

# Town of La Pointe Comprehensive Plan Amendment 2023

- Draft prepared for Town Plan Commission meeting of Oct. 4, 2023

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## EXECUTIVE SUMMARY

A Comprehensive Plan writes down on paper what a community wants to achieve. It is a look at where the community is, and where it would like to be. It is a road map for the community to follow in order to achieve its goals. It also allows the Town to meet state requirements for land-use and zoning decisions.

In December 2021, the La Pointe Town Board appointed a seven-member steering committee to update the existing Comprehensive Plan. In their work, committee members pledged that the updated Plan would be the *community's* Plan. It would reflect the priorities of those who live, work, and have roots here. Steering committee

members spent more than a year analyzing what they heard community members say, primarily in a 2022 Community Survey and in more than a half-dozen community forums.

This amended Plan is more than a list of good ideas. It identifies critical priorities, explains why the selected topics are priorities, then proposes ways to achieve those priorities.

In developing the 33 topics around which the Plan builds action steps, six areas stand out as the Island's most urgent priorities. After discussing what needs to be done, this Plan suggests an equally critical seventh priority: a way to actually get those things done.

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## CRITICAL PRIORITIES

**1. Affordable, available and reliable access to and from the island.** Ferry service is, literally, La Pointe's lifeline. It is fundamental to the existence of the Town, to the livelihoods of Island residents and enterprises, to the education of our children, and more. This Plan does more than support Harbor Commission efforts to buy the ferry line and run it in the public interest. It recommends restoring long-gone tiers of trips; this could provide better service for workers, students and their families, and residents who need fundamental services that are available only on the mainland. This Plan also recommends deliberate action by the Town to put succession plans in place for the winds sleds and ice road, too.

**2. Household success.** This is a value against which nearly every idea in the Plan is measured: Does an idea or action help neighbors succeed (or does it set up barriers) while not coming at the expense of the Island's unique sense of place? This standard applies to a range of topics: transportation, year-round housing, the future of the school, food options, child care, health care, emergency service volunteers, short-term rentals, and more.

**3. Property taxes.** In short, La Pointe property owners need to get more in return for the taxes they pay – especially from Ashland County and the Bayfield school district. If better results are not possible, the Town needs to take whatever action is necessary to

shift control of that tax money so the Island can eliminate inefficiencies and be more self-sufficient.

**4. Affordable housing.** The need is clear. The Town needs to step in and, with partners, spearhead the development of rental and ownership options for low- and moderate-income individuals and families. Priority goes to those who work in La Pointe and commit to living here year-round.

**5. Food.** La Pointe is a food desert.

For much of the year, the Island is devoid of fresh produce and other fresh food. It's time to pull together growers, grocers and food networks, expand connections and capacity, and find innovative ways to make more abundant food options possible.

**6. Health care.** La Pointe is a health-care desert, too. The Community Clinic needs allies so it can remain sustainable, and provide or bring in options in mental health, aging in place, and other specialties.

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## THE ISLAND COLLABORATIVE

This Plan proposes that we can accomplish our critical priorities, make real progress in other areas, and build accountability into the Plan – if we accomplish it together. To achieve that, the Plan proposes an “Island Collaborative.” This is both a mindset and an ongoing, functioning community network.

The main purpose of the Collaborative is to create cooperative connections that mobilize the expertise and resources that exist among us – in the public sector, private sector, nonprofits, and individuals. By expanding our relationships, leadership, and trust, we can pursue ideas and solve problems in ways we are not doing now.

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## ADDITIONAL AREAS TO TAKE ACTION

The Plan addresses 26 other topics, in four broad categories. A summary:

### Quality of life

Sustainable access to the island, affordable housing, and better access to food and health care are not the only resources that can improve household success here.

**Child care.** Additional support and structure for the de facto child care that the Madeline Island Public Library

already provides Island families.

**“Community center.”** A decision-making framework that makes clear the distinctions between a physical space; a coordinated set of activities that could improve quality of life for island residents; and what type of space is needed or can be repurposed to provide desired amenities.

**Alcohol-free gathering spaces.** Additional options to reduce isolation.

## Community collaboration

Beyond the Island Collaborative ...

### **Engage seasonal residents.**

Utilize technology and deliberate opportunities so residents who do not live here year-round can remain active in community decision-making.

### **Dialogue between the Town, Bad River and Red Cliff tribes.**

The Town Board should initiate and nurture ongoing engagement and exchanges to pursue areas of mutual economic and cultural interest.

### **Formalizing relationships and responsibilities among key Island organizations.**

Mutual commitments, expectations, and support that the Town and organizations can offer to preserve key elements in the quality of life on Madeline Island.

**Grant proposal writer.** A dedicated individual to provide the time, research and expertise so the Town and Island organizations are more competitive in pursuing state, federal and philanthropic funding. Doing so helps the community pursue (and ultimately achieve) more initiatives without adding burdens on local property-tax payers.

### **Community websites.**

Coordination to reduce work for individual organizations and make websites more useful.

## Economic vitality

Timing is right to pursue the kind of balanced economy that can flourish in tandem with tourism.

**Year-round availability of goods and services.** Concerted efforts to meet the fundamental needs both of residents and visitors.

**Leadership and business retention.** Dealing head-on with generational turnover that could leave key businesses empty, key services unavailable, key jobs undone, and substantial gaps in the community fabric.

**Public space.** Rethinking space, especially in the commercial core, in ways that can enhance community, connections, and commerce.

**Business activities.** Concentrate business and high-density activities in the “village” area’s commercial core, while allowing small-scale entrepreneurship and steering lower-density land uses elsewhere.

**First impressions.** Amenities that make the commercial core more attractive and user-friendly.

**Thriving artists.** A consistent strategy to raise the visibility of artists.

**Bicycling infrastructure.** An off-road trail and other steps to improve a mode that is the highest transportation priority for participants in the 2022 Community Survey.

## Natural environment and heritage

The natural – not the man-made – is the attraction that lures residents and visitors alike. Access to the natural is, by far, the characteristic islanders value most.

**The Island’s unique sense of place.** In all decisions, protect the qualities that define Madeline Island’s core character.

**Heritage and historical places.** Collaboration to expand community understanding of Madeline Island’s unique historical and contemporary role among many cultures.

**Wetlands protection.** Tight restrictions that minimize intrusion of man-made uses upon delineated wetlands.

**Access to nature.** Valuing the natural should guide what types of development and activities the Town and others encourage or allow.

**Climate change.** Lakeshore erosion, changes in winter ice conditions, and population shifts are only some ways the Island is experiencing climate change.

**Short-term rentals.** An approach that supports the tradition of families

renting their own cabins, but sets up separate rules for properties that are not owner-occupied (within state law).

**Junk.** A junk ordinance that limits the collection of inoperative vehicles, equipment, appliances and other stuff.

**Enforcement of the Zoning Ordinance.** A process that promotes education, voluntary compliance, then deliberate and consistent enforcement.

**Educating property owners about zoning.** FAQs and other approaches that help residents understand what Town zoning does and does not do.

**Density.** Preserve the Island’s overall low-density (and no density) standards, while allowing innovative uses of higher-density development, especially for affordable housing.

**Campers.** Clarify and enforce what is and is not allowed.

## Other parts of the Plan

The Plan also looks into how priorities overlap – or differ – among year-round and seasonal residents; collects demographics, data and other information about current conditions and trends; and includes maps and other information to provide context.

## **INTRODUCTION: 2023 COMPREHENSIVE PLAN BACKGROUND**

A Comprehensive Plan is a document that describes a long-term vision of what a community wants to achieve. It is a broad look at where the community is now and where it would like to be in coming years. It serves as a blueprint for a community to achieve its goals and provides a reasoned basis for making local land-use decisions.

State statutes require that townships engaged in zoning adopt a Comprehensive Plan, then update that Plan at least every 10 years. This is La Pointe's third plan since the state passed its "Smart Growth" law.

- La Pointe adopted its initial Plan in 2006; that Plan had two components: a Background document (which includes substantial regional information), and a Policy document, which is more locally focused.
- The Town Plan Commission made minor revisions to the Policy document in 2014.
- On Dec. 14, 2021, the La Pointe Town Board appointed a seven-member steering committee to review the existing Plan and decide how to update that Plan. This Plan is intended to amend the 2014 Policy document.

Committee members met at least twice a month from December 2021 through September 2023 to develop these revisions. The committee contracted with the Center for Rural Communities at Northland College for additional research and community engagement services in developing the Plan. (See the Appendix for additional acknowledgments.)

Ultimately, the steering committee reports to the Town Plan Commission and Town Board. A draft of this Plan was reviewed at a public hearing on Aug. 24, 2023; the steering committee made additional modifications before sending it to the Town Plan Commission. The TPC recommended, with minor revision, approval on Oct. 4, 2023. The Town Board XXXX. The resolution of adoption is included in the Appendix.

## COMMUNITY SURVEY

- 44 questions
- 8 questions to collect demographic information
- Available online and on paper for five weeks
- 485 responses
- 95 pages of voluntary comments

## PUBLIC PARTICIPATION

To ensure that this Plan is the community's Plan, and to ensure that steering committee members understood the priorities of those who live, work and visit here, committee members oversaw a range of community engagement activities in 2022, including a Community Survey. This produced qualitative and quantitative data used to develop the Plan. The main activities:

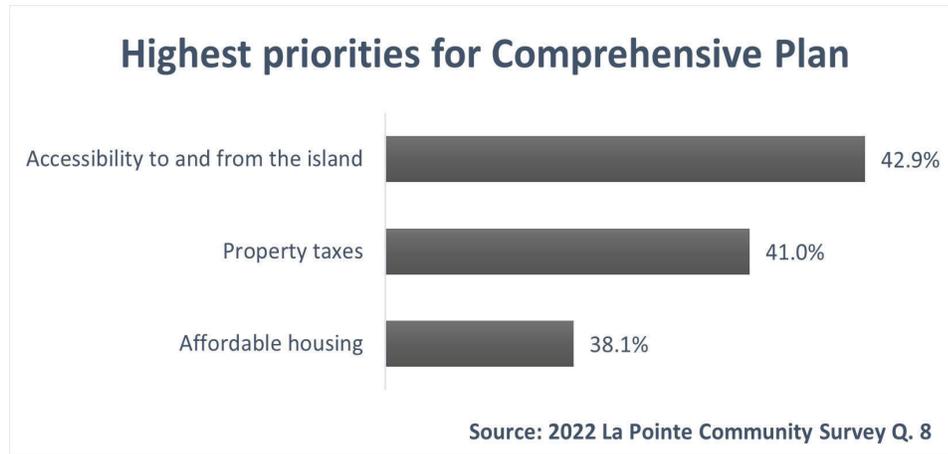
**Community Survey.** Committee members partnered with the Center for Rural Communities at Northland College to craft the actual survey questions, then to analyze quantitative findings. Participants returned nearly 500 completed surveys, which were available online and on paper for roughly 5 weeks in June and July 2022. (The survey tool and a summary of quantitative findings are included in the Appendix.)

**Public forums.** The steering committee held five public forums as part of the Plan's initial community engagement activities in order to generate additional qualitative feedback:

- One invitation-only forum (on May 31, 2022), before the survey was released, to ensure there were no "blind spots" in survey topics.
- After the survey, in August 2022, Northland staff and students facilitated two in-person forums, plus one online forum, to explore key themes that emerged in survey findings. The steering committee later held a fifth forum. Roughly 150 people participated in these additional engagement opportunities.
- At the first forum ("Precious Places," on Aug. 2, 2022) participants identified community assets that they believe are strong and healthy, that they believe are threatened, and that they believe could be created in the future.
- In the second forum ("Housing That Works,"

### Comprehensive Plan Steering Committee

- Alexander Nelson, chair
- Daniel Bartholomay
- Charles Brummer
- Sarah Caruso
- Michael Collins
- Sally North
- Jane Vogt



on Aug. 6, 2022), participants discussed the need for more affordable housing, the desire to preserve low-density zoning, and concepts of what types of housing could work best for the Island and its residents.

- In the online forum (“Resilient Systems,” on Aug. 11, 2022), participants discussed possibilities for greater self-sufficiency as a community. Topics ranged from food, water and health care to education, culture, and tourism.
- On Sept. 26, 2022, the steering committee held a forum focused on Island workers (accompanied by a short SurveyMonkey poll).

**Presentations.** Steering committee members held periodic discussions at board meetings of various Island organizations. These appearances helped leadership understand survey findings that were most relevant to their groups. The steering committee also gave a formal presentation to a joint meeting of the Town Board and Town Plan Commission on Dec. 20, 2022; this presentation highlighted

key survey findings and proposed an outline of topics that the committee intended to address in the Plan.

After drafting the Plan and recommendations, committee members had two open Q&A sessions on July 10 and 13, 2023, plus additional conversations with representatives of organizations that could collaborate on efforts to implement the Plan and achieve its recommendations.

**Articles.** Articles were published regularly in the Island Gazette. These included one issue in 2021, six issues in 2022, and in four issues in 2023. These articles kept residents up to date about the steering committee, its activities, opportunities for public participation, and survey findings.

**Additional research.** During the process, steering committee members, Town staff, and Northland instructors and students conducted additional research on targeted topics after they analyzed key findings from the survey, from the forums, and from other types of engagement.

## WHAT MATTERS

In developing this document, steering committee members adopted guidelines for conducting their work and structuring the Plan.

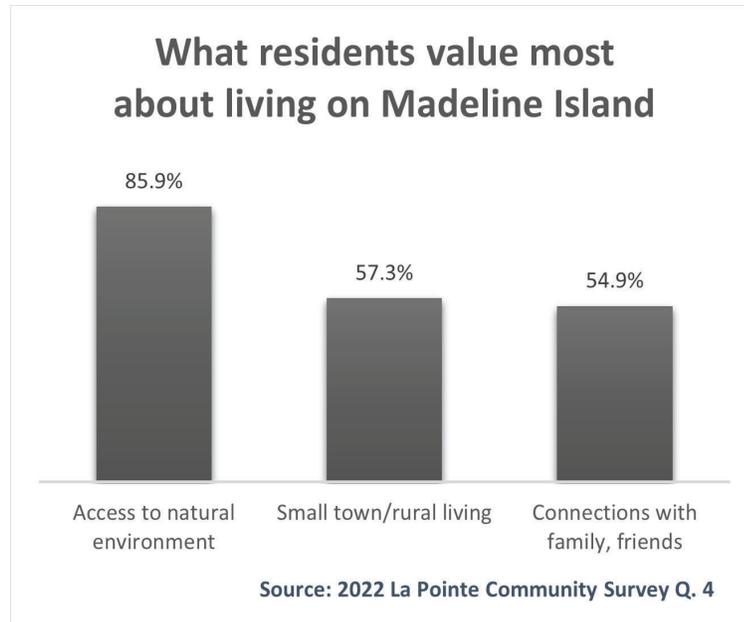
### **Guiding Principles**

The steering committee believes that the product of its work must be shaped by the entire community rather than exclusively by the limits of the Town government. The Plan will include – but be more than – a map for land use. A successful Plan will need to incorporate the needs and capabilities of our Island’s larger social framework and institutions.

The fabric of the Island is stitched together by organizations that share a stake in its future. The steering committee is committed to including these stakeholders in the preparation and implementation of the final product. The Town of La Pointe will manage the preparation of that product: It will be responsible for executing those parts of the Plan within its jurisdiction, and for convening the partnerships necessary to execute those parts of the Plan that are outside the jurisdiction of government.

