> | <b>127,879</b> | <b>292,772</b> | <b>306,013</b> | <b>157,853</b> | <b>176,462</b> | <b>177,168</b> | <b>164,232</b> | <b>134,429</b> | <b>172,936</b> | <b>190,275</b> |

|                              | MONTH   | YTD     | 2012    | 2011    | 2010    | 2009    | 2008    | 2007    | 2006    | 2005    | 2004    | 2003    |
|------------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| <b>SINGLE FAMILY</b>         |         |         |         |         |         |         |         |         |         |         |         |         |
| Construction Cost (Avg-\$)   | 229,562 | 177,231 | 289,191 | 179,207 | 139,486 | 112,836 | 188,907 | 130,068 | 164,533 | 166,434 | 157,342 | 154,649 |
| Permit Fees (Avg-\$)         | 1,472   | 1,287   | 1,215   | 1,215   | 531     | 422     | 485     | 447     | 489     | 471     | 475     | 463     |
| Impact Fees (Avg-\$)         | 1,892   | 1,862   | 1,892   | 1,847   | 1,868   | 1,225   | 1,966   | 1,023   | 996     | 946     | 806     | 738     |
| Finished Floor Area (Avg-SF) | 2,997   | 2,424   | 2,285   | 2,142   | 1,889   | 1,707   | 2,137   | 1,968   | 2,052   | 2,151   | 2,194   | 1,933   |
| Garage Area (Avg-SF)         | 1,891   | 941     | 939     | 835     | 828     | 702     | 920     | 866     | 885     | 914     | 915     | 941     |
| Lot Area (Avg-SF)            | 22,178  | 18,152  | 17,527  | 18,591  | 17,815  | 14,196  | 19,921  | 18,216  | 16,064  | 21,489  | 21,893  | 19,673  |
| With Municipal Sewer (%)     | 100%    | 100%    | 100%    | 98%     | 100%    | 100%    | 99%     | 99%     | 100%    | 100%    | 97%     | 99%     |
| With Municipal Water (%)     | 100%    | 100%    | 100%    | 98%     | 100%    | 100%    | 98%     | 97%     | 100%    | 100%    | 97%     | 99%     |
| On Floodplain Lots (%)       | 0%      | 0%      | 8%      | 2%      | 3%      | 8%      | 19%     | 3%      | 6%      | 2%      | 2%      | 4%      |

|                            | MONTH | YTD | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 | 2003 |
|----------------------------|-------|-----|------|------|------|------|------|------|------|------|------|------|
| <b>DWELLING UNITS</b>      |       |     |      |      |      |      |      |      |      |      |      |      |
| In Single Family Buildings | 4     | 8   | 48   | 42   | 80   | 48   | 43   | 153  | 65   | 56   | 122  | 182  |
| In Two Family Buildings    | 0     | 0   | 2    | 0    | 0    | 0    | 0    | 6    | 10   | 14   | 10   | 4    |
| In Multi-Family Buildings  | 0     | 34  | 24   | 160  | 161  | 0    | 18   | 23   | 20   | 107  | 12   | 102  |



# Village of Howard

## Comprehensive Outdoor Recreation Plan

2013 – 2018

Village of Howard  
April 2013

### **Introduction**

Parks, recreation facilities, and open space are tremendous assets for a community. They provide leisure time opportunities for residents and visitors of the community. Public open space and recreation facilities are becoming an increasingly important investment for both municipalities and residents. Parks, recreation, and open space facilities often represent the image and perception of a community. The provision and adequate supply of areas and activities to accommodate the needs of the public has been proven to promote the general health, welfare, and safety of our community and citizens.

Over the years, the desire for recreation and open space has continued to grow and local communities across the world need to continue to provide park, open space, and recreational opportunities to their citizens. To assure these services are provided in an efficient and effective manner, planning principles should be included as an important element of outdoor recreation and open space programs. This process is typically outlined and explained in a Comprehensive Outdoor Park and Open Space Plan.

### **Purpose**

This document is intended to formally update the existing Comprehensive Outdoor Recreation Plan adopted by the Village of Howard in 2005. The adoption of this plan is required for the Village of Howard to remain eligible for cost sharing aid programs administered through the State of Wisconsin.

This plan involves a cooperative effort based on resources from the original Comprehensive Outdoor Recreation Plan, Village of Howard Comprehensive Plan and input from village staff and citizens. It is intended to guide the village in continuing to meet open space and recreation needs of its citizens for the next five years.

