

# Town of La Pointe Comprehensive Plan Steering Committee

Special Town Board Workshop  
Dec. 15, 2022



**La Pointe  
Comprehensive  
Plan Steering  
Committee**

Phase 1: Research

Phase 2: Design survey

Phase 3: Public participation

**Phase 4: Review findings**

Phase 5: Draft Plan

Phase 6: Plan approval

# La Pointe Comprehensive Plan Steering Committee

## Phase 1: Research

- Review existing plan (adopted 2014)
- Current conditions

## Phase 2: Design survey

- Beyond realm of zoning and Town government
- Not everything that can be done will be done

## Phase 3: Public participation

- Survey
- Forums
- More than 600 participants

# La Pointe Comprehensive Plan Steering Committee

## Phase 4: Review findings

- Identify priorities
- Develop vision, mission, values, goals
- Create Plan framework

## Phase 5: Draft Plan

- Public hearing
- Revise Plan

## Phase 6: Plan approval

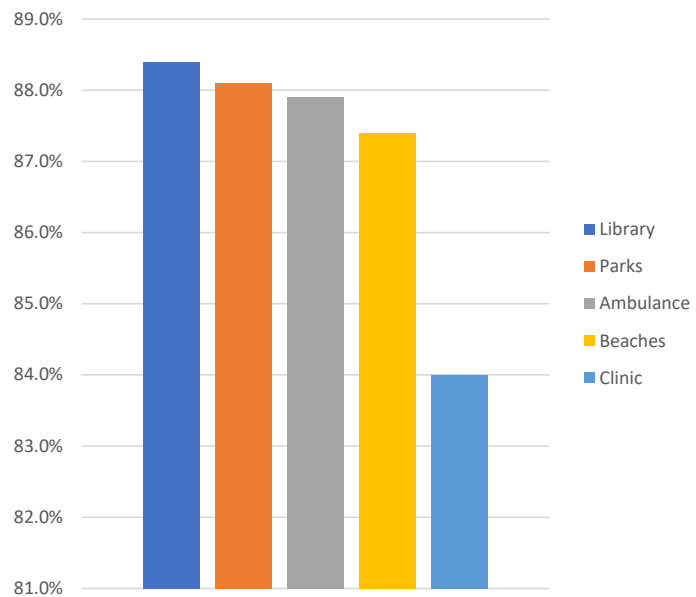
- TPC recommendation
- Town Board adoption

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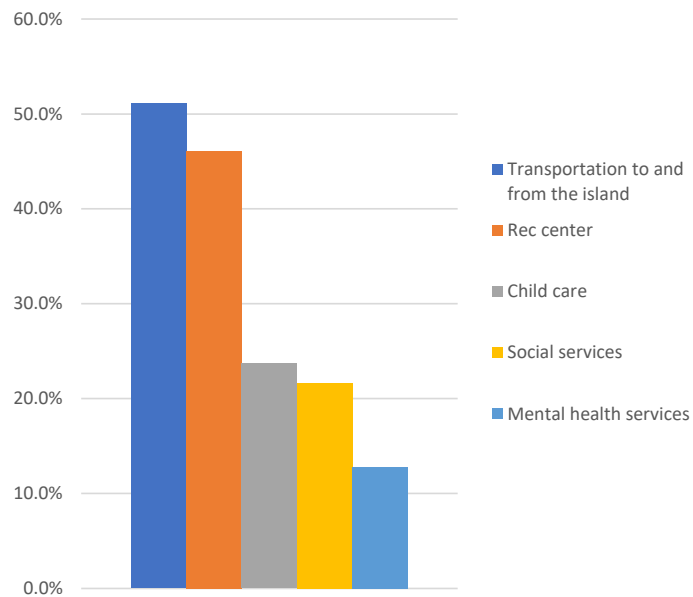
**Resident Priorities**

- Access to and from island
- Property taxes
- Natural environments
- Housing
- Tourism
- Business
- Collaboration
- Seasonal, year-round differences