The steering committee believes a successful Plan must reflect qualities that define the Island’s distinctive character: Its natural resources and beauty; a tradition of exceptional community engagement and resourcefulness; an economy with an increasing promise to secure improved quality of life; an assembly of creative skill and energy; a history of spiritual vitality and healing; a diversity of resident intellectual, financial and political capital.

An operating belief of the steering committee is that the Plan will not succeed if it is to be only a collection of good ideas. It must reflect the community’s priorities for work that needs to be done. It will be a Plan that informs action. In that sense, it is the steering committee’s belief that not every good thing that can be done, will be done.



In a world of limited resources and time, some work will take precedence over other possibilities. A successful Plan will be anchored in a community consensus on priorities.

### **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 a process to inform priorities and actions. It is especially necessary to include Anishinaabe voices in conversations about living in and nurturing this place we share.

# Chapter One: Critical Priorities

- Affordable, available and reliable access to and from the Island
- Household success
- Property taxes
- Affordable housing
- Food access
- Health care
- Island Collaborative

## CRITICAL PRIORITIES

In discussing the 33 topics around which the Plan builds action steps, six areas stand out as the Island's most urgent priorities. After discussing what needs to be done, the Plan suggests a seventh priority: It recommends a strategy to get things done.

### **1. Affordable, available and reliable access to and from the island**

Ferry service is, literally, La Pointe's lifeline. It is fundamental to the existence of the Town, to the livelihoods of Island residents and enterprises, to the vitality of the community's seasonal and year-round activities, to education for schoolchildren, and to the economic stability and attractiveness of the entire Chequamegon Bay region.

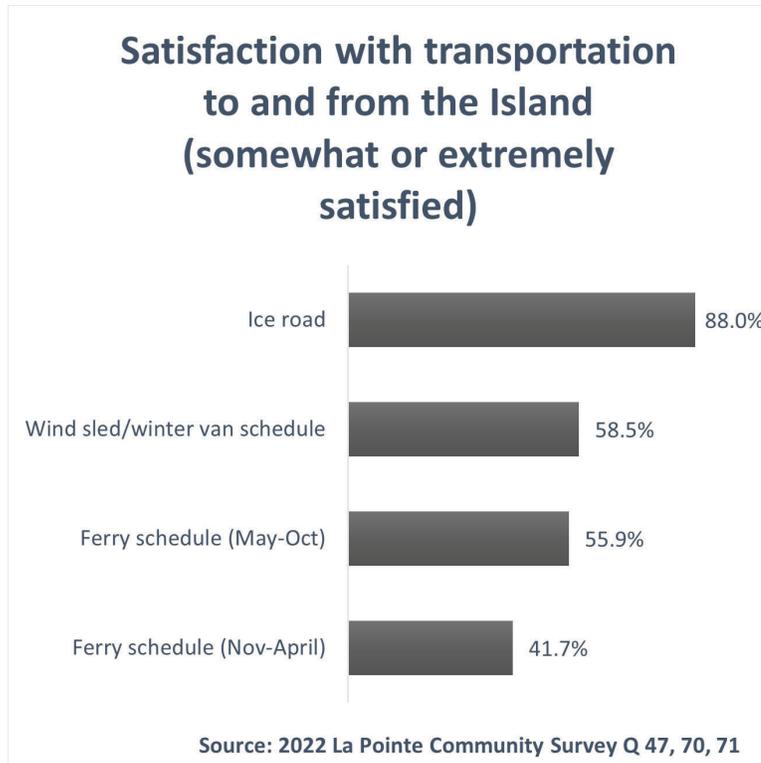
Among participants in the Community Survey, their top priority is for the Town to pursue affordable, available, and reliable access to the Island. In the survey, 90% of respondents said they are satisfied or extremely satisfied with the quality of life on the island. However, 25% of respondents say they are considering or have recently considered leaving. Their #1 reason: ferry costs and schedules. Among year-round residents, nearly half – 49% – express dissatisfaction with ferry service.

The Madeline Island Ferry Line is a privately held operation, run for more than 50 years by two long-time island families. Unfortunately, the ferry line has no obvious succession plan. In October 2022, the Town Board initiated steps to make the Town that succession plan.

The Town Board created a Harbor Commission to pursue purchasing and, ultimately, operating the ferry service as a public utility. (A harbor commission, under state statute, is the only way for

## RECOMMENDATIONS

1. As much as is logistically and financially feasible, the Harbor Commission should restore earlier morning service and other tiers of service – at least for pedestrians, if not for vehicles – that provide better availability for workers, for students and their families, and for Island residents who need to access medical care and other fundamental services that are available only on the mainland.
2. The Harbor Commission should explore making ferry transit more affordable, especially by offsetting costs for year-round workers, residents, and businesses



a town to independently run a ferry operation.)

The Town’s acquisition of the ferry line is not just an opportunity; it is an obligation. The Town cannot risk letting ferry service fall into the hands of outside interests who could run the lifeline of the community on their terms, or provide access to the Island only at times of the year when it is profitable. Loss of (or significant decline in) service between the mainland and the Town could crater the Island’s economy and way of life. It could significantly damage the property values that sustain not just La Pointe, but Ashland County and the Bayfield school district, too.

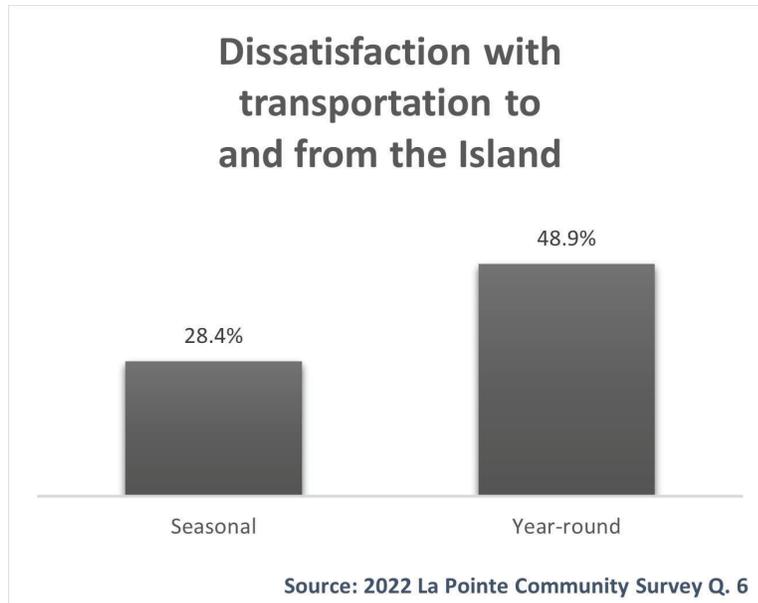
The ferry line makes nearly every private enterprise on the island possible. It provides access for residents to goods and opportunities that are available only on the mainland. Similarly, nearly 90% of the Island’s workers come from the mainland, according to a 2021 Town survey of the Island’s 29 largest employers. Eliminating or significantly reducing ferry service would wipe out jobs for individuals and wipe out the dominant source of workers for employers. Without

3. The Winter Transportation Committee – which is a partnership of the Town, ferry line, and Bayfield school district – should develop short- and long-term plans to ensure expertise is in place for ongoing wind sled operations.

4. The Town’s Public Works Department should exercise the Town’s authority over the ice road and similarly ensure that long-term expertise is in place to manage ice road maintenance and infrastructure.

workers, there are no businesses.

A key opportunity in the Town's potential purchase of the ferry line is an operating model that focuses more on serving public needs, and focuses less on generating a significant profit. The truth is, ferry service has shrunk noticeably in the past few decades. The early boats don't run as early, the late boats don't run as late, and there are fewer scheduled trips. Those changes have personal and economic



impacts.

The ferry line is not the only access to and from the Island that needs

attention. Operations of the wind sled and the ice road face their own succession issues.

## 2. Household success

This is a core value against which nearly every idea envisioned by this Plan or pursued in this community can be measured: Does the idea or action promote household success (especially for year-round residents) while not coming at the expense of the Island's unique sense of place? Or, instead, does it set up barriers to that success?

Among topics that directly affect the ability of households to succeed on Madeline Island:

- reliable, affordable transportation to and from the Island
- available and affordable year-round housing, including the impact of short-term rentals

- a safe, nurturing and enriching Island school
- more robust access to healthful food
- a child-care network that is not pieced together every season
- a wider range of health-care opportunities, including mental health and addiction services
- a wider range of recreational and social activities that are not centered around alcohol
- the community capacity to help family and community members age in place

These individual topics are discussed in detail elsewhere in the Plan. Their impact on household success often guides the recommendations.

### 3. Property taxes

Property taxes are the top-ranked priority for seasonal residents in the 2022 Community Survey (they are the fourth-ranked priority for year-round residents). Survey findings suggest that the dollar amounts residents pay in property taxes are only part of the issue; the level of services that residents receive (or don't receive, in many cases) is also part of the equation.

Of all the property taxes that Island landowners pay in 2023, 26.6% goes to the Town itself (\$1.87 million). The vast majority – more than \$5 million annually – goes to jurisdictions over which the Town has no control and only limited influence:

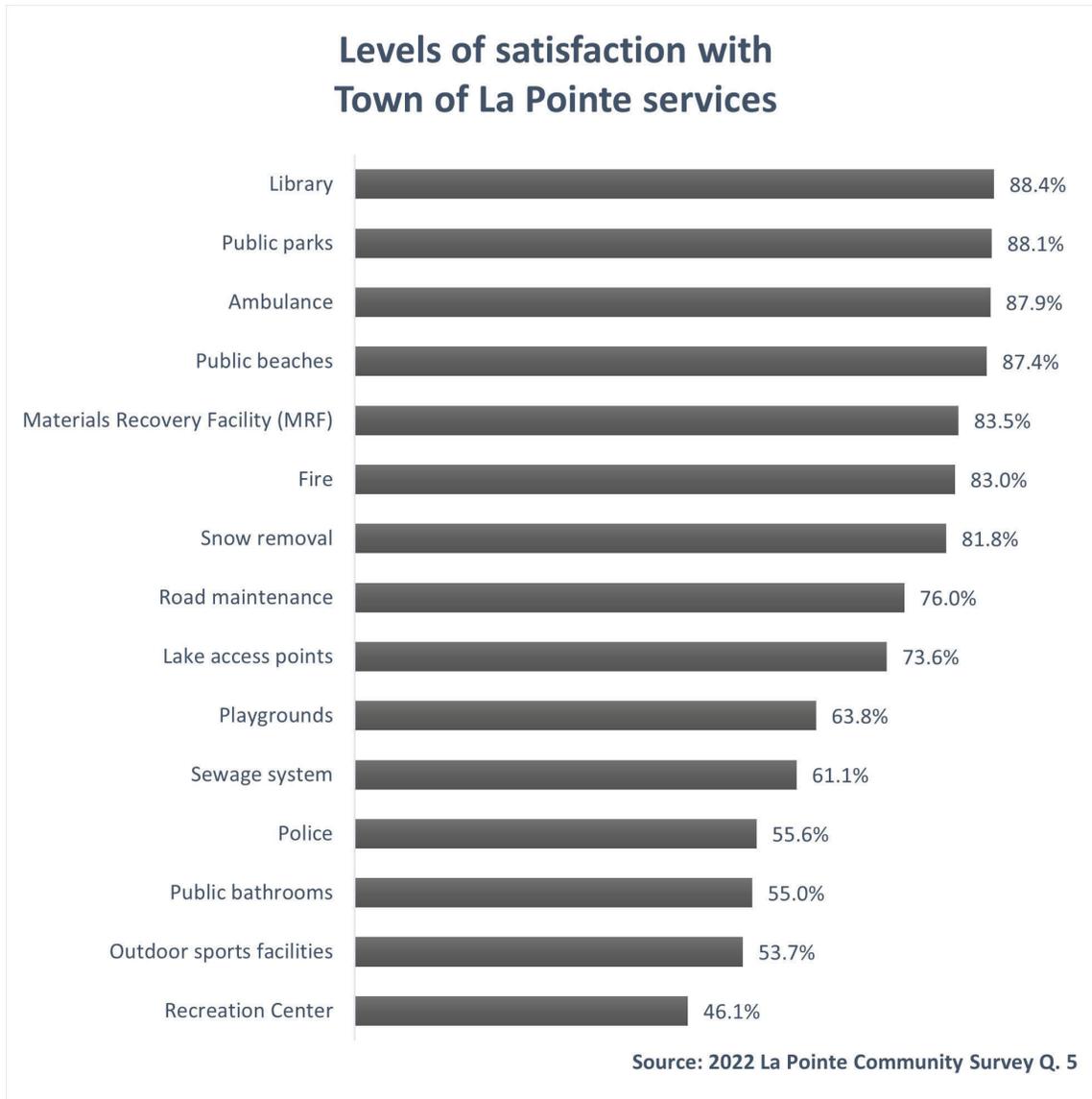
- 26.3% goes to Ashland County – a total of \$1.85 million in 2023.
- 45.7% goes to the School District of Bayfield – a total of \$3.2 million in 2023.

Each jurisdiction has unique circumstances.

**La Pointe.** Being on an island requires the Town to provide a higher level of services and self-sufficiency, to take on more roles than is required in a typical mainland township, and to work around reduced options for shared services. Overall, La Pointe residents believe they are getting their money's worth from the Town. The majority of key Town services receive enviable satisfaction ratings from survey respondents, ranging from 76%

#### RECOMMENDATIONS

1. **La Pointe:** Financial resources for Town government are limited. One way to achieve more, offset the cost of big-ticket projects, and reduce reliance on the tax levy and debt is to pursue outside funding, especially from state and federal sources. The "proposal writer" recommended elsewhere would be a key investment in this area. The Town should also be active in efforts by the Wisconsin Towns Association to seek structural changes in state laws and policies that limit how towns can generate revenue outside of the property tax.
2. **Ashland County:** The Town should work administratively, electorally, legislatively, and through the courts as necessary to ensure that La Pointe residents are receiving an appropriate level of services for the annual property taxes they send to Ashland County. These efforts should include identifying specific services provided directly by County agencies, or indirectly by nonprofit organizations that are supported by County property-tax funding. The Town then should work with these agencies and organizations to arrange



to 88%. Thus, it seems, any cuts in Town expenses that result in substantial property tax cuts would be risky – and likely to result in substantial declines in services or performance that residents now value.

**Ashland County.** La Pointe is 2.7% of Ashland County’s population, but provides 22.4% of the County’s property-tax levy. In 2023, County officials terminated an annual tax

rebate that helped the Town maintain its full-time police department. This created a \$135,000 hole in the Town budget and crystallized unfavorable views of the County among many Island property owners.

**School District of Bayfield.** La Pointe students are 7.4% of the school district’s enrollment, but La Pointe property-tax payers provide roughly 45% of the district’s property-tax revenue.

The Island school itself is well-regarded. Community members volunteer or support school activities in multiple ways. 64% of Community Survey respondents say they are satisfied or extremely satisfied with the school. The primary-grade pupils who attend the Island school produce the highest performance on proficiency exams in the district. They exceed state averages.

However, a deeper look at community sentiment shows that year-round La Pointe residents are less satisfied with the current school arrangement than seasonal residents are, and that year-round residents are more open to options beyond the status quo.