### **Vision**

The Village of Howard strives to provide the best system of parks and recreation facilities, open space sites, and activities to its current and future stakeholders in a manner which is responsive to the needs of all users, is fiscally responsible, and promotes the protection and preservation and sustainability of the community's environmental, natural, archeological, historical, and cultural resources.

### **Goal 1: Establish and maintain high quality parks and recreational services to Howard residents and visitors.**

- Maintain the amount of park and open space at the current level of service, which is 20 acres of parkland per 1,000 residents.
- Replace old, deteriorated or unsafe equipment and facilities.
- Maintain current equipment and facilities for maximum longevity and safety.
- Pursue funding for programs that can aid in park and recreation development and land acquisition.
- Update facilities to be ADA compliant.
- Use the capital improvement program (CIP) and the CORP as a guide in establishment of annual park budgets.
- Plan and develop existing park and recreation areas to their fullest potential.

### **Goal 2: Promote Howard as a destination for regional and statewide recreational tourism.**

- Continue to work with area adult and youth groups to attract sport tournaments.
- Partner with regional groups to bring in state and regional sport tournaments.
- Work with area tourism and lodging/restaurant/business in marketing efforts.
- Support local development of new recreational facilities. (aquatic, ice rink, quarries, City Centre park, etc.)
- Promote and market Village Green Golf Course as the best municipal 9-hole golf course in Wisconsin.

### **Goal 3: Offer park and recreational services in an efficient, effective, and economical manner that enhances the quality of the Howard Parks and Recreation System.**

- Cooperatively work with surrounding businesses, municipalities, schools, Counties and the State of Wisconsin.
- Recognize potential in working with other public and private organizations in donating aid to park system development.
- Conduct periodic reviews of programs and services and their benefit to the community.
- Pursue state and federal funding programs that can aid in the development of park properties.
- Investigate private funding sources. Public / private partnerships.

### **Goal 4: Promote water recreation throughout the community.**

- Enhance and maintain access to the Bay of Green Bay, Duck Creek and quarries.
- Promote and maintain public boat launches.

- Investigate and develop recreation opportunities on the quarries and Duck Creek.
- Develop the Historic Quarry area as denoted in the Village of Howard Comprehensive Plan Special Districts.
- Investigate and develop aquatic swimming facilities and splash parks.

**Goal 5: Evaluate and analyze park, open space, and recreational services based on changing needs of the community. Combine with #1?**

- Encourage citizen involvement with the development of the plan.
- Provide periodic reviews of the plan. Update CORP every 5 years.
- Utilize Park & Recreation Community Survey 2011
- Reference the Village of Howard Comprehensive Plan recommendations for park acquisitions and development.

**Goal 6: Promote bicycle and pedestrian facilities throughout the Village.**

- Promote the development of trails (& linear parks facilities).
- Incorporate the use of bicycle and pedestrian facilities when planning all Park and Recreation and Public Works projects.
- Encourage the development of a multi-modal system throughout the Village to link neighborhoods, parks, schools, commerce and tourism, and promote safe and efficient travel.