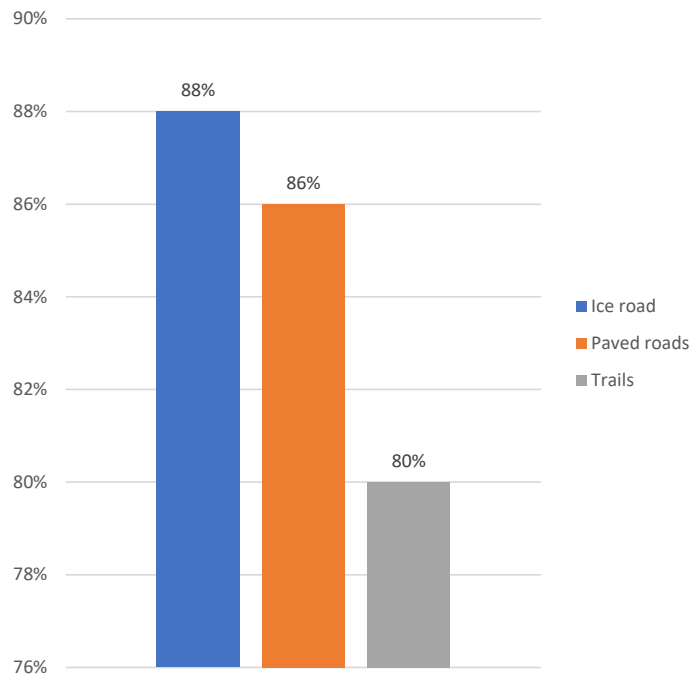
Public or private services  
Highest satisfaction



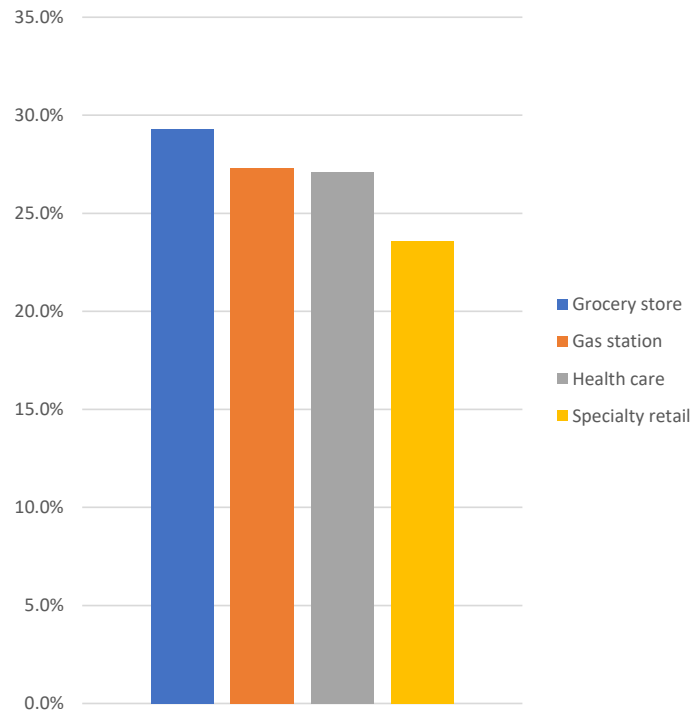
Public or private services  
Lowest satisfaction



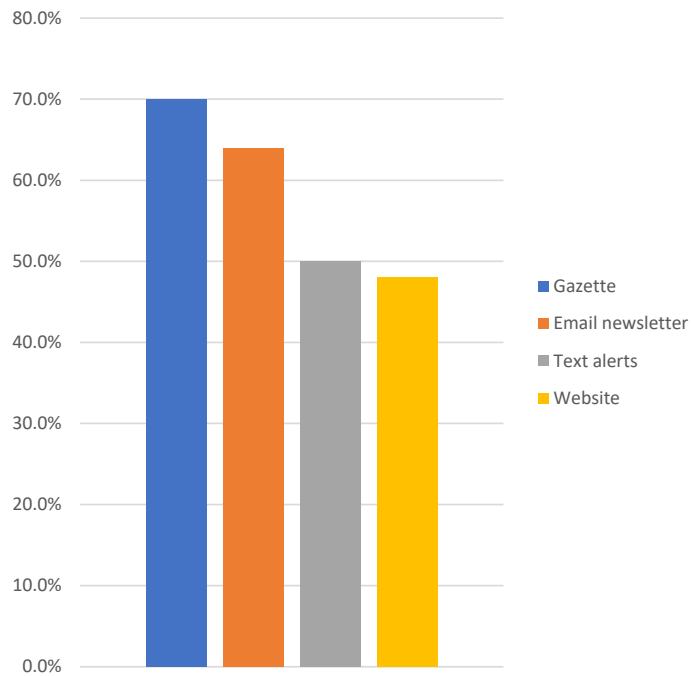
### Transportation (highest levels of satisfaction)