The district itself is at an impasse over how to allocate resources to the Island school. Administrators have proposed building a new, expanded school in La Pointe, in part to attract pupils from the mainland, in part to provide a hub for expanded educational programming that could take advantage of Madeline Island's natural resources and historical significance in Anishinaabe culture. (Roughly 75% of the district's pupils are American Indian, primarily from Red Cliff.) The school board, however, has not bought into the administration's proposal.

That stalemate means the school board is reluctant to devote necessary resources to La Pointe's nearly century-old building. The La Pointe school is noncompliant with the Americans with Disabilities Act, for example, and

how those services can be provided on a reliable basis in La Pointe. If those services cannot be secured, the Town should move to gain control of those funds directly, so Town property owners are not continuously forced into making redundant and inefficient expenditures. If these approaches are unsuccessful, the Town should investigate other remedies, including asking the Legislature to redraw county boundaries to place La Pointe in Bayfield County.

**3. School District of Bayfield:**

The Town invites the school district to create a joint task force designed to expeditiously resolve the status of the Island school building and resolve what the best educational set-up is for La Pointe schoolchildren. Any recommendations should assess the impact of proposed changes on students, families, other communities in the district, and the district itself. The task force should include parents, elected officials and other appropriate representation from La Pointe, Red Cliff, and Bayfield. The effort should be facilitated by an independent consultant.

receives structural maintenance mostly on an as-needed basis.

## 4. Affordable Housing

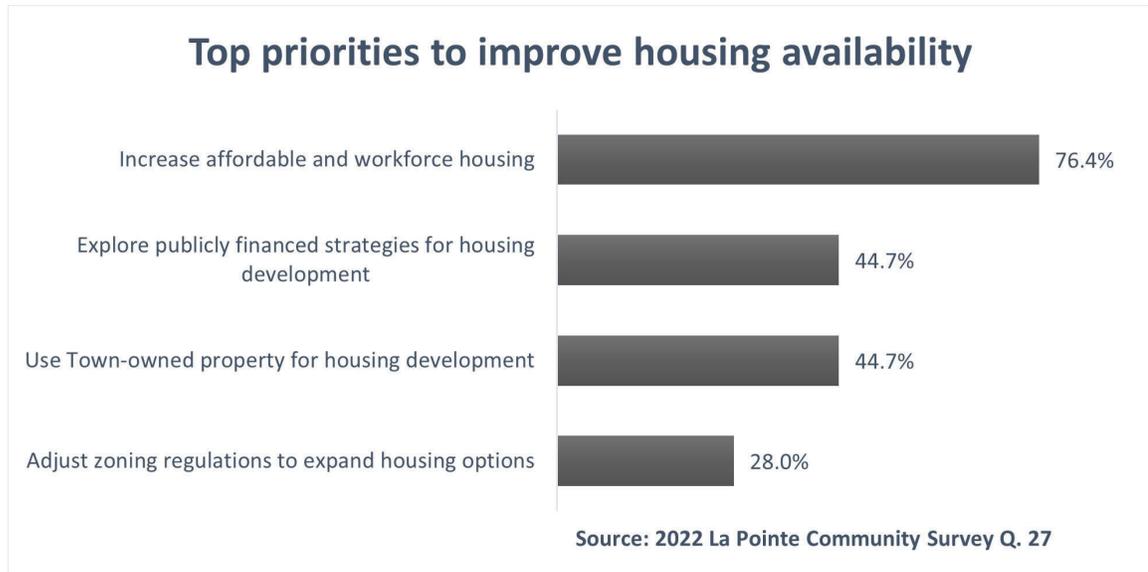
A shortage of year-round rentals and home ownership opportunities is not unique to La Pointe. But La Pointe is pressured by multiple factors, including the Island's population growth; by rising costs for homes, construction, and land; by restrictive portions of the Town's Zoning Ordinance; by the seasonal nature of the Island's economy and much of its housing stock; by the absence of typical apartment buildings; and by a shortage of builders. In addition, roughly one-fifth of Island houses are used as short-term vacation rentals – a use that is much more lucrative for property owners in a tourist economy than long-term rentals. In the Community Survey, more than 50% of year-round residents and 81% of Island workers say current housing options do not meet the community's needs. Year-round residents rank housing as one of the top 3 priorities the Town should pursue.

The Town reconstituted an Affordable Housing Advisory Committee in 2019. The committee has been active in the ongoing Chequamegon Bay housing coalition, including in pilot project development through the ongoing Rural Affordable Workforce Housing Initiative of the Wisconsin Housing and Economic Development Authority. The focus of the committee and these regional efforts is affordable "workforce housing" -- a segment that covers households who earn between 60% and 120% of the area median income.

The overall goal of the housing

### RECOMMENDATIONS

1. The Town utilizes a combination of tools to spearhead the development of rental and ownership options for low- to moderate-income individuals and families. Priority should be given to those who work in La Pointe and commit to living here year-round.
2. Initial efforts should focus on developing year-round rental housing, as outlined in the Maxfield Research report. Subsequent efforts should develop a continuum of housing stock that allows households to migrate from rental to ownership and back as their life situation changes (including, eventually, low-maintenance senior and assisted housing).
3. The Town commits to donating Town-owned land, selling Town-owned land and donating proceeds for development of affordable housing, modifying zoning as appropriate, exploring funding sources that are available only to public-sector entities, seeking donations of viable privately held parcels, and working with the Madeline Sanitary District and other partners to ensure necessary



committee is to immediately begin building affordable housing in La Pointe that integrates with existing residential patterns and the character of the Island. A continuum of housing – both owned and rental – includes affordable housing that helps the community welcome a wide range of workers, entrepreneurs, and families. It ensures a landing place for newcomers, their talents and their resources. It creates opportunities for a vibrant, diverse mix of residents who can ensure the Island school has a consistent cohort of students, that vital jobs get filled, that the Town’s emergency services have sufficient volunteers, and that organizations vital to a small town’s quality of life have new energy. An adequate supply of entry-level housing is crucial to the sustainability of the Island, where nearly 90% of workers come from the mainland. 75% of Island employers say the lack of affordable housing limits their ability to hire workers; 60% say it limits the days and hours they operate. As one employer explained: “If they don’t have a home, I don’t have a

- infrastructure, financing, and conditions are in place for new housing development. If Town-owned land is not appropriate for the scale and type of housing that is needed, the Town pursues selling or swapping appropriate Town land and using proceeds to acquire privately held parcels that can accommodate the necessary development.
4. The Town engages a developer and other appropriate partners to build and manage affordable housing development in La Pointe.
  5. The Town and its partners ensure that the new housing remains affordable long-term, through the use of a community land trust or

worker.”

In 2022, the Town’s housing committee commissioned Minnesota-based Maxfield Research to conduct a “housing needs assessment.” Maxfield’s report estimates that La Pointe could absorb 46 new units of affordable workforce housing: 10 single-family homes to own, 20 year-round units to rent, and 16 rental units for seasonal workers. This would provide housing for current and future workers who want to or need to live on Madeline Island, especially year-round. They would be earning 50%-80% of the area median income for rental units, and 80%-120% of AMI for ownership. In La Pointe, that range means residents who earn roughly \$34,225 and \$54,760 a year for renters, and \$54,760 and \$82,140 a year for owners.

## 5. Food access

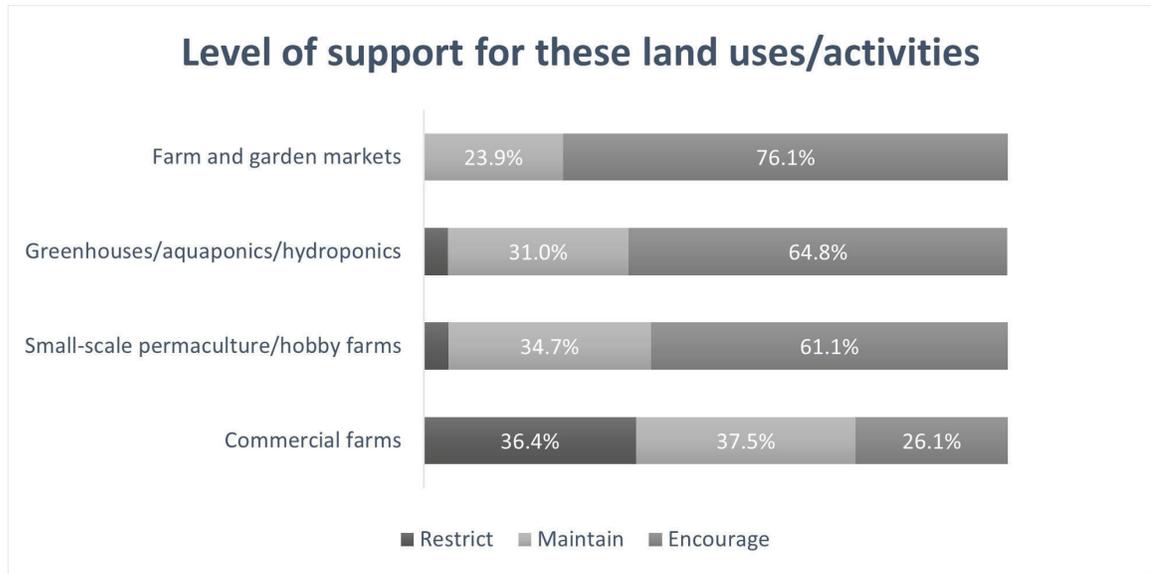
The U.S. Department of Agriculture defines a food desert as an area “where people have limited access to a variety of healthy and affordable food.” La Pointe is one of the 6,500 areas nationwide that qualifies as a food desert. However, the forces affecting La Pointe are distinct. The most important are the lack of large-scale or year-round agriculture, the seasonality of a viable customer

other effective tools.

6. The Town approaches development on a project-by-project basis, and monitors ongoing needs based on evident demand or other data points.
7. Responsibility for housing seasonal workers primarily should be the responsibility of employers, who could pool resources as necessary to meet the community’s demands. The Town should consider zoning modifications and other tools that can increase the viability of potential projects.
8. The Affordable Housing Advisory Committee continues to engage with other municipalities and groups in the Chequamegon Bay region to address issues and approaches that are beyond the Town’s capacity.

## RECOMMENDATIONS

1. The Town should appoint a committee dedicated exclusively to improving food access on the island. This committee would convene existing and potential growers, grocers and interested residents on the Island to work toward:
  - Creating more formal networks of collaborative food growing, purchasing and distribution.



Source: 2022 La Pointe Community Survey Q. 42

base, and the logistical challenges of providing goods to an island, especially perishable goods such as groceries.

The dynamics of the grocery industry are central to the challenges facing Madeline Island. Typical grocery store profit margins are only 1%-3%. However, shipping groceries on the ferry can add as much as 4.5% to what a ton of groceries costs; that makes the typical profit margin even more precarious.

It will be challenging for a full-range, privately run grocery store to survive in La Pointe until population increases substantially. (Washington Island, in Door County, does have a year-round grocer, but that community also has a year-round population of about 720.) As a result, La Pointe residents often must rely on stores in Bayfield, Red Cliff, Washburn, Ashland or beyond for many typical grocery supplies -- incurring additional costs on their

Efforts should consider options such as low-input, regenerative food production on the Island, centralizing capacity and access, and coordinating purchases from off-island suppliers, growers and CSAs, including buying in bulk or wholesale.

- Creating a year-round “food hub.” The hub could connect food networks already operating on the Island, in Red Cliff, Bad River, and elsewhere in the region, and could combine food production, distribution, and marketing within the community.
- Exploring whether the Town should consider investing in this food hub through financial assistance, in-kind contributions, or allocations of outside funding.

own.

To overcome this issue for La Pointe, we propose a shift in how groceries are perceived. They should not be

seen completely as the domain of the private sphere; instead, they should be considered a public good that can best be addressed as a collective responsibility.

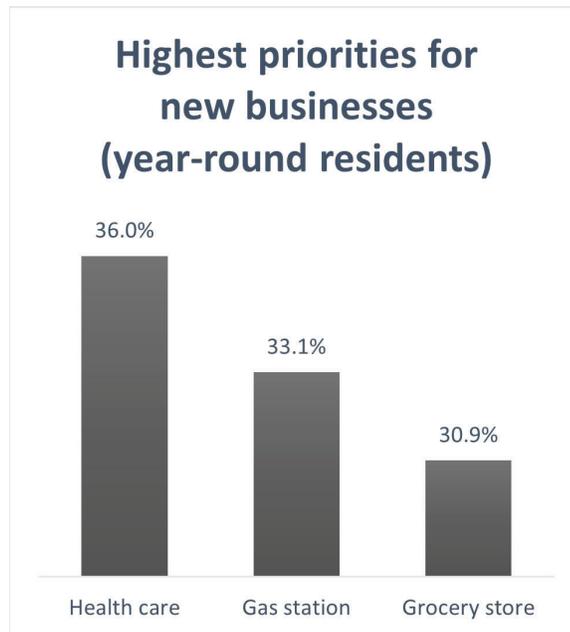
## 6. Health care

Just as the Island is a food desert, it is also a health-care desert. Medical care and wellness services are valuable but limited, especially outside the tourist season. This is even more the case for specialized services, including those that address mental health concerns and the needs of an older population.

Year-round residents identify health care as the top category of new businesses that the Island needs. With more than 60% of the population over the age of 50, this desire is no surprise. Similarly, only 13.2% of survey respondents overall express satisfaction with the availability of mental health services on the Island.

Survey comments are even more revealing. “This is not a place to live if your health fails,” “With my advancing age, the lack of healthcare is a growing concern,” and “I do not feel that there are services available to persons as they age” are only a sampling of the dozens of comments that survey participants volunteered.

The sole provider of in-person medical care on the Island is the La Pointe Community Clinic, which provides basic exams, treatment, and preventative care. The nonprofit clinic is well-regarded for the work it does; nearly 85% of Community Survey



Source: 2022 La Pointe Community Survey Q. 30

participants say they are satisfied or extremely satisfied with the clinic’s services.

It has two physicians, a physical therapist, and administrative personnel on staff. All are year-round island residents. The clinic does not employ social workers, mental health, or geriatric care professionals, which are community needs identified in current and previous Comprehensive Plan surveys. The clinic operates only two days a week, at times for as little as two hours a day. For services that the clinic cannot provide, patients typically rely on Memorial Medical Center in

## RECOMMENDATIONS

The sustainability of the La Pointe Community Clinic is crucial to the Island. The Town should drive collaborative efforts to engage allies and build allies for the Clinic’s board and staff to provide additional health-care options for Island residents. Combined with improvements in housing availability, these could have the added benefit of beginning to address the Island’s aging-in-place challenges. Specifics include:

1. Exploring the possibility of hosting a rotating roster of visiting health-care specialists on a regular basis, to supplement Clinic staff. This could reduce the need for residents to travel as often to the mainland for medical care, especially in such areas as dental, optometry, and chiropractic. In addition to these routine specialties, elder care and mental-health management and addition services also are top priorities. Community efforts could include tying into nationally and regionally available rural health-care initiatives and consulting national programs such as the Area Health Education Centers, National Health Service Corps, or National Center for Rural Health Professions as sources.
2. Working with regional providers to expand telehealth access and education on the island, especially for residents on Medicaid or BadgerCare.
3. Participating in efforts to bring more grant funding to La Pointe, especially from state and federal sources.
4. Developing a network of volunteers and organizations that can assist residents in accessing medication, health-care and “aging in place” services – utilizing resources on the island or existing volunteer networks in Ashland and Bayfield Counties.
5. The Town should continue to refine and pursue policies that attract and retain volunteer members of the Ambulance Service.