**Goal 7: Encourage the preservation of environmentally sensitive and historically significant areas.**

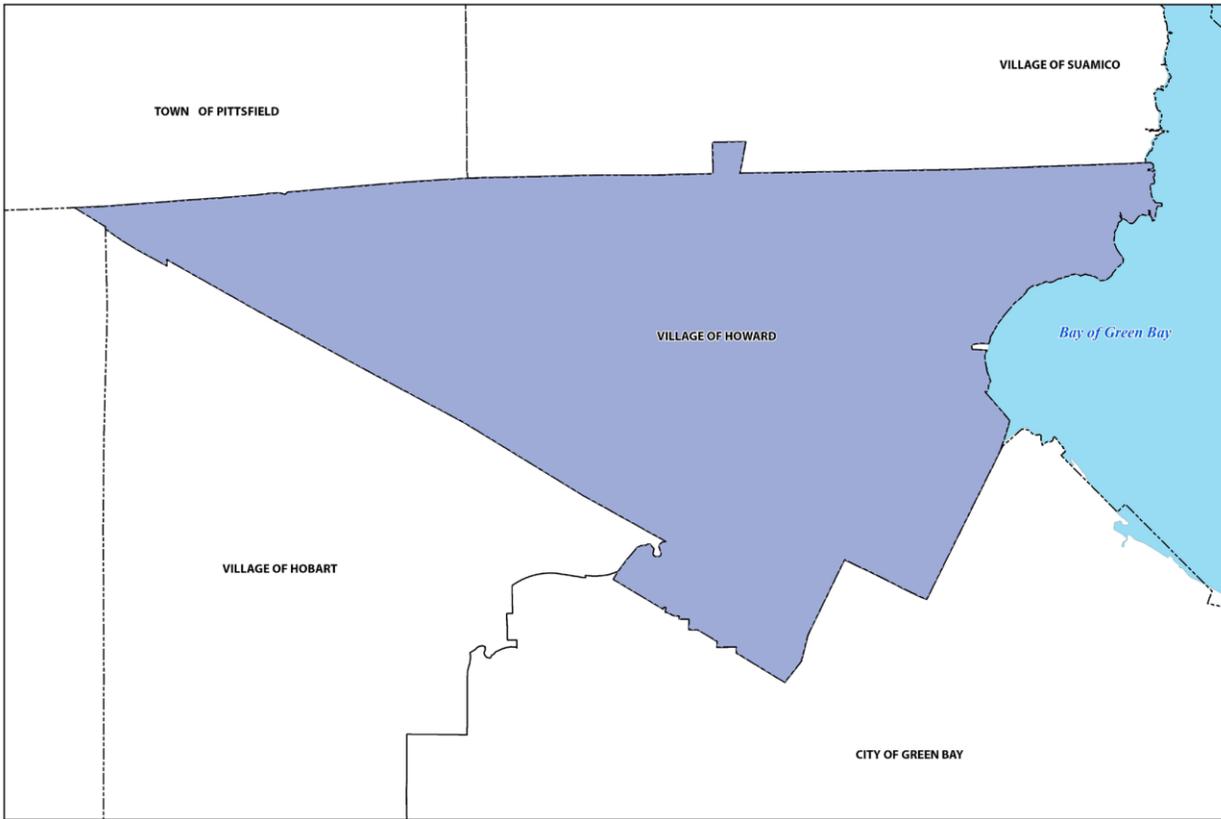
- Conservancy lands, which can be adequately and appropriately protected without public expenditure, should be preserved. Public funds should be used to acquire conservancy lands which cannot be protected through other means, or where public access is a high priority.
- Incorporate and promote natural features such as floodplains, wetlands, and woodlands as passive recreation areas.
- Preserve and/or appropriately develop environmental corridors.
- Identify and incorporate historical entities into the development of Village Parks.
- Incorporate signage identifying the historic significance of certain parks and areas.

**Goal 8: Promote and encourage the use of sustainable resources within the Howard Parks and Recreation system.**

- Develop a plan and promote the use of Village parcels for community gardens and urban farming.
- Promote recycling efforts throughout the park system.
- Utilize and improve energy efficient devices in parks and facilities.
- Investigate the use of enviro-conscious methods, products and supplies.

**HOWARD LOCATION**

The Village of Howard is located in the northwestern part of Brown County, with a small western parcel of land in Outagamie County. Howard is bounded by the Village of Suamico and Town of Pittsfield to the north, the Village of Hobart and the City of Green Bay to the south, and the Bay of Green Bay to the east. Figure 0.1 illustrates Howard's regional setting.



## DEMOGRAPHIC TRENDS

Over the last several decades, the Village of Howard has experienced a rapid increase in population. Between 1960 and 2010, the Village population rose from 3,485 to 17,399, for total increase of 399% and average annual increase of 3.27%. Annual Population growth from 2000 to 2010 was somewhat lower but still strong at 2.53%. Table 1.1 summarizes the population change in Howard since 1960.

**Table 1.1** Historic Population Change for Howard, 1960 -2010

| <b>Year</b> | <b>Population</b> | <b>Decade</b> | <b>Percent Change</b> |
|-------------|-------------------|---------------|-----------------------|
| <b>2010</b> | 17,399            | 2000-2010     | 28.4%                 |
| <b>2000</b> | 13,546            | 1990-2000     | 37.2%                 |
| <b>1990</b> | 9,874             | 1980-1990     | 19.8%                 |
| <b>1980</b> | 8,240             | 1970-1980     | 67.8%                 |
| <b>1970</b> | 4,911             | 1960-1970     | 40.9%                 |
| <b>1960</b> | 3,485             | 1950-1960     | N/A                   |