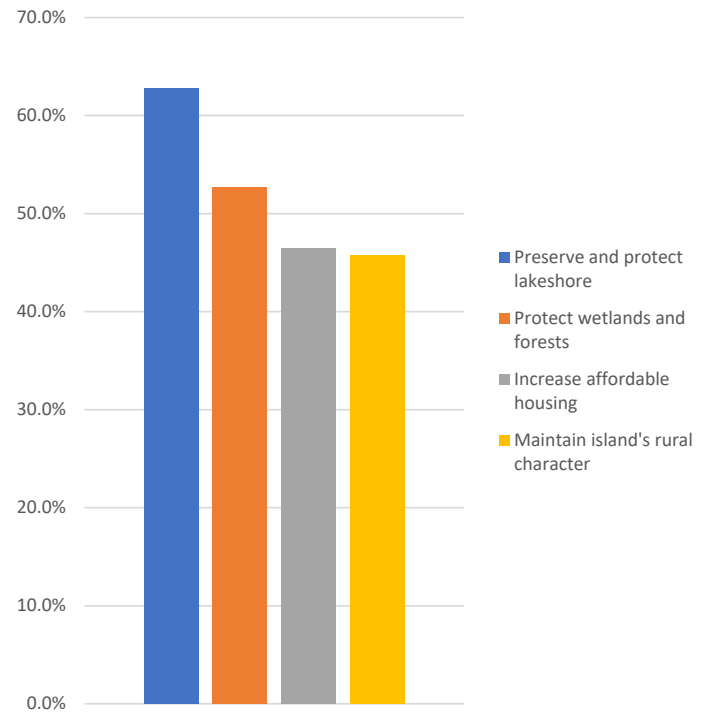
### Types of new businesses needed most



### How should Town communicate with residents?

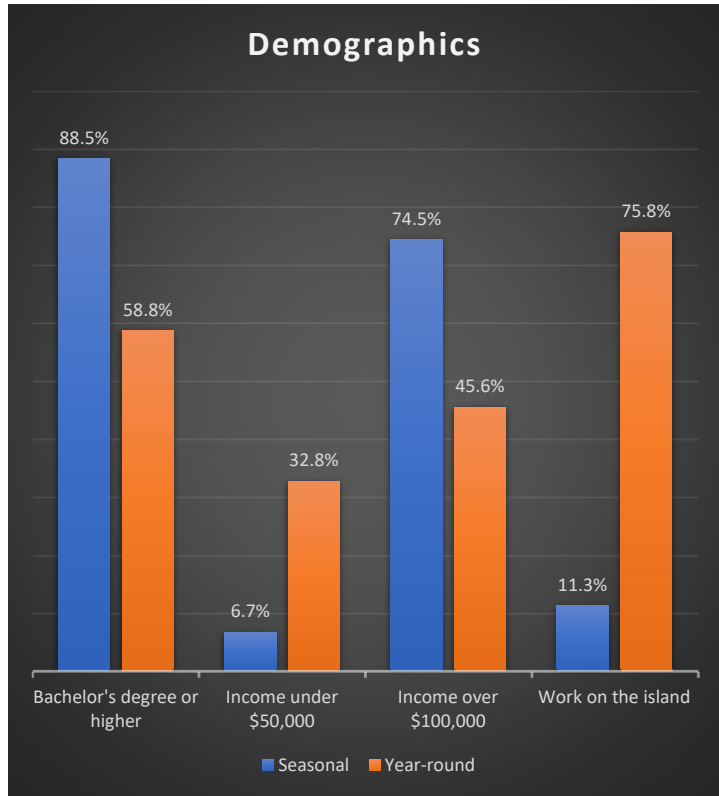