Ashland or the Red Cliff Community Health Center.

## 7. Island Collaborative

La Pointe has a rich history of individuals and organizations responding to community needs. The response to impacts of Covid-19 on residents is a recent example of community members activating resources for the greater good. These initiatives often occur, however, only because individuals step up to provide ad hoc leadership or leverage their informal social connections.

Especially with the Island's accelerating generational and population changes, this Plan encourages a new approach to provide continuity, maximize community assets, minimize redundancy and under-resourced efforts, and incubate cooperative initiatives big and small. We recommend an ongoing partnership among local government, private businesses, nonprofit organizations, and other community groups and individuals. We believe this approach will allow the community to accomplish more because we will accomplish it together. We call this partnership the Island Collaborative.

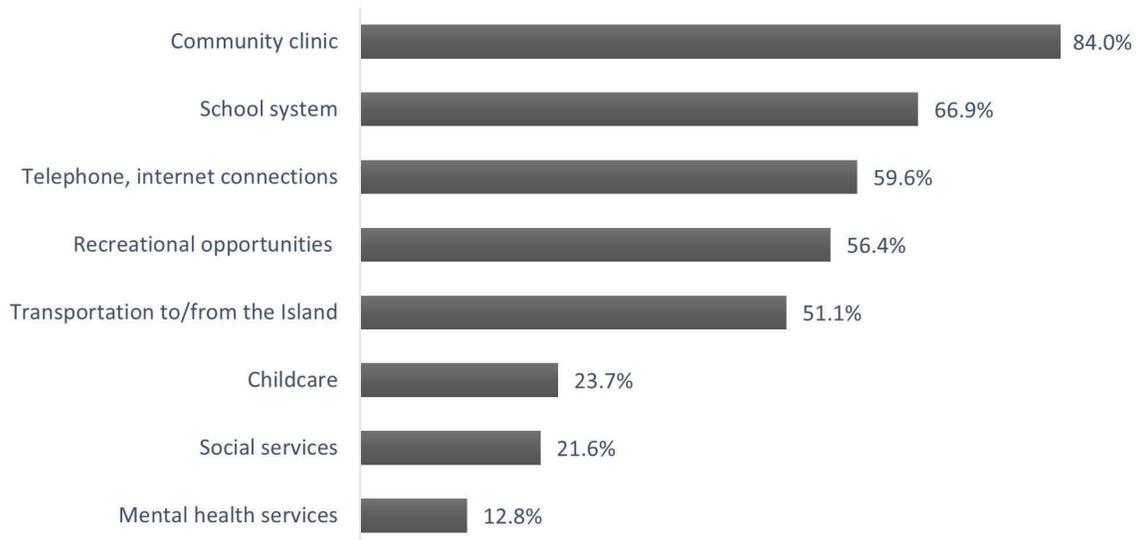
We envision the Collaborative both as a mindset and as a functioning community network. By coordinating clear roles for participants, it could ensure that action is taken, that outcomes are tracked, and that

### RECOMMENDATIONS

1. The Town appoints a task force to organize the Collaborative.
2. The task force holds community conversations around the scope, purview, and partnerships of the Collaborative, Town government and staff, community organizations, and individuals connected to the Island.
3. Based on these discussions, the task force itemizes priorities and process for Collaborative research and action, and recommends responsibilities and implementation steps.
4. The task force considers creating a community resource coordinator – either independently or attached to an existing entity – to organize the Collaborative's activities and engagement, to generate funding for the Collaborative (and perhaps other initiatives), and to spearhead projects.

those involved are accountable for results. It could be dynamic in nature – held together by a core team and reconfigured regularly depending

### Levels of satisfaction with private and social services on Madeline Island



Source: 2022 La Pointe Community Survey Q. 6

on the issues being addressed. The Collaborative would align work, vision, and abilities. It would build on the trust and high social capital that Community Survey findings confirm exist here. Its main purposes:

- create cooperative, inclusive approaches that mobilize the expertise and resources that exist among us
- recognize and engage all the community’s assets
- strengthen the trust, connections, leadership and relationships

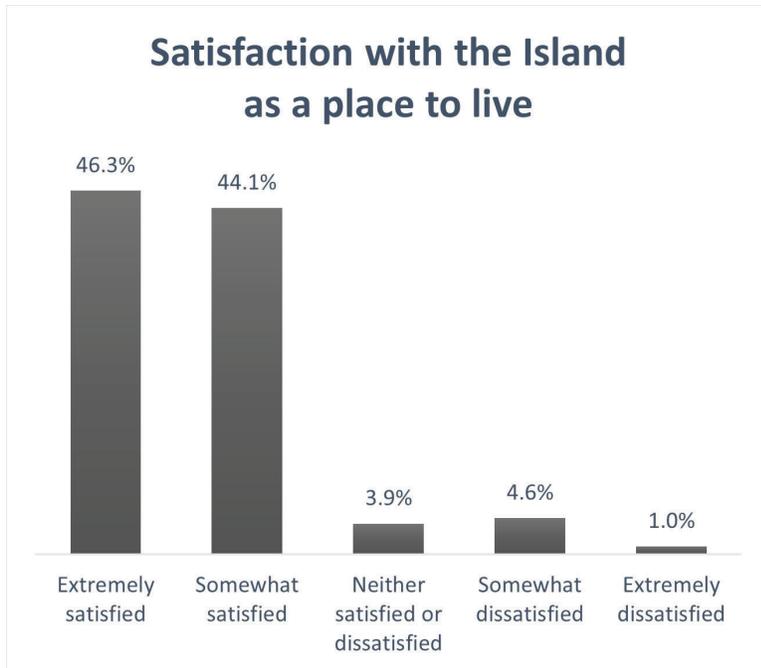
among us so we can pursue ideas and solve problems together

This approach complements another recommendation: that the Town and key island organizations formalize their relationships and responsibilities in areas that are essential to the Island’s quality of life. Together, these recommendations promote a more integrated, innovative, and coordinated approach to creating solutions.

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# Chapter Two: Quality of Life

- Child care
- “Community center”
- Alcohol-free gathering space(s)



Source: 2022 La Pointe Community Survey Q. 11

## QUALITY OF LIFE

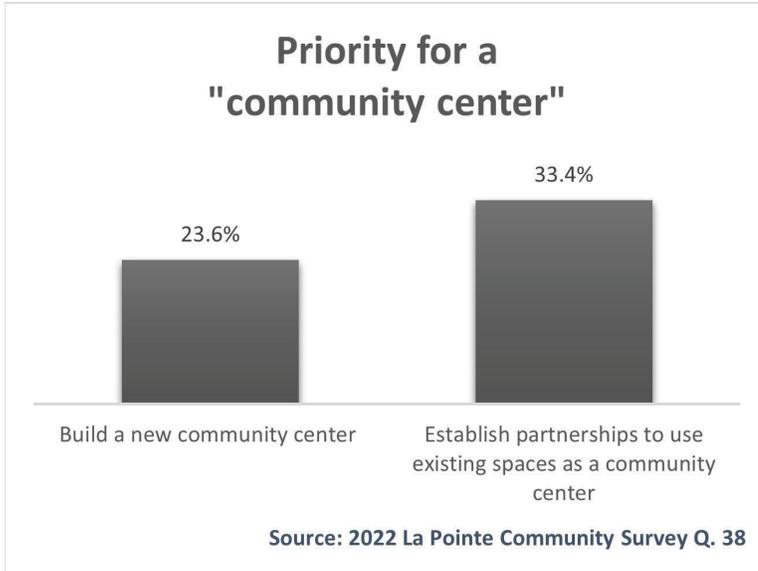
Key components of a higher quality of life on Madeline Island are discussed in more detail in Chapter One. These include access to and from the Island, the metric of household success, value in return for property taxes paid, affordable housing, food access, and health care. Overall, quality of life includes resources that promote and provide healing of physical, mental, societal, and historical ills. Here are additional, specific areas that can benefit from this type of dedicated attention.

### 1. Child care

There are no licensed child-care sites on the Island, which is another barrier to parents who would like to live and work here year-round. The Madeline Island Public Library provides after-school and summer recreation programs, sometimes in coordination with St. John’s Church or others. These efforts often serve as de facto child care for Island parents.

## RECOMMENDATION

- The Library Board assembles a work group, including representatives of year-round and seasonal parents, the Bayfield School District, and other appropriate stakeholders. The group should outline the services, staffing, financing, and other resources needed to create and maintain reliable, affordable and enriching child care and activities after school, during the summer, and at other times when families as a whole need community support for their children.



## 2. "Community center"

The concept of a "community center" has been pursued on and off in La Pointe since at least 2004. The concept was included in the 2006 Comprehensive Plan. A Library Board work group issued the most recent report in 2021.

The longevity of the idea reflects a sense that the Town could benefit from more amenities – especially indoor space, especially for winter activities. But reviewing the history makes clear that a community center means different things to different people. Among approaches that have been discussed: a fitness facility, performing space, a community food hub, event and self-enrichment space, as well as dedicated space for nursery and child care, teens, and seniors. None of the research has looked into whether a community center should include rethinking the Town's existing Recreation Center; that facility (primarily outdoors) receives one of the lowest satisfaction levels among public services in the Community Survey: under 50% overall, and under 40% among year-round residents.

Most importantly, none of the work to date makes a clear distinction between a community center as a physical space and a community center as a

## RECOMMENDATION

1. The Town Board takes charge of the discussion of a community center (or designates a process), using this overall framework for making decisions:

- **What purpose does a community center serve?** Is it a physical place (or places)? Is it a coordinated schedule of activities or programming? Is it both? Who pays for it and coordinates it, including ongoing staff and operations costs?
- **Activities/ Programming.** Which activities are "needs"? Which are "wants"? Which activities are now available, and who provides them? Which

coordinated set of activities that could improve quality of life for island residents, individually or collectively.

The community center idea gets mixed response in the Community Survey. Building a new center is listed as a priority by only 23.5% of respondents; partnering to use existing space receives more support – 33.9%. Both categories are more popular with year-round residents than with seasonal residents (by about 7 percentage points).

### 3. Alcohol-free gathering space(s)

This is a separate but related issue to a community center; it should be included in the process that explores that concept. There is an expressed desire and need to create community options for individuals with addiction issues, and other adults and young people who want to avoid alcohol. Exploration should include:

- New venues or activities
- Supporting or expanding existing options (such as St. John’s, the Library, and formal or informal activities at Town parks)
- Tying in with additional services for mental health and substance abuse
- Developing a series of winter activities that provides social alternatives to isolation or events that are centered around alcohol

activities are not available?

**Space.** Which activities can take place in existing space? Which activities require new space? Should space(s) be new or repurposed? Where should building(s) be located? Is a partnership or mixed-use project with the La Pointe School or other entity possible?

# Chapter Three: Community Collaboration

- Engage seasonal residents
- Dialogue between the Town, Bad River and Red Cliff tribes
- Formalizing relationships and responsibilities among key Island organizations
- Grant proposal writer
- Community websites

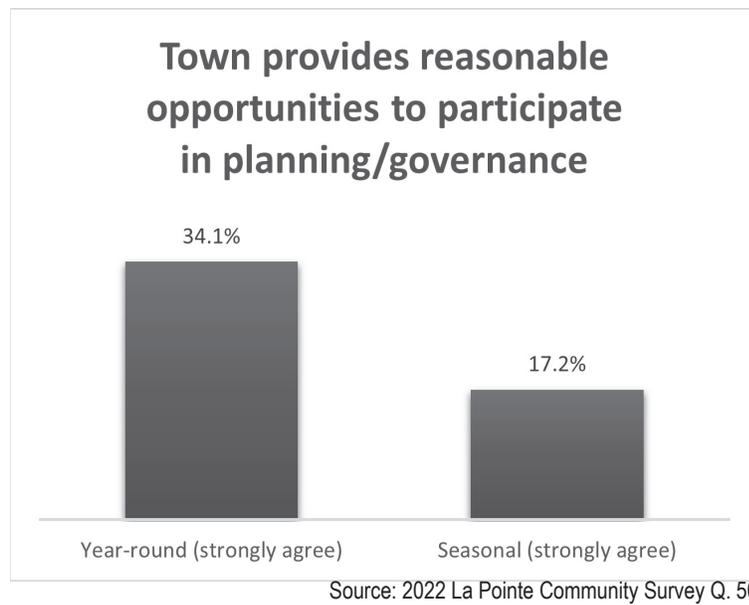
# COMMUNITY COLLABORATION

The general framework of an Island Collaborative is outlined in more detail in Chapter One. Here are additional areas that can benefit from community-wide collaboration.

## 1. Engage seasonal residents

Overall, residents believe the Town “provides reasonable opportunities to participate in Planning and governance.” However, the share of seasonal residents who say that is sharply lower. The split suggests a perceived or actual disconnect in which seasonal residents do not feel part of decision-making in La Pointe.

The Town cannot remedy some issues that seasonal residents raise. For example, seasonal residents are unlikely to meet criteria in state law in order to vote in Town elections, at the annual Town meeting, or at the annual meeting establishing the Town’s tax levy.



## RECOMMENDATIONS

1. The Town should use technology more often to routinely make Town Board, committee, and other public sessions available for residents who cannot attend in person. This remote access should be interactive whenever possible, and recorded for later viewing whenever possible.
2. Whenever allowed by law, the Town should modify bylaws or guidelines in order to make membership on Town-appointed committees available to year-round residents, seasonal residents, and others who are part of the broader Island community. When vacancies occur, the Town

However, technology does make participating in Town meetings easier, regardless of whether someone is physically on the Island or not. Some committees appointed by the Town Board – especially the Affordable Housing Advisory Committee, Comprehensive Plan Steering Committee, Public Arts Committee and Energy Committee – take advantage of this by actively including both year-round and seasonal residents as members. This approach widens the pool of applicants, enables the Town to benefit from a deeper range of experiences and expertise, enables committees to function more consistently, and provides meaningful ways for seasonal residents to become (or remain) engaged directly in Town activities.

Similarly, the Town Board is using technology to include a wider range of community members in direct discussions about key issues. For example, “workshops” on the potential purchase of the ferry line and on the law enforcement dispute with Ashland County made it possible to engage residents both in person and remotely. There is nothing to prevent the Town Board from holding more of these types of open workshops about specific topics – or no topic at all.

The Town Board also live-streams all its meetings, which at least allows residents to keep up by watching live, or viewing the meeting at a time that fits their schedule. The recent installation of new audio-visual equipment in Town Hall should expand these possibilities.

This Plan’s proposals for an Island Collaborative and for more intentional relationships among the Town and independent Island organizations also can provide opportunities for seasonal residents to have more-direct participation and influence on decision-making.

should promote the opportunity and broaden the pool of interested and qualified candidates.

3. Through improved use of its website and other feasible forms of communication, the Town should share timely information more regularly with year-round and seasonal residents.

4. The Town Board should hold an “open forum” each summer, which can give seasonal residents (in particular) the opportunity to share ideas and questions, in the same way year-round residents can do at the Annual Town Meeting in April.

## 2. Dialogue between the Town, Bad River and Red Cliff tribes

It's an oft-repeated phrase that Madeline Island is the cultural and spiritual home of the Anishinaabe people. That is true historically and it is true now. How that plays out in the 2020s and beyond cannot be stated as succinctly.