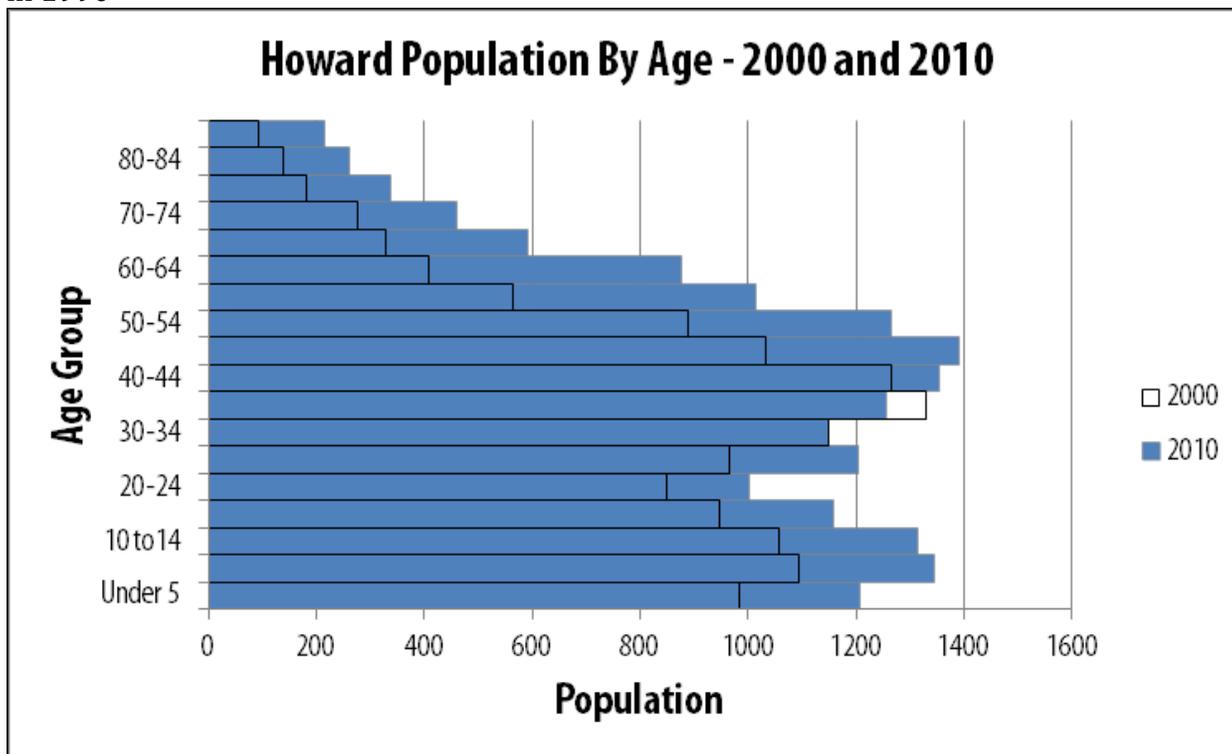
Source: U.S. Census Bureau, 2010

## AGE DISTRIBUTION

Population age distribution is an important indicator of both future population dynamics and village-wide needs. A large concentration of the young adult population, for example, could mean a coming boom of young children. At the same time, the need for goods and services such as jobs, housing, social economic support and healthcare are affected by age distribution. For instance, cities with a high concentration of baby boomers will want to make sure they are preparing to provide retirement services such as leisure and healthcare as the boomers move into that life stage in the coming decades.

Figure 1.1 displays Howard's population in 2000 and 2010, divided into 5 year age increments, also called age cohorts.

The 2010 median age of Village of Howard residents was 36.3 years, up from 33.8 years in 2000 and 29.9 in 1990



**Figure 1.1 - Howard Population by Age Cohort in the years 2000 and 2010.**

The age distribution analysis reveals the following trends:

- Howard's median age has risen significantly in the past 20 years, from 29.9 to 36.3 (6.4 year increase).
- Howard population grew in all age cohorts except the 30-34 and 35-39 age ranges, which lost population.
- Mid Age Adults and Children were the largest life stage groups in 2010. This may be a reflection of the increasing popularity of Howard as a place to raise families.
- The Young Adult life stage group was previously the largest group in 2000, but decreased its proportion of the population by approximately 5% from 2000 to 2010. It is now the third largest group.
- The largest percent increase from 2000 to 2010 occurred in the Retirees life stage group. This group also experienced the largest percent increase in the previous decade, 1990- 2000. This likely reflects Howard's growing attractiveness as a retirement destination.