### Highest priorities for land use

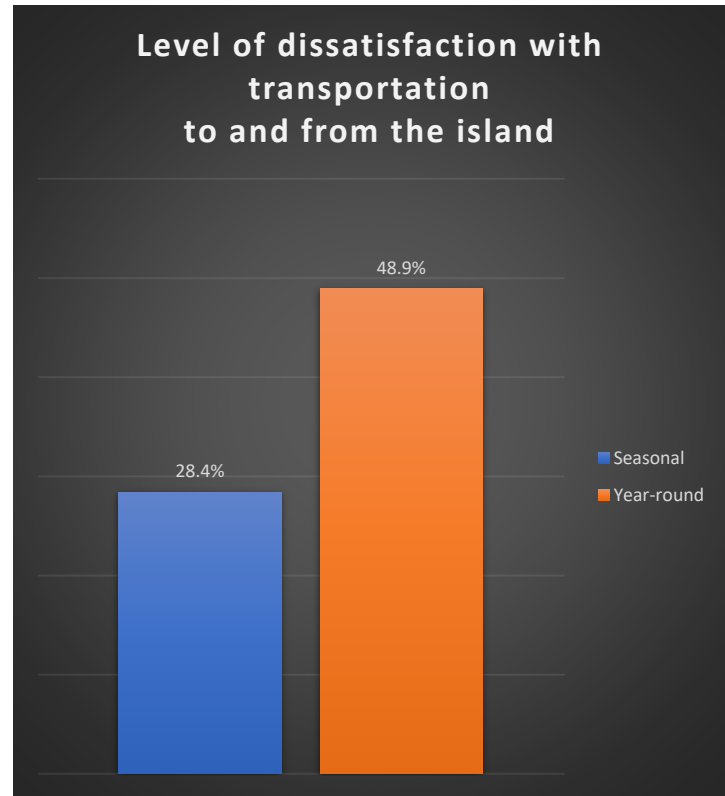


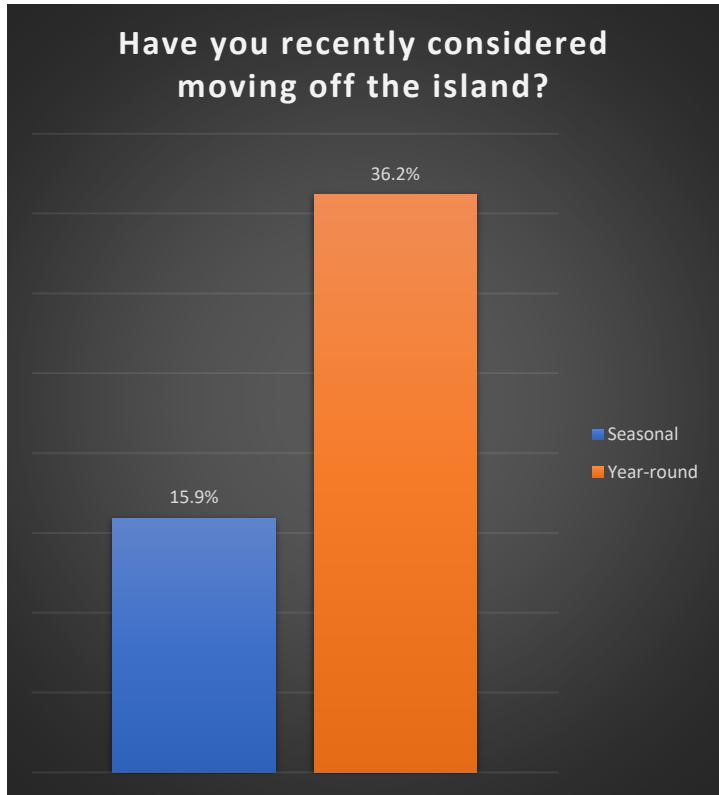
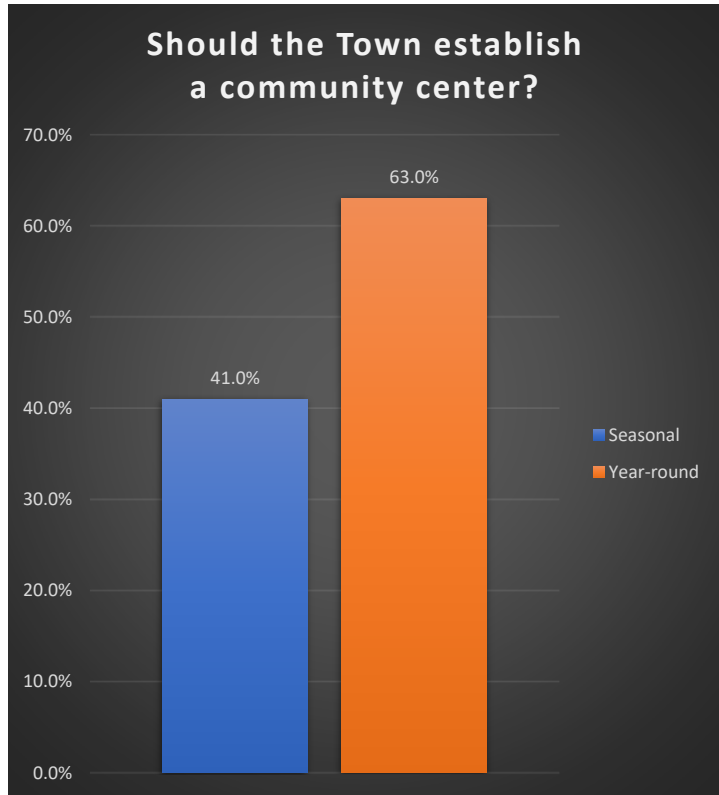