The Township of La Pointe is part of the territory ceded to the United States in the Treaty of 1854. There is no doubt that, nearly 175 years later, complex and inconsistent interconnections exist among the sovereign tribal nations, Town government, Island businesses and organizations, La Pointe residents, and tribal members.

The Bad River Band of Lake Superior Chippewa physically shares Madeline Island, with about 200 acres of reservation land east of Schoolhouse Road. The band has additional presence in La Pointe, including private land it owns that is not part of the reservation or in federal trust. However, Bad River's main reservation is physically distant – roughly 47 miles by road (plus a ferry ride).

Tribal lands of the Red Cliff Band are much closer – about 7 miles from the Bayfield ferry landing. In addition, there are deep social and economic ties between Red Cliff and La Pointe residents. The communities share the education of our children in the Bayfield school district, for example, and Red Cliff members make up roughly 1 in 6 Island workers.

There is additional tribal involvement beyond the two local bands. Ojibwe groups such as Honor the Earth and Akiing 8th Fire are active on the Island; they organize Treaty Day commemorations, cultural events, and agricultural initiatives. Some of these utilize formal partnerships with the Town or Island

### RECOMMENDATIONS

1. The Town Board should initiate and nurture ongoing engagement and exchanges with the Bad River and Red Cliff Tribal governments and regional Tribal organizations; seek collaboration on land use, economic and other areas of mutual interest; pursue memoranda of understanding where appropriate; and support Anishinaabe cultural events on the Island.
2. The Town should protect Anishinaabe historical sites on the Island.

organizations. The Madeline Island Museum – through the Madison-based Wisconsin Historical Society and the Island-based Friends of the Madeline Island Museum – continues to play a key role in bridging communities.

Recognizing and celebrating Anishinaabe culture and protecting ancestral lands (such as the cemetery) are two of the top three cultural priorities for participants in the 2022 Community Survey. These priorities rank particularly high among younger residents.

### **3. Formalize relationships and responsibilities among key Island organizations**

The Island Collaborative is proposed as an approach to address needs and possibilities that can lead to a better, more resilient future for La Pointe. A similar approach is necessary to preserve and maintain what is valuable now.

One part of addressing this is the succession and retention planning described elsewhere in this document. Another part is for the Town to take a more hands-on approach and to establish more intentional relationships with organizations and individuals who are key links in the community. With some, it simply may require an occasional phone call or email to stay in touch and stay informed. With others, it may require practical agreements, regular communication and meetings, or even formal memos of understanding.

#### **RECOMMENDATION**

- The Town initiates discussions with the La Pointe Community Clinic, Madeline Island Chamber of Commerce, Nelson Construction, St. John’s Church Council, and others as appropriate. The goal of these discussions is to create specific, mutual commitments, expectations, and support that each can offer to continue or enhance services that are key elements in the quality of life on Madeline Island.

## 4. Proposal writer

One obstacle to the successful pursuit of many community goals is limited resources, especially money. An obvious solution is outside funding. That can help a community achieve goals, and do so without placing additional burdens on local taxpayers.

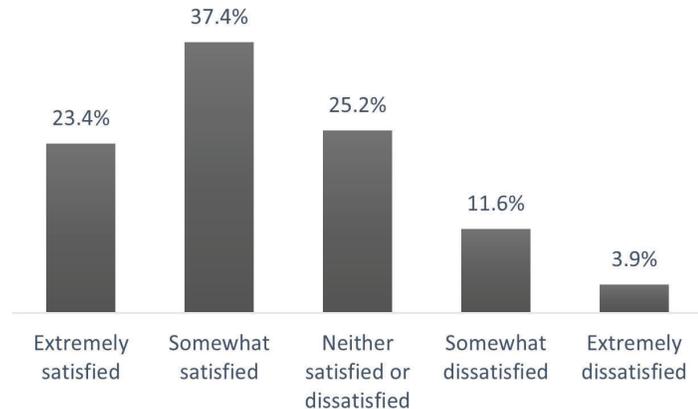
Unfortunately, smaller municipalities such as La Pointe often are at a disadvantage when competing for state, federal and philanthropic funding. They typically cannot commit adequate staffing and time to pursue these kinds of grants consistently and effectively.

Some communities, including Washington Island, have realized that hiring a dedicated proposal writer can reduce that disadvantage. The expertise of an experienced proposal writer can lead to increased success rates, broader knowledge of appropriate funding opportunities, efficient use of time and skills, higher quality research and proposals, improved collaboration and relationships, stronger community engagement, and more reliable compliance. Arrangements can be flexible, including hourly rates or project-based fees.

### RECOMMENDATION

- The Town, possibly in partnership with other public and private entities on and off the Island, hires a grant proposal writer. This position would work to enrich community-wide interests, such as Town capital improvements, La Pointe Community Clinic services, affordable housing, climate and renewable energy initiatives, tourism and business development, the Island Collaborative, or community center initiatives.

### Satisfaction with level and quality of communication from Town government



Source: 2022 La Pointe Community Survey Q. 50

## 5. Community websites

Websites are a primary source of information for residents and visitors alike. They also are an example of how better coordination and collaboration among key sites could result in more consistent and accurate information, specialization that could make upkeep easier for site managers, and navigation that is simpler and more productive for users.

### RECOMMENDATIONS

1. The Island Collaborative convenes a work group to evaluate the content, functionality, strengths, weaknesses, and capacity of websites operated by the Town, Chamber of Commerce, ferry line (and other key organizations if necessary). Using a web portal concept, this work group recommends upgrades and coordination among individual sites, to focus on appropriate specialization, cross promotion, maximizing the amount and accessibility of up-to-date information, and minimizing overlap, inconsistencies, and unnecessary duplication.
2. The Town uses more of its website as a communication tool, rather than primarily as an archival tool. This includes adding follow-up summaries of board and committee actions, and increasing the visibility of popular forms or information for residents.

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# Chapter Four: Economic Vitality

- Year-round availability of goods and services
- Leadership and business retention
- Public spaces
- Business activities
- First impressions
- Thriving artists
- Bicycling infrastructure

## ECONOMIC VITALITY

When more than half of seasonal residents and two-thirds of year-round residents say the Island needs more year-round business activity, when 45% of year-round residents seek to reduce the Island's dependence on visitors alone, the message is clear: A single-industry economy lacks balance.

La Pointe has never seriously examined what kind of economy could flourish in addition to seasonal tourism – what options could exist for the community, its businesses and its workers. Nor has the community attempted to attain the broader household stability and expanded choices that could go along with a more diverse, balanced economy. Now is the opportunity to explore potential options.

The rigors of the Covid pandemic delivered a new perspective on what is possible in expanding the Island's economy. The need for isolation and the widespread adoption of new communication

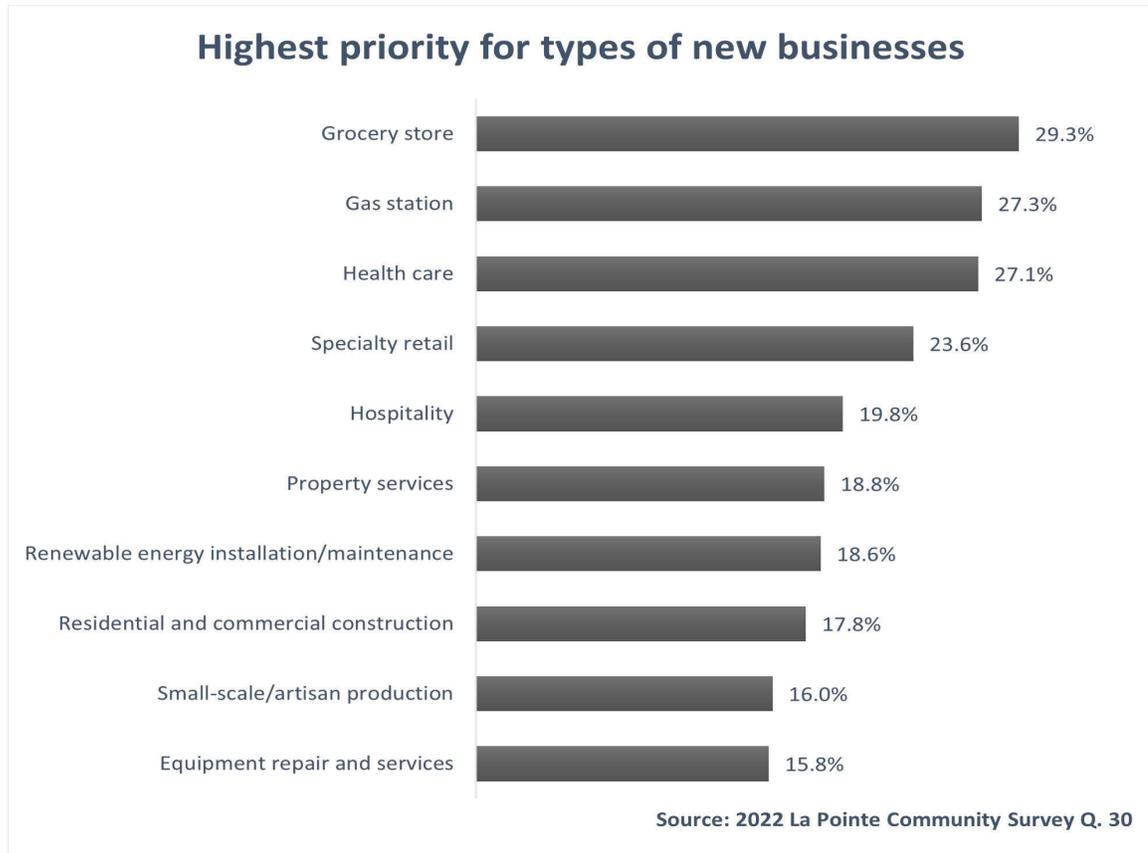
technology shattered "workplace" definitions. La Pointe has highly prized and distinctive amenities to thrive in this new world, in which rural areas such as ours are increasingly attractive to urban and climate migrants. Madeline Island's advantages include high-speed fiber optics, astounding natural beauty, our own airport, land, a low-impact lifestyle, and a talent pool of creative and well-educated younger workers.

Further, economic and workforce development expertise exists among public, nonprofit and academic resources in the state and region. As a whole, La Pointe has not tapped these resources or examined how to use them intentionally.

This chapter identifies seven specific areas where community engagement suggested action is needed to deliver more balance – an economy that enhances Island livability by serving the fundamental needs of residents, as well as needs of visitors.

## RECOMMENDATION

- With survey preferences as a foundation, the Island Collaborative convenes discussions on how to expand the availability of goods and services, especially from September–May. Efforts should include developing relationships with Northwest Regional Planning Commission, Ashland Area Development Corp., UW–Superior Social Science Research Center, Northland College, Northwood Technical College, WI Rural Enterprise Fund, Northwest WI Business Development Corp., and WI Economic Development Corp.



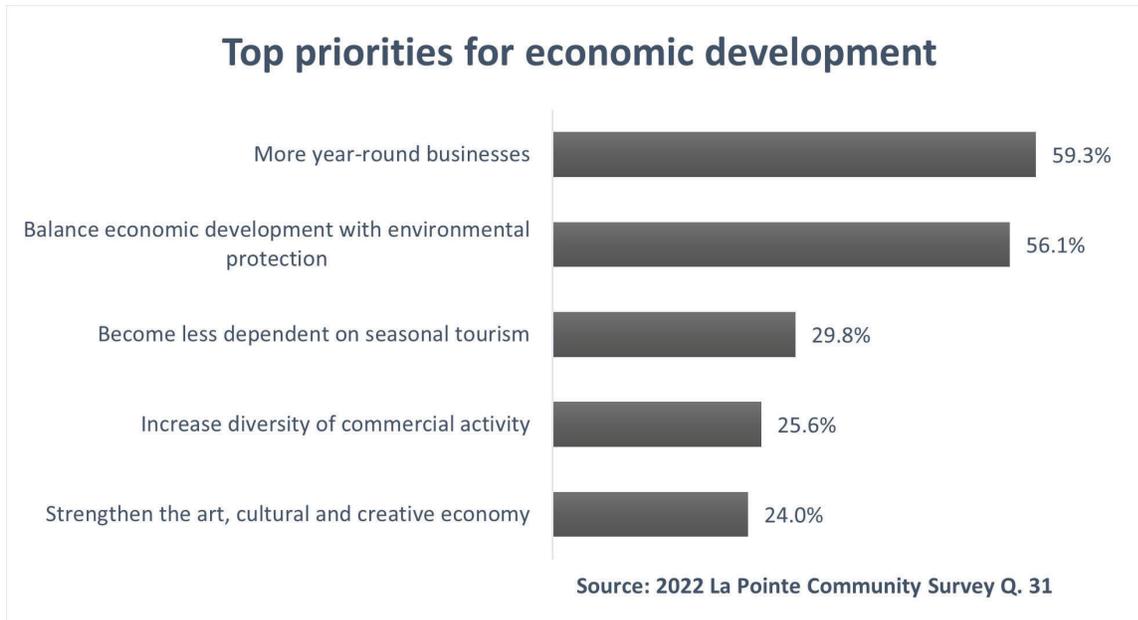
## 1. Year-round availability of goods, services

Fresh food, fuel, and health care (discussed in Chapter One) are only some economic sectors to which Island residents lack easy access. Barriers to access cost residents and businesses time, money and opportunity.

Much of this lack of access, of course, is the result of the Town's small population and its Island location. But the community also lacks intentional initiatives to fix this. There are no concerted efforts to research, promote, attract or facilitate additional business and service options for residents, or whether those could be provided by residents, regional businesses or entrepreneurs. There are no concerted

efforts to determine how zoning challenges, a housing shortage, or lack of commercial working space might hinder new enterprises.

There are models of how, through strategic efforts, services could be brought to the Island in a consistent, sustainable way. For years, bicycle repairs for Island residents have been available once a week through coordination with a local business. In summer 2023, the Chamber of Commerce worked with a veterinarian who was willing to come to La Pointe to administer vaccines. The challenge is to replicate this approach for a wider array of goods and services.



## 2. Leadership and business retention

La Pointe is undergoing an undeniable generational transition. This turnover could leave key businesses empty, key services unavailable, key jobs undone, and substantial gaps in the community fabric. The Town’s Harbor Commission is taking the issue head-on with its efforts to acquire the ferry line. This type of initiative is necessary to ensure sustainability across a wide range of other areas as well.

**RECOMMENDATION**

- The Town and Island Collaborative utilize local expertise to identify key business activities and social amenities that must be preserved, enhanced or added. They then build a network to develop plans that utilize (or connect to) existing sources of support, build continuity, pass along key knowledge and skills, and help mentor “apprentices,” successors or recruits.

### 3. Public Spaces

As highlighted in Chapter 5, the natural environment is the amenity that residents of Madeline Island value most. It is named by 85.9% of participants in the Community Survey – and by an even higher percentage of seasonal residents. But other survey findings suggest the Town could do more to integrate the “natural” into the broader fabric of Island life, especially in the commercial village area.

While roughly two-thirds of survey participants say the Island’s “public spaces create a sense of place and belonging,” a significant portion – more than 30% – believe improving “the design and feel of the Island’s central business district” should be a priority. Further, one of the Town’s largest public spaces – the Recreation Center on Middle Road – has the lowest satisfaction level of any public service in the Community Survey: only 47% overall, and

#### RECOMMENDATIONS

1. **Add simple amenities.** Among examples that encourage people to stop and linger: benches, tables or other outdoor seating; grills; and bicycle racks.
2. **Schedule activities.** These can take place on public or private property. They can be small (such as the farmers market that sets up along LeSueur Street) or more elaborate (such as the Fourth of July parade). They can be official (such as the Thursday night concerts the La Pointe Center for the Arts schedules during the summer) or unofficial (such as the croquet games that occur on Bell Street). But opening the door and encouraging reimagination of existing spaces for multi-purpose community uses can be transformative.
3. **Rethink the commercial corridor.** Main Street, the village area of Middle Road, and nearby commercial buildings have the potential to be safer, less congested, more attractive, and more useful to residents and visitors alike. Among possibilities to move in that direction:
  - Partner with academic and professional consultants who understand how “Main Street” design principles can apply in La Pointe to humanize the flow and feel of the village area from the ferry dock to the marina.
  - Install more visible crosswalks and other traffic-calming features along the commercial stretches of Main Street, Middle Road, and nearby streets.

only 35% among year-round residents.

The Town and other La Pointe institutions could do more to make the “commons” more inviting and useful. During the coronavirus pandemic, many communities and businesses saw the benefits of repurposing streets, sidewalks, parking lots and green spaces, and making them more accommodating for pedestrians and businesses. Rethinking space in this way can enhance community, connections, and commerce. New approaches can make existing spaces safer, more lively, welcoming, and human-scale instead of dominated by vehicles. There are ways to do this in La Pointe through a mix of passive and active activities and amenities, especially during the tourist season.

- Turn more of the small streetside parking lots along Middle Road into dining and gathering spaces, thus creating small patios or plazas. Cars can be redirected to the (generally) underutilized parking lots at the Rec Center, which are easily within walking distance of most businesses.
  - Close LeSueur and Bell Streets to vehicles when it makes sense to accommodate activities, especially if Russell Park attracts more organized events.
  - Prioritize sidewalks along Main Street – especially between Middle Road and the marina. If nothing else, apply more vibrant paint and other treatments to visually demarcate walking space.
4. **Create wayfinding.** Especially for pedestrians, signs that point the way to key locations are largely non-existent. An informational kiosk near the Middle Road/ Main Street intersection could be beneficial – especially if it includes an electronic screen that gets updated daily with events and hours for restaurants and other businesses.
5. **Revise the Town’s Direct Sellers Ordinance.** This ordinance effectively bans sales on Town property in the C-1 Commercial Zone. The only legal exception is for those who obtain a special event permit. The practical result is that food trucks, food tents, farmers markets, artists, and other vendors cannot set up on streets or Town-owned parkland. Instead, they are driven out of the village area entirely, or driven to small private

parcels, often on the fringes of the commercial core. This directly undermines the benefits of creating a more vibrant commercial district because it disperses, rather than congregates, activity. A revised ordinance also is a potential solution to residents' expressed desires for a wider variety of food and retail.

- 6. Rethink the Recreation Center.** The renovation of the restroom building is significant progress. The pavilion remains popular for events large and

small. But survey findings suggest that, overall, what the Rec Center offers no longer may serve the needs of today's Island residents and visitors. The Town should engage community members to explore whether the current configuration – restrooms, a baseball/softball field, a skate park, a general-purpose green space, a playground, tennis courts, and minimal indoor space – is a) the best use of this property and b) what upgrades or alternatives would be appropriate.

## 4. Business activities

In La Pointe's Zoning Ordinance, any sizable business activity is supposed to take place in the commercial core (the C-1 zoning district, which is concentrated in the village area along and near Main Street). The commercial zone has infrastructure that does not exist on most of the rest of the island (such as three-phase electricity, storm and sanitary sewers, sidewalks, parking lots, and access to the Town dock). While there is vacant and unused property in the zone, the majority is held by a few property owners, and few lots appear to be available for purchase. Similarly, there are few buildings or developed spaces that could be repurposed quickly for additional commercial activity.

The Zoning Ordinance also allows

small-scale commercial uses in most zoning districts. What the ordinance classifies as a home office/studio, home occupation, or home business are allowed as either a "permitted" or "conditional" use. The ordinance limits the size of these operations (such as the number of employees and visitors) and allows sale only of those products and services that are produced on site. The ordinance also allows the short-term rental of primary and accessory dwellings in the commercial and residential districts.

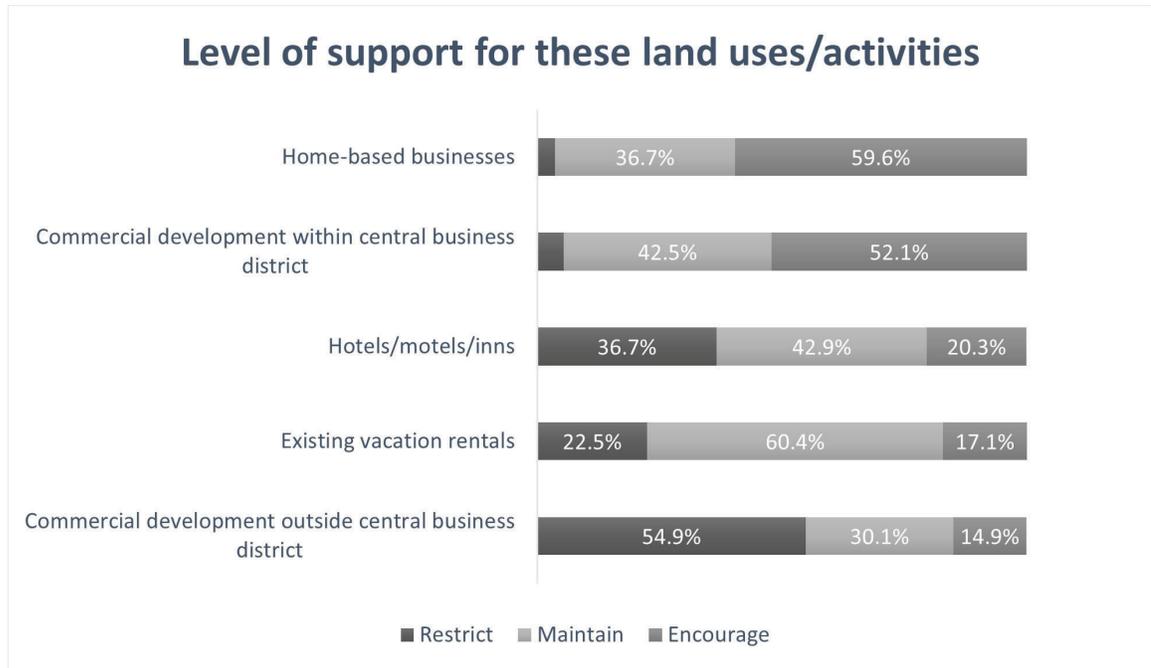
Findings from the Community Survey show the ambivalence residents have -- and the balance they hope the Town can achieve -- regarding commercial development: 55% say they want to balance economic development with

## RECOMMENDATIONS

1. The Town Plan Commission, Island Collaborative, local real estate agents, and others (as appropriate) explore tactics to make additional commercial development feasible and desirable in the commercial core. This research should consider approaches such as creating a work-sharing or business incubator space; identifying vacant or underutilized parcels and buildings and their potential availability for new uses; acquiring vacant parcels to create a land bank for future development; and reducing the number of non-commercial uses that are allowed in the commercial zone (such as single-household residences, campgrounds, and dormitories).
2. Continue to support home office/studio and home occupation uses in Residential, Wilderness 1 and 2, and Marina districts (as allowed in the current Zoning ordinance).
3. The Town Plan Commission should create a work group among its members (or ask the Town Board to create an independent work group of interested community members). This group should re-examine the extent that commercial uses should be allowed outside the C-1 commercial zone. In particular, this group should research and make recommendations on updating guidelines for home businesses in Residential and Wilderness 1 and 2 districts; updating regulations governing current and future uses of primary and accessory dwellings as short-term rentals; and developing criteria for allowing the expansion of commercial activities to parcels adjacent to the existing commercial zone.

environmental protection, 59% want more year-round businesses, 60% say they want the Town to “encourage” home-based businesses, 60% say they want the Town to “maintain” short-

term rentals. Despite these views, only 9% say they want to expand commercial activity outside the C-1 zone.



Source: 2022 La Pointe Community Survey Q. 42

## 5. First impressions

Community Survey participants -- especially in comments they volunteered -- express a frustration with aspects of how businesses often operate in La Pointe. It goes beyond a desire for a broader array of businesses. There are complaints about unreliable hours. About what appears to be a lack of coordination of when restaurants and other food providers are open. About surliness. About buildings appearing run down and worse. These are observations that raise broader questions of

### RECOMMENDATIONS

1. The Chamber of Commerce should continue to:
  - Partner with the Wisconsin Department of Tourism or other appropriate agencies to provide at least annual training to hospitality-sector workers about effective customer relations skills and practices.
  - Actively work to balance which businesses are open and closed at the same time, to help ensure adequate amenities for visitors and residents, and the opportunity for businesses to balance their workforce and capacity challenges.
2. The Island Collaborative will seek expertise

from Island residents and off-island organizations to pursue a broader economic development strategy. These include:

- Seeking “main street revitalization” funding opportunities, dedicating accommodation tax receipts, and leading efforts to assist businesses in sprucing up the appearances of commercial properties and installing

amenities that make the commercial core more user-friendly for visitors and residents alike.

- Utilizing Community Survey preferences to identify unmet retail, service, and hospitality needs in the commercial core, then utilize regional and statewide networks to recruit willing providers to La Pointe.

what we as a community expect, of what we owe to each other, of what we owe to our visitors, and of how

we can make the commercial corridor more attractive and useful without sacrificing its authenticity.

## 6. Thriving artists

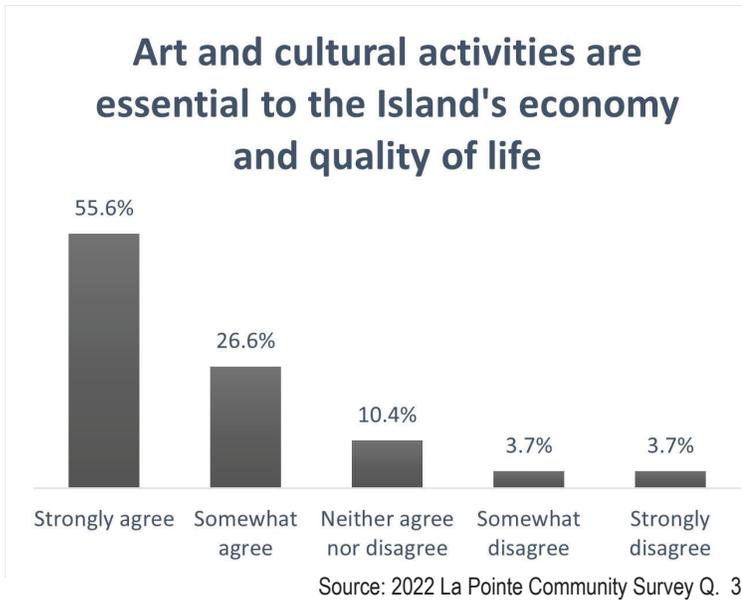
The Island’s creative output historically has far outstripped its size of population. La Pointe is fortunate to have a variety of active arts organizations, individual artists, and art-centric businesses that make this possible. However, like many important initiatives on the Island, the creative community lacks a consistently visible sense of strategy to raise the visibility of artists in the larger community consciousness.

Based on findings from the Community Survey, there is fertile ground: More than 80% of participants say “art and cultural facilities are essential to the Island’s local economy and quality of life”; more than 75%

### RECOMMENDATION

- The Town’s Public Art Committee should convene Woods Hall, the La Pointe Center, Madeline School for the Arts, individual artists, and art-centric businesses and organizations to seek consensus on how to increase the cohesion and profile of the Town’s creative culture and heritage.

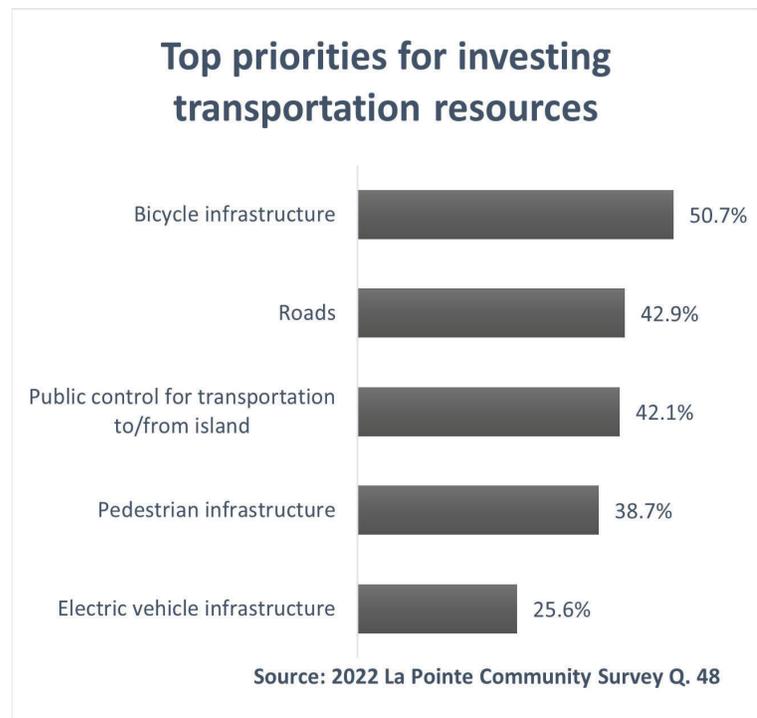
say they “value” the island’s cultural assets, and that cultural activities help “reflect the community’s diversity.”



## 7. Bicycling infrastructure

The desire for more bicycle infrastructure in La Pointe is the top choice in the Community Survey on where the Town should focus transportation resources. It is the only transportation category that is a priority for more than 50% of survey participants. Improving the bicycling infrastructure on Madeline Island can improve safety, fit with the Island’s core environmental values, and promote a pace and type of tourism that fits the Island’s character.

The trail proposed on the next page



roughly follows a route identified in the Future Transportation Network from the original 2006 Comprehensive Plan.

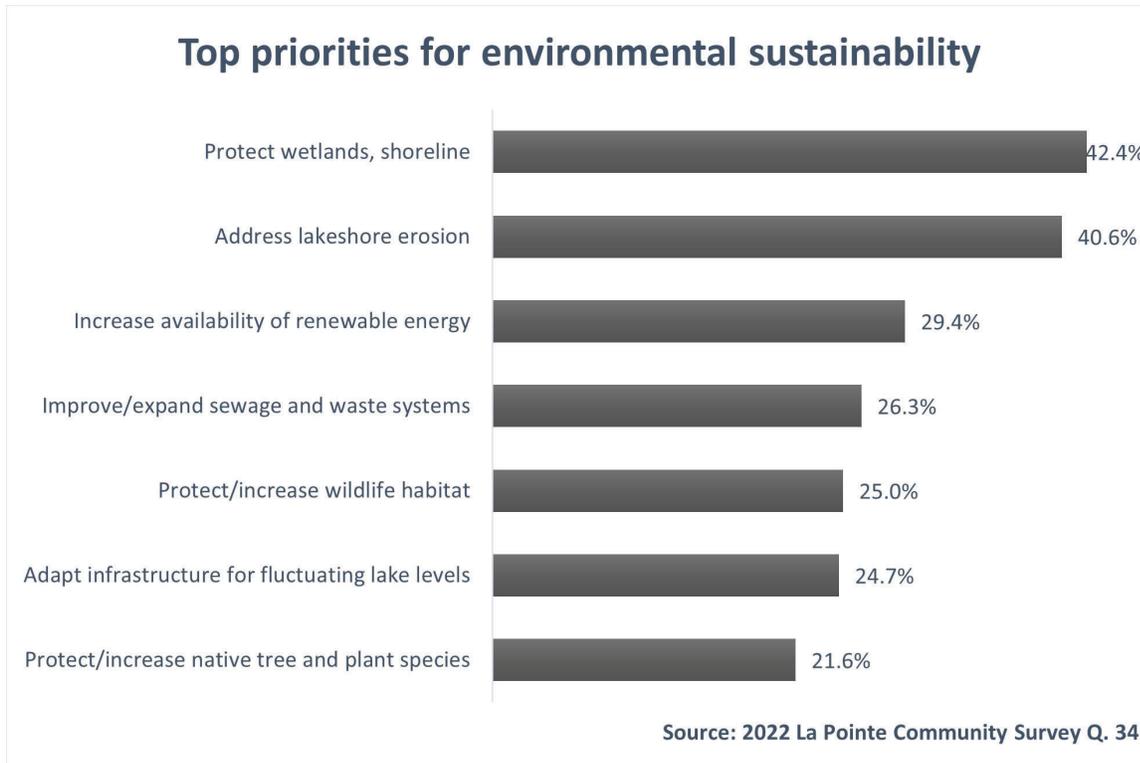
A back-of-the-envelope estimate for this simple trail came in at \$1 million.

## RECOMMENDATIONS

1. The Town, Big Bay State Park, Madeline Island Wilderness Preserve, Madeline Island Trails, and other appropriate parties investigate developing a 10-mile, off-road, paved or recreational-grade gravel trail connecting Capser Trail with Big Bay State Park. The trail would be dedicated to snow-shoeing in the winter and to bicycling at other times of the year.
2. Whenever Ashland County repaves County H, the pavement should be widened to accommodate paved bicycle lanes at least 5 feet wide in each direction. In the interim, the County should explore restriping to provide additional safety (and space, if possible) to cyclists.

# Chapter Five: Natural Environment and Heritage

- The Island's unique sense of place
- Our heritage and historical places
- Wetlands protection
- Access to the natural environment
- Climate change
- Short-term rentals
- Junk
- Enforcement of the Zoning Ordinance
- Educate property owners about zoning
- Density
- Campers



## NATURAL ENVIRONMENT AND HERITAGE

Madeline Island’s natural surroundings – the lake, the dark skies, the wetlands, the woods, the wildlife – define what lures year-round and seasonal residents and visitors. The island is not a wilderness, most of the forests are not old growth, motorized vehicles are not outlawed. But, with rare exceptions, the island is not manicured. The natural – not the man-made – is the attraction. Madeline Island may be a destination, but it is not an entertainment or amusement destination.

Access to the natural is, by far, the characteristic islanders value most. More than 85% of survey respondents cited this. This value scored 28 percentage points higher than the next characteristic.

This value is, in many ways, already built into the Island’s way of life and mindset. Zoning requires low-density development, especially along the lakeshore and outside of the old, platted village areas of town. Zoning forbids tampering with wetlands. There is higher demand in the Community Survey for more bicycle paths than there is for more roads. Between wetlands, the Town Park, the State Park, and the holdings of the private Madeline Island Wilderness Preserve, more than one-third of the island’s 15,359 acres are essentially off-limits to residential and commercial development. These realities make many of the natural assets of the Island possible.

Valuing “the natural” does not mean

there should be no development, however. Without development, without additional population and job growth, without additional resources (and additional diversity of resources), La Pointe will not achieve the critical mass necessary to achieve some of the additional amenities that could expand the quality of life here. Big-picture, however, honoring the community value of “the natural” means encouraging uses and experiences that are human-scale, low-impact, and sustainable. Preferred uses prioritize more intangible qualities (such as the outdoors, quiet, health, aesthetics, and respect for natural surroundings) and promote how those qualities contribute to the overall value of visitor

experiences as well as the good of the longer-term community.

Similarly, preserving Madeline Island’s historical buildings and places is the top cultural priority in the Community Survey. It is the only category named by more than half the participants, and had even higher support among older residents. There is a mindset that preservation of long-term historical and cultural assets takes precedence over economic gain.

Below are 11 topics where the community can support the value of the Island’s Natural Environment and Heritage, especially through how it approaches land use and zoning.

## 1. Unique sense of place

Madeline Island is a special place beloved by residents and visitors alike. Its distinctiveness is palpable to all who visit.

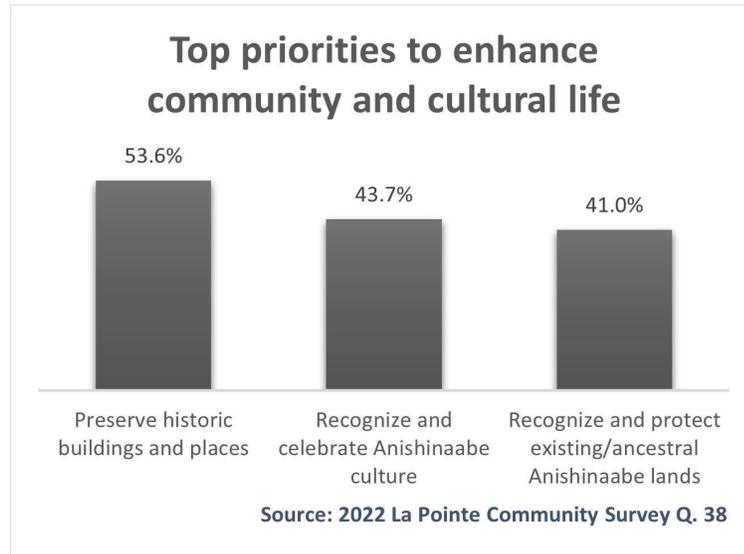
Community Survey findings make it clear that community members cherish the Island for what it is; they want to preserve the qualities that define its character. These qualities and characteristics – of both the Island and the community – must be considered and protected in all decisions being made. In the words of one survey participant, this “is what attracts both visitors and [residents] and is the very thing that will be ruined with over-development and too much emphasis on a tourist economy.” Said another: “On this island, on this lake, there can be no compromise of environmental protection. Everything that brings people to the island is dependent on clean air, clean water, clean soil.”

### RECOMMENDATION

- Leadership in all sectors remain vigilant in pursuing, promoting, and living out principles such as environmental stewardship; low-impact development; protecting the Lake Superior watershed; reverence for the ecological value of the woods, water, and wildlife; and enriching the historical and ongoing connections among the Island’s people and cultures.

## 2. Island’s heritage and historical places

The Island has several organizations that focus on historical preservation. Despite this, and despite La Pointe’s long history, few places are listed on the National Register of Historic Places. While historic designations certainly can benefit to the Town, in general, applications that seek historic designation for individual properties, sites or districts are properly left to property



owners, individually or collectively.

### RECOMMENDATIONS

1. The Friends of the Madeline Island Museum facilitates regular collaboration among the Madeline Island Historical Preservation Association, the Bad River and Red Cliff Tribal Historic Preservation Offices, and the Wisconsin Historical Society to expand community understanding of Madeline Island’s unique historical and contemporary role among many cultures.
2. The Friends of the Madeline Island Museum pursues creating digital archives of the Island Gazette.
3. Whether to pursue listings on the National Register of Historic Places, promote heritage tourism or take other initiatives that would raise the visibility of the Island’s historical assets is a decision that the Island Collaborative could facilitate.

### 3. Wetlands protection

La Pointe has identified wetlands around the island and mapped them as a Wetland Protection Overlay District. This overlay district includes swamp lands and areas that have a water table at, near, or above the land surface. The overlay district prevents development in areas not generally capable of supporting structural development; by doing so, it preserves wetlands necessary to support various species of wildlife. All permitted and conditional uses also must conform to the requirements of the Ashland County Shoreline Protection Ordinance, the Ashland County Floodplain Ordinance, and the Ashland County Wetland Ordinance. In addition, property owners may need

#### RECOMMENDATION

- The Zoning Ordinance should maintain tight restrictions that minimize intrusion of man-made uses upon delineated wetlands. The Town Plan Commission, whenever considering applications for conditional uses in a Wetland Protection Overlay District, should require offsetting loss of wetlands and impact reports on how the proposed activities would affect aquifers, remaining wetlands, and adjacent properties.

an official wetland delineation from the Wisconsin Department of Natural Resources or a DNR “assured wetland delineator.”

### 4. Access to the natural environment

Valuing the natural should guide what types of development and tourism the Town and others encourage, and how these are integrated into the community. On a practical level, this core value can suggest strict adherence to zoning, especially in areas such as setbacks, building height, and protection of lakeshore zones and wetlands. This value should continue to steer higher-impact uses into the commercial, marina, and multifamily districts.

Zoning decisions can adhere to this value while also being flexible. This flexibility may be necessary to accommodate projects or uses

#### RECOMMENDATIONS

1. Utilize Zoning and related ordinances to preserve and protect the “natural” character of Madeline Island.
2. Make compliance with Zoning setbacks a priority, especially setbacks from public right-of-way and from the average high-water mark along the lakeshore.
3. Develop formal relationships with the Wilderness Preserve,

that achieve broader community goals, such as affordable housing or low-impact tourist and economic amenities. In these cases, strategic use of tools such as conditional use permits, planned unit developments, clustered siting, community water and sewage, or detailed design and landscaping requirements can lead to a beneficial balance.

Madeline Island Trails, and other organizations as necessary to support and ensure their viability and the free public access to natural recreational resources that these organizations help provide.

4. Partner with Big Bay State Park to restore the Lagoon Trail.
5. Preserve lake access through the eight Town parcels that currently provide this. Explore the feasibility of improved non-motorized vessel access through the beaches at Memorial Park and the Schoolhouse access; explore the feasibility of a boat launch at the Griggs Approach.
6. Select an option from the 2023 feasibility study to improve accessibility at Big Bay Town Park, then pursue funding to replace the existing bridge and stairway.

## 5. Climate change

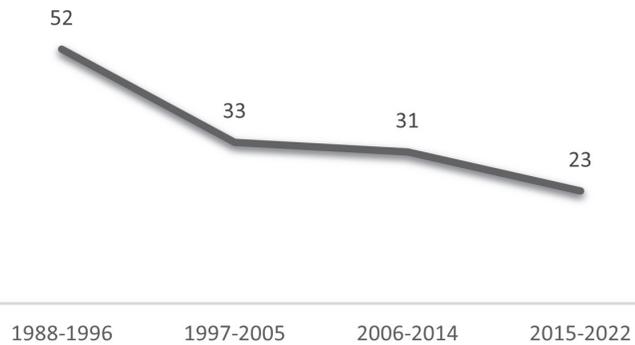
Climate change already is having significant impacts on Madeline Island, but only about 26% of Community Survey respondents think the Island is prepared. Periods of high lake levels in the past decade, combined with storms and extreme snow and rain runoff, have caused significant erosion along Island lake shores. Ashland County, with state and federal support, is attempting to stabilize shoreline, especially adjacent to County H along Russell and Big Bays. Algal blooms are appearing nearby in Lake Superior. The impact of change on Island wildlife and plant life remains unstudied, but there are visible signs of the impact of fluctuating weather patterns on Island and Town infrastructure.

There are potential impacts on Island population, too; researchers at the University of Michigan say climate migrants – especially people voluntarily leaving the drought, wildfires and other symptoms in the western US – are moving to northern Michigan, northern Minnesota, and northern Wisconsin. Most visibly for year-round residents, winter is changing. The ice road is less reliable; of the six seasons when the ferry ran all winter, five of those seasons are since 2012. The steady shift in lake conditions has wide-ranging consequences for Island access, fuel supplies, and business and personal costs.

## RECOMMENDATIONS

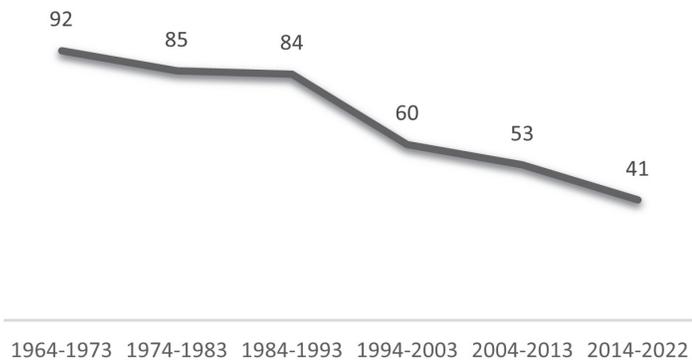
1. The Town should provide Island representation on the Ashland County Climate Readiness Work Group being assembled by UW-Extension, and cooperate in studies and data collection of lake, land, habitat, and infrastructure patterns.
2. Though public entities have limited control of lakeshore erosion on private property, the Town, County and other agencies should collaborate on education, action and policies where possible, including seeking opportunities for private landowners to pool resources and achieve economies of scale in pursuing lakeshore stabilization.

**Average number of days per year ice road was open**



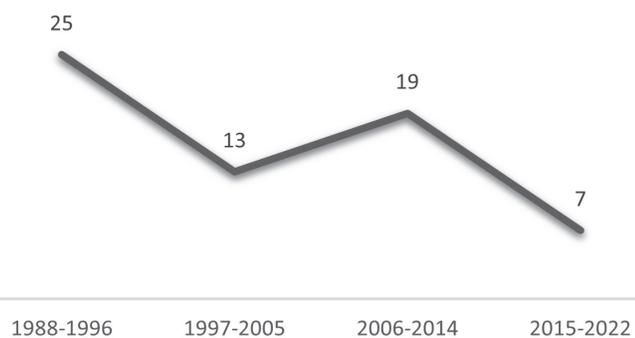
Source: Island Gazette

**Average number of days per year ferry did not run**



Source: Island Gazette

**Average number of days per year wind sleds operated**



Source: Island Gazette

## 6. Short-term rentals

Vacation rentals, in which a property owner rents either a primary or accessory dwelling to visitors, are a long tradition on Madeline Island. The absence of hotels in La Pointe makes these kinds of rentals the most common way to book lodging for visitors who do not want to camp. Spending by visitors on vacation rentals financially supports homeowners, property management companies, property maintenance workers, restaurants, bars, and other retail businesses.

Vacation rentals are a generic term for what state statute defines as short-term rentals – rentals of less than 30 days. By their nature, short-term rentals are a business activity. But Town ordinance allows rental of a single-household or accessory dwelling in all residential zoning districts as long as owners obtain an annual permit.

In La Pointe, about one-fifth of residences are used as short-term rentals. Of those, about 80% are in residential zoning districts; the rest are in the C-1 commercial zone. Accommodation tax payments suggest that vacation rentals were a \$2.98 million industry in La Pointe in 2022. That is a five-year increase of 74%. All this suggests that La Pointe may be at a tipping point in how residential properties – especially seasonal properties – are used.

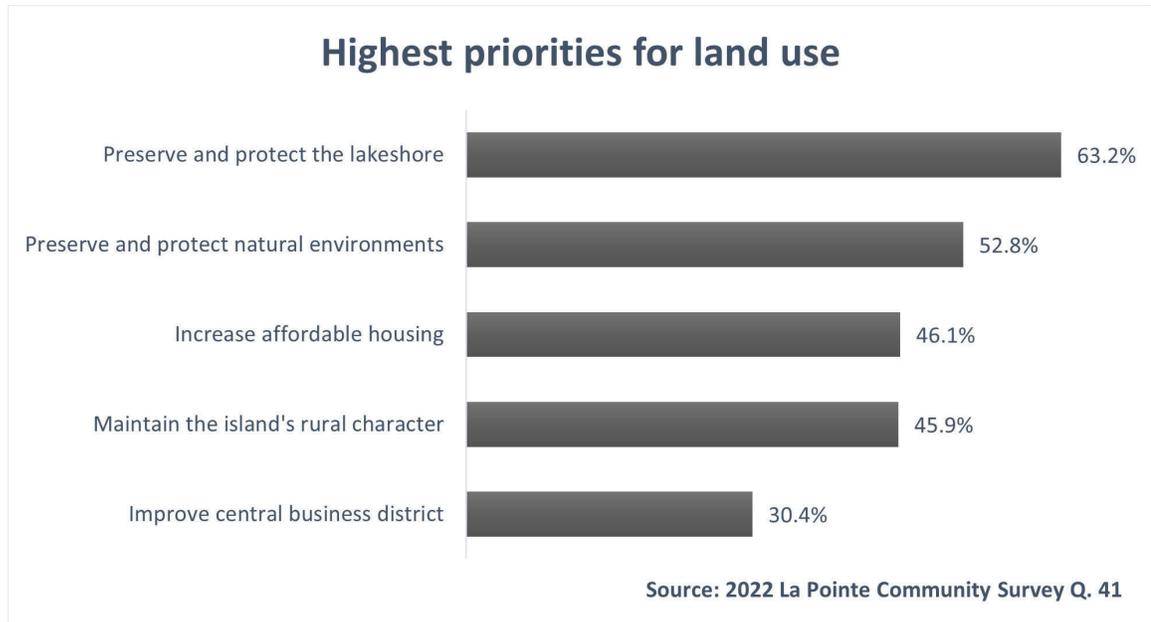
When the Town Plan Commission held a hearing in March 2023 about proposed revisions to the Town's

### RECOMMENDATIONS

1. The Town Plan Commission should research and make recommendations to update regulations that govern use of primary and accessory dwellings as short-term rentals. These recommendations should have two primary goals:
  - Preserve the tradition of year-round and active seasonal residents being able to rent their own residence when they are not on the Island.
  - Give the Town the ability (within the parameters of state law) to prevent a proliferation of short-term rental properties by investors or property owners who rent multiple units outside the commercial zone.

rental ordinance, it became clear that La Pointe property owners use short-term rentals in two distinct ways. Some use rentals to make extra money when they or family members are not on the Island. Others operate their properties as a profit-seeking business, not as a residential home.

Evidence from other vacation destinations shows the detrimental consequences that can occur when investor-driven vacation rentals begin to dominate; these consequences



include an erosion of community cohesion (that is, people no longer know who their neighbors are), a loss of housing availability for year-round residents, and property values that are out of reach for locals.

Preferences expressed in the 2022 Community Survey reflect the back and forth that surrounds the topic of short-term rentals in La Pointe. As stated earlier, the Island's "natural environment" is the #1 value named by respondents; that likely explains, in part, why a majority of respondents – 54% – also oppose commercial activities outside the commercial zone. On the other hand, a slightly larger majority – 60% – say the Town should "maintain" vacation rentals (while roughly 22% say the Town should restrict rentals, and roughly 18% say the Town should encourage rentals).

State law does not allow municipalities to ban short-term rentals. But it does allow municipalities to ban rentals for periods of less than 7 days and to put caps on how many days a year a residence can be rented. Case law allows municipalities to place requirements on short-term rentals that affect "public health, safety and general welfare."

Short-term rentals can provide benefits for La Pointe, for individuals and for businesses, and enhance the type of overnight tourism this Plan encourages. But any significant expansion of short-term rentals -- especially if it is driven by investors, not by "owner-occupied" properties -- carries risks of hollowing out opportunities for those who actually want to live here.

## 7. Junk

Excessive accumulation of personal items on private property is common on Madeline Island. The scale of unsightly properties is increasing to the point that they are detrimental to the value and enjoyment of neighboring properties and to the community's broader desire to prioritize the natural. The topic was not included in the Community Survey; instead, it was raised voluntarily by dozens of survey respondents. A representative comment: "The island is starting to look trashy. With all the beauty of nature around us, why are there so many messy, trashy properties? It is an eyesore to see so much junk in the woods alongside the roads. It is getting worse! Can we please respect the beauty of our island?"

In some cases, the accumulations of abandoned stuff could qualify legally as public nuisances. A strict interpretation of state law (Chapter 175.25) could eliminate the vast

### RECOMMENDATIONS

Based on past efforts and previous community discussions, this Plan recommends that the Town Plan Commission pursue the following framework:

1. An educational and outreach campaign that encourages property owners to voluntarily clean up their land. Develop a guide on how to remove and dispose of materials. Provide incentives; these could include community collection days, logistical support for the very real challenges of removing materials from individual properties (and the Island in general), and a means of offsetting the financial costs of clean-up. Connect people who have things with those who might need them.
2. Adopt a "junk" ordinance that:
  - Defines a threshold for what is allowed for outdoor collections of inoperative and unlicensed motor vehicles; inoperative boats, trailers, campers, mobile homes, aircraft parts, lawn equipment, and similar stuff; unused or inoperative appliances; demolition debris and waste construction materials; and other trash, rubbish or litter.
  - Focuses on removing materials from setbacks and reducing visibility to adjacent properties and the public. Possibilities include requirements such as screening, landscaping, or fencing. Educate property owners that setbacks are measured beginning where the right of way ends.

majority of unused vehicle collections. Some collections potentially pose an actual hazard if they leach toxins into the soil and water tables.

Rather than being heavy-handed, however, the Town should pursue the type of approach the Plan recommends for all zoning challenges: clearly define community standards, promote solutions through education and dialogue, then seek voluntary compliance before pursuing deliberate and consistent enforcement.

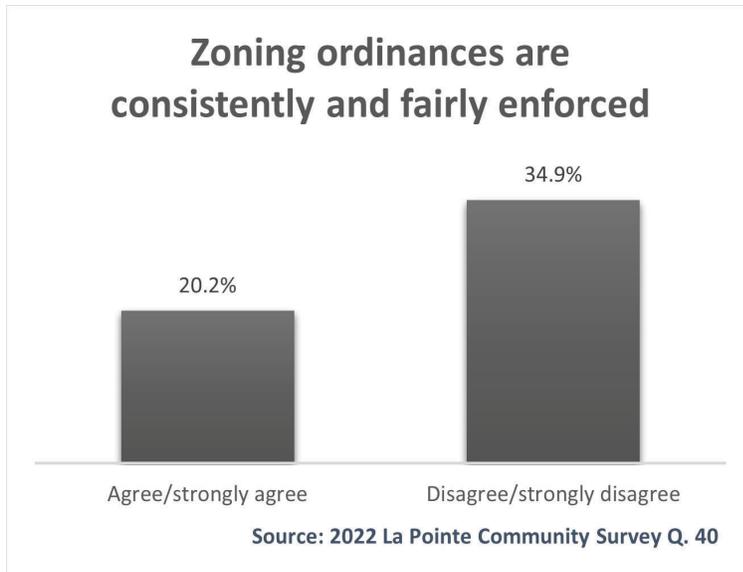
- Defines properties that exceed these thresholds as “salvage yards” or a similar designation. Enforce existing Zoning Ordinance requirements and permitting, including location and screening. Modify the Ordinance as appropriate to allow salvage yards in additional zoning districts.
- Enforces what the junk ordinance and Zoning Ordinance require.

## **8. Uniform, comprehensive enforcement of Zoning and related ordinances**

Findings from the Community Survey suggest a significant lack of understanding of the Town’s Zoning Ordinance: what it does, what it does not do, what it is not intended to do, and its symbiotic role with Ashland County zoning and sanitary ordinances. This lack of full understanding is especially prevalent among seasonal residents. Further, there is a wide perception that the Town Zoning Ordinance is not enforced consistently or fairly.

### **RECOMMENDATIONS**

1. Whenever the Town Plan Commission revises the existing Zoning or related ordinances, clarify or eliminate gray areas of what is permitted or not permitted. If a requirement cannot or will not be enforced – either because of lack of capacity or lack of political will – it should not be adopted. Conditional uses and other case-by-case zoning modifications should be approached the same way.
2. The Town’s Planning and Zoning staff and related committees should be transparent and prioritize solutions: first through education and dialogue, then by seeking voluntary compliance, and finally by pursuing deliberate and consistent enforcement. Elected and appointed officials need to support this approach, even in the face of hostile opposition.



There is a similar lack of awareness of the role that citizen complaints can play in enforcement (or a lack of willingness by residents to embrace that role). Finally, despite deep recognition of the Island’s natural assets (including shoreland, wetlands and woodlands), relatively few residents connect the dots that the Zoning Ordinance helps make those possible; fewer than 30% of survey respondents say the Zoning Ordinance is effective at managing land use in La Pointe.

The Zoning department should develop databases and other systems that allow it to discover violations and non-compliance independently. It should, whenever possible, pursue compliance (or apparent violations) of particular sections of an ordinance simultaneously, to avoid the appearance of favoritism or targeting.

3. The reality of a part-time Zoning department is that some compliance will not be self-initiated, but will need to be driven by complaints. Zoning should more readily publicize and standardize how complaints will be taken – including by creating easily available forms that are widely available. For reasons of due process, fairness and potential liability, Zoning should act on complaints from the public only if they are put in writing.

## 9. Educate property owners about zoning

Education of residents (year-round and seasonal) is vital to building confidence in the Town’s zoning process. This is especially true because of the fundamental ways that La Pointe zoning differs from many of the urban areas from which so many residents come.

### RECOMMENDATION

- Zoning should create a series of FAQs or fliers that explain, in plain language, the value of zoning, the most common areas requiring compliance, the most common misunderstandings, why a “grandfathered” property does not have to meet current requirements, changes in Zoning and related ordinances, compliance and enforcement procedures, and similar topics. These FAQs can be made widely available. Zoning should also schedule informal listening sessions at different times of year to answer questions, gather input, or simply engage residents.

## 10. Density in the Zoning Ordinance

Density refers to how many units can be built on a piece of land, or how much of a parcel can be occupied. In general, La Pointe’s zoning promotes low density, using tools such as minimum lot sizes or building maximums. Even in R-3 multi-family residential, no more than four units are allowed per building.

Low density can minimize the intensity of land use, reduce the impact of development and, depending on location, help preserve

### RECOMMENDATIONS

The Town Plan Commission should take two approaches to restrict density in Zoning and related ordinances:

1. Preserve low-density (or no-density) requirements in Wetland Protection overlay, Wilderness 1, Shoreland Protection 1 and 2, Conservancy, and Public Resource Land districts, plus Wilderness 2 districts that are not connected (or cannot easily be connected) to a sanitary sewer system.
2. Be open to innovative uses of higher-density development in R-1, R-2, and R-3 Residential districts, the C-1 Commercial district, the Marina district, and Wilderness 2 districts if they are connected (or can easily be connected) to a sanitary sewer

natural surroundings or appearance. Density restrictions, however, can make it difficult to build housing that low- and moderate-income residents can afford.

In these situations, the goals of preserving the Island’s natural character and providing affordable housing may conflict. Relaxing zoning to some extent almost certainly will be necessary to address the Island’s affordable housing needs. Relaxing density in strategic ways and locations is one of the most direct ways to accomplish that.

system. Developments should not exceed current height limits. The TPC should consider zoning modifications – especially for housing – that incorporate planned-unit principles, cluster concepts, or similar approaches that offset the potential visual and density impact by incorporating design and platting elements, such significant setbacks and natural landscaping and siting.

## 11. Campers

*[Note: The Zoning Ordinance is not definitive in how it uses the terms campers or camping trailers; it considers them “camping units” or “incidental structures” based, in part, on how long they are being used. This Plan considers these names interchangeable for “a portable unit, no more than four hundred (400) square feet in area, used as a temporary dwelling.”]*

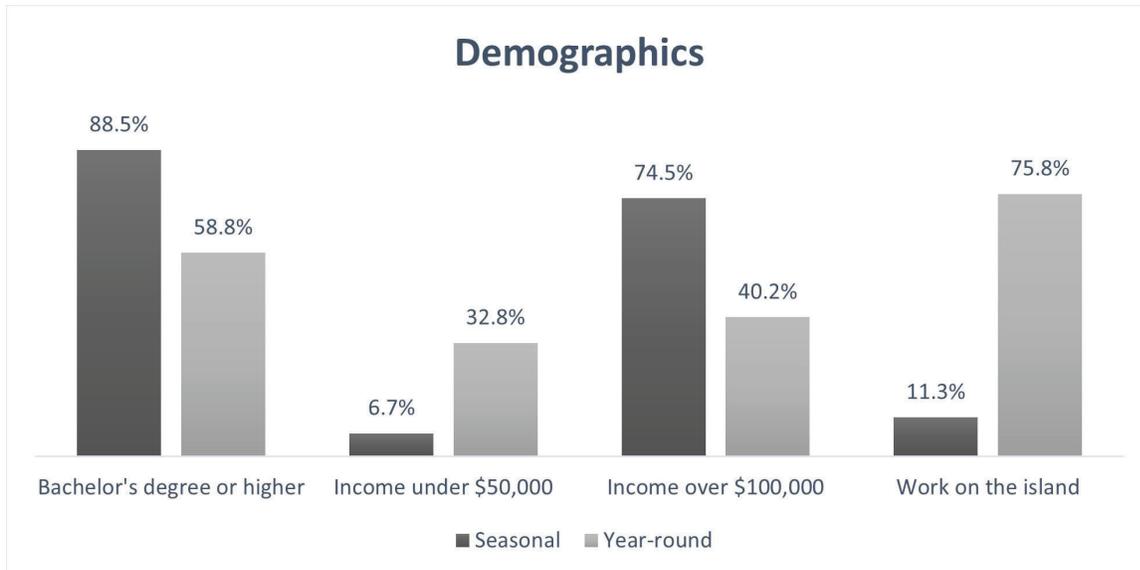
Survey findings and discussion at public forums identify campers as a divisive issue. Campers can serve as necessary, affordable housing for seasonal workers and seasonal residents, or as an interim step for property owners waiting to build. Too many campers, however, can undermine the larger goals of promoting permanent housing and preserving the natural beauty of Island. They can pose sanitary waste risks. In addition, campers traditionally are not taxed as an “improvement;” therefore, they did not pay residential property taxes despite being used as a residence. The current Zoning Ordinance has specific requirements for “temporary” and “long term” camping, and for camping units during construction. As with many land uses, compliance often depends on self-reporting.

### RECOMMENDATION

- The TPC should clarify gray areas of what is and what is not permitted in using campers, then consistently pursue compliance and enforcement of zoning regulations. Focus should be on building a database of camper registrations, clarifying how long campers can remain on a parcel, ensuring that “short term” campers are removed at the end of each season, and ensuring compliance with sanitary waste requirements.

# Appendix

- What year-round and seasonal residents have in common – or don't
- Current conditions: Data and demographics
- 2022 La Pointe Community Survey
- Required elements
- Acknowledgments
- Maps
- Resolution of adoption