## POPULATION PROJECTIONS

Population projections can help Howard plan efficiently for future land use and community service needs. These projections are formed by first evaluating Howard's historic trends in population (see previous section) and construction activity, and then projecting these trends out toward the future.

Table 1.8 shows residential construction activity from 2000-2009. This activity is an indicator of population growth and can be helpful in projecting future growth. Figure 1.3 graphs the construction activity by housing type.

|                      | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | Total | Average |
|----------------------|------|------|------|------|------|------|------|------|------|------|-------|---------|
| <b>SF</b>            | 154  | 190  | 175  | 182  | 122  | 56   | 65   | 153  | 43   | 48   | 1,188 | 119     |
| <b>2 - 4 Family</b>  | 32   | 28   | 10   | 4    | 10   | 14   | 10   | 6    | 0    | 0    | 114   | 11      |
| <b>Multi Family</b>  | 38   | 132  | 103  | 102  | 12   | 107  | 20   | 23   | 18   | 0    | 555   | 56      |
| <b>Total Permits</b> | 224  | 350  | 288  | 288  | 144  | 177  | 95   | 182  | 61   | 48   | 1,857 | 186     |
| <b>Demolished</b>    | 1    | 4    | 0    | 9    | 4    | 5    | 11   | 4    | 1    | 1    | 40    | 4       |
| <b>Net Total</b>     | 223  | 346  | 288  | 279  | 140  | 172  | 84   | 178  | 60   | 47   | 1,817 | 182     |

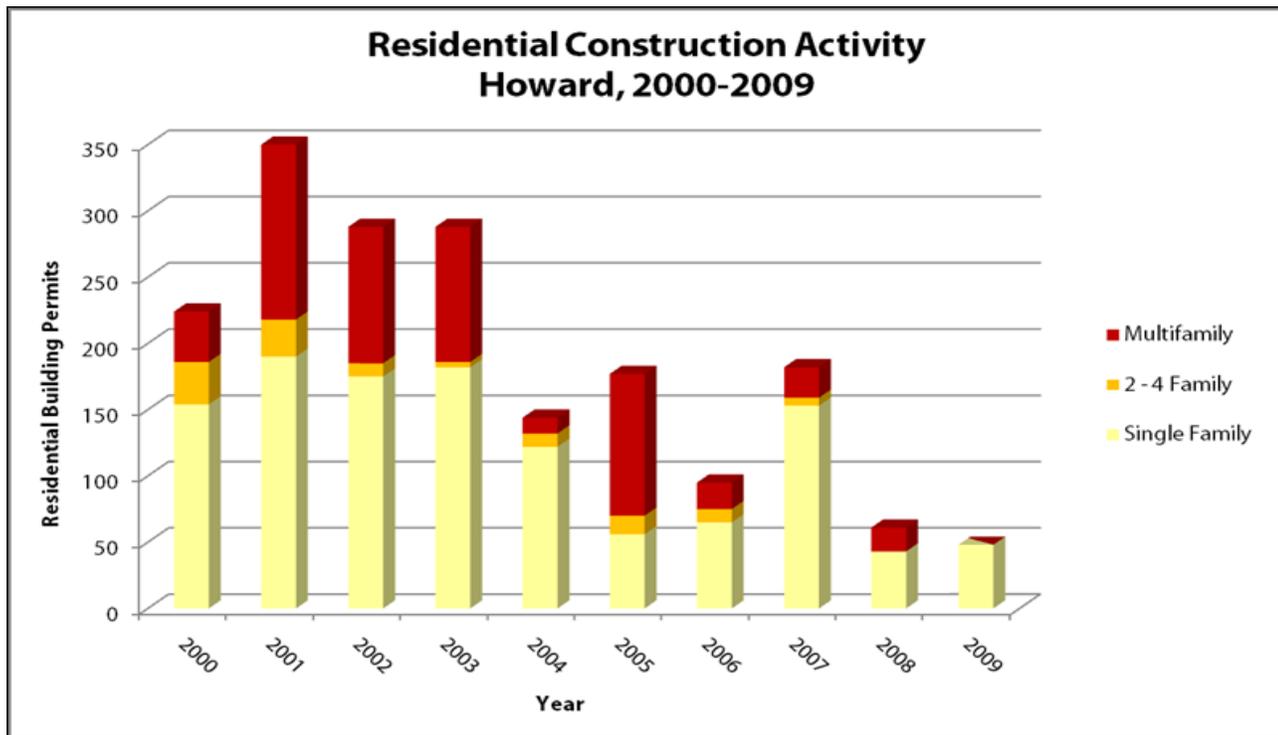


Figure 1.3 - Residential Construction Building Permits Issued in Howard from 2000 to 2009