### Demographics



### Level of dissatisfaction with transportation to and from the island





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## Areas that should be prioritized in the Comprehensive Plan

### Year-round

- Transportation to and from the island
- Housing availability and affordability
- Public infrastructure and services

### Seasonal

- Property taxes
- Transportation to and from the island
- Availability of goods and services

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## Priorities for environmental sustainability and resilience

### Year-round

- Increase availability of renewable energy
- Address lakeshore erosion
- Improve and expand the sewer system

### Seasonal

- Protect environmentally sensitive areas
- Address lakeshore erosion
- Protect/increase wildlife habitat

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## Priorities to improve the quality of civic life

### Year-round

- Obtain more direct and frequent services from Ashland County
- Maintain a Bayfield School District school on the island
- Separate from Ashland County

### Seasonal

- Formalize relationships and responsibilities with nonprofit organizations that provide important services on the island
- Maintain a Bayfield School District school on the island
- Form an “island council” to connect island organizations and social networks

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**Plan Framework: Chapters**

- High quality of life
- Economic vitality
- Partnerships
- Natural beauty and resources
- Resources and sustainability
- Culture of diversity

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High quality of life: Action steps

- Preserve and expand presence and services of Clinic
- Secure direct mental-health and addiction services for island residents
- Ensure that ferry line, wind sled, and other means of access to and from the island are affordable, available and reliable

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**High quality of life: Action steps**

- Housing options that are affordable, available year-round, and decent
- Expand year-round availability of goods and services through targeted addition of new entrepreneurs or cooperative buying arrangements
- Support (and expand where possible) child-care services that Library and St. John's currently provide



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High quality of life: Action steps

- Develop necessary supports, infrastructure for more residents to age in place
- Create community gathering opportunities that are alcohol-free
- Cooperative efforts to generate more activities in winter

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High quality of life: Undecided topics

- A new “community center” – what kind and where?
- How to address public services that do not have high levels of satisfaction -- policing, rec center, gravel roads, lack of public boat facilities
- Whether, or how, to pursue more widespread, reliable cell phone coverage

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Economic vitality: Action steps

- Bring tourism into better balance to protect character of island and sanity of business owners and workers
- Improve appearance, diversity, reliability, and customer-relations skills of businesses in commercial core
- Use Chamber website or other means to create directory of businesses, services and housing options that are targeted as much at island residents as at visitors

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**Economic vitality: Action steps**

- Create space for commercial-oriented business development
- Use zoning and other tools to address impact of short-term rentals on Town economy and long-term housing availability

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**Economic vitality: Undecided topics**

- How, where to improve/expand bicycling infrastructure
- Role and oversight of home-based businesses
- Expand employment options
- Formal mentoring, succession planning for island businesses