This plan recommends using an average annual growth rate of 3.0% that projects a 2030 population of 31,425. This annual growth rate is considered a high growth scenario, as it is higher than the growth rate during the last decade. However, this growth rate fits Howard's long term population trends, and its plans

to continue aggressive population increase.

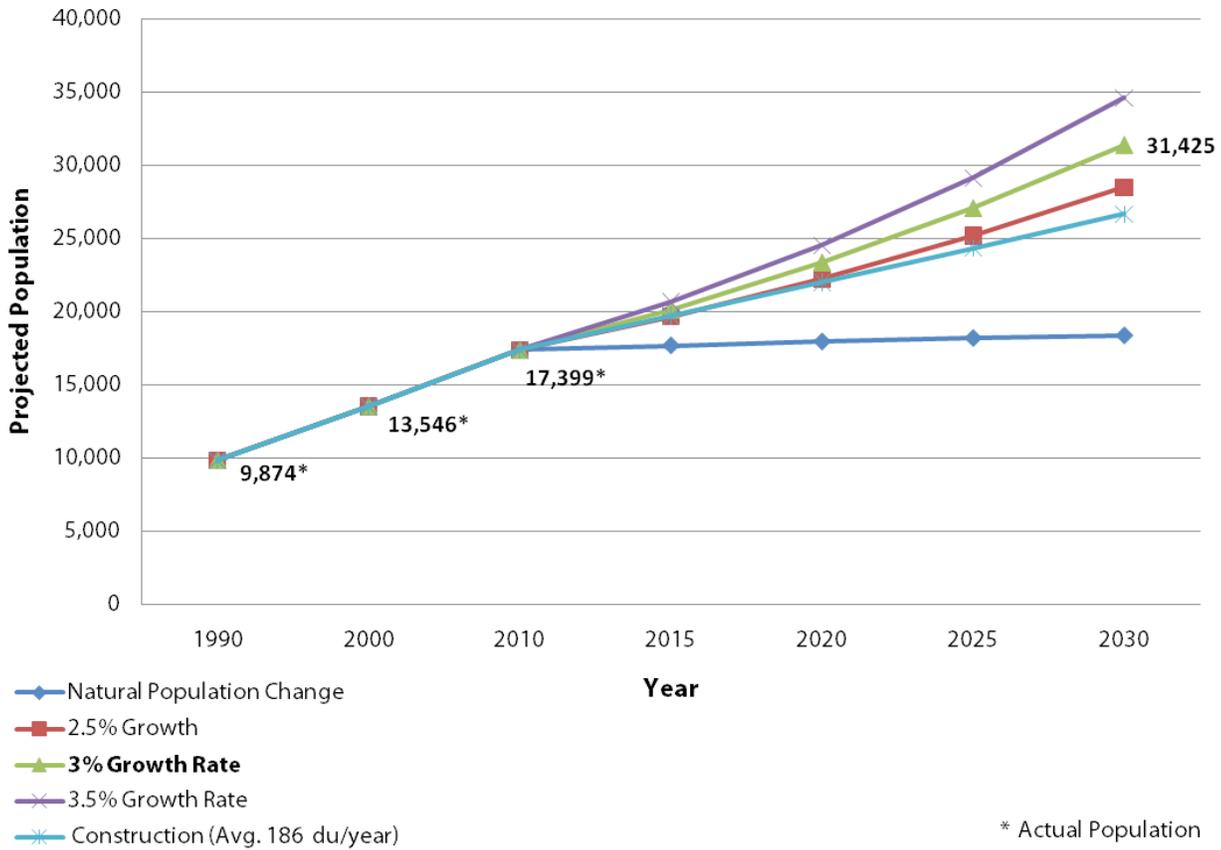


Figure 1.4 - Scenarios for Howard’s population growth through the year 2030. This plan recommends the 3.0% annual gr