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Partnerships: Action steps

- Formalize relationships, responsibilities among Town, key island organizations
- Identify Ashland County services, agencies that need to increase presence on island
- Get a commitment from Bayfield School District about presence on island or pursue island-only alternatives
- Pursue specific ways to consistently engage seasonal residents in decision-making on island

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**Partnerships**

- **Maintain:** Importance of unique sense of place
- **Undecided:** Expand the areas of common purpose between seasonal and year-round residents
- **Undecided:** Balance of where private sector operates, where Town operates, and where Town intervenes when free market does not serve community needs

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**Natural beauty/resources: Action steps**

- Define “junk” properties and pursue clean-up
- Define role of trailers and campers, limitations and requirements for use
- Tighten and clarify guidelines and enforcement on where to allow business activities outside commercial core
- Uniform, comprehensive enforcement of Zoning Ordinance



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Natural beauty and resources

- Maintain: access to natural environment; look for opportunities to add public lake access and improve accessibility at Big Bay Town Park
- Maintain: wetlands protection in Zoning Ordinance
- Maintain: Proper use of density as outlined in Zoning Ordinance
- Undecided: Building standards

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Community resources, sustainability:  
Action steps

- Create Island “roundtable”
- Educate property owners about zoning, using specific cases as examples
- Understand why more than one-third of year-round residents are thinking of leaving island, address these concerns to maintain diverse population
- Take cooperative approaches to build on existing farmers markets and community garden, make fresh food (beyond eggs) more available and more affordable for more of the year

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Community resources, sustainability:  
Undecided

- Address personal impact of summer/winter business cycle on workers, businesses and island residents
- How to improve Town and other communication platforms on island
- How to encourage what kinds of renewable energy
- How, where to expand sanitary system

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Culture of diversity

- Action step: Dialogue between Town, Museum, tribes, arts organizations on presence of Anishinaabe culture, activities, people on island
- Maintain: Role of Museum, MIHPA in preserving and promoting island's heritage and historical places
- Maintain: Presence of and opportunities for artists to thrive

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## Revised Vision, Mission, and Values Statements

### **Town of LaPointe**

### **Comprehensive Plan: 2023-2028**

(Draft 12/8/2022)

#### **Vision Statement**

*We envision a vibrant and inclusive community that embraces nature, people, and our shared potential.*

#### **Mission Statement**

*Our mission is to connect our community and our strengths to make life here more sustainable, enjoyable, and enriching.*

#### **Values**

##### *One Island, One Community*

*We honor the diversity and interdependence of the people and natural systems that make Madeline Island a treasured place. We value working together to create a welcoming community where everyone thrives.*

##### *Integrity*

*We are committed to honest debate, transparent decision-making, and holistic approaches to solving problems.*

##### *Stewardship*

*In making decisions, we keep past, current, and future generations in mind. We are devoted to sustainable approaches, conserving natural resources, and setting priorities that make the most of our community assets.*

##### *Inclusive*

*We believe diversity is a strength. We are committed to engaging people from all corners of the community in the comprehensive planning process to inform priorities and actions.*

## Goals

- *Recognizing and mobilizing all our assets, to create cooperative and collaborative approaches that maximize the expertise and resources that exist among us, and strengthen the connections between us*
- *Ferry service and other access to and from the island that is affordable, available and reliable, especially for those who live or work here*
- *Policies and commitments that guide development in ways that enhance community, balance public and individual rights, preserve the island's natural environments and character, and prevent or reverse degradation of land, water, and wildlife*
- *Affordable, available, and decent housing options that prioritize year-round residents, workers, and neighbors who would like to age in place*
- *Tourists and visitors who embrace a low-impact presence, recognize what the island does and does not offer, and relish the rural inconvenience of being here*
- *Relationships and services that reflect the level of financial and personal support that La Pointe taxpayers and residents provide Ashland County and the School District of Bayfield*
- *An attractive, welcoming business community that supports the livability of the island by serving the fundamental needs both of residents and visitors*
- *Acknowledging the different priorities and experiences among those who live here seasonally and live here year-round, with the intent of building more common ground and understanding*
- *Resources to promote and provide healing of physical, mental, societal, and historical ills*
- *Mentoring, support, and training so entrepreneurs, workers, and volunteers gain the skills and assets they need to develop and supply vital goods and services, and provide leadership now and for the island's future generations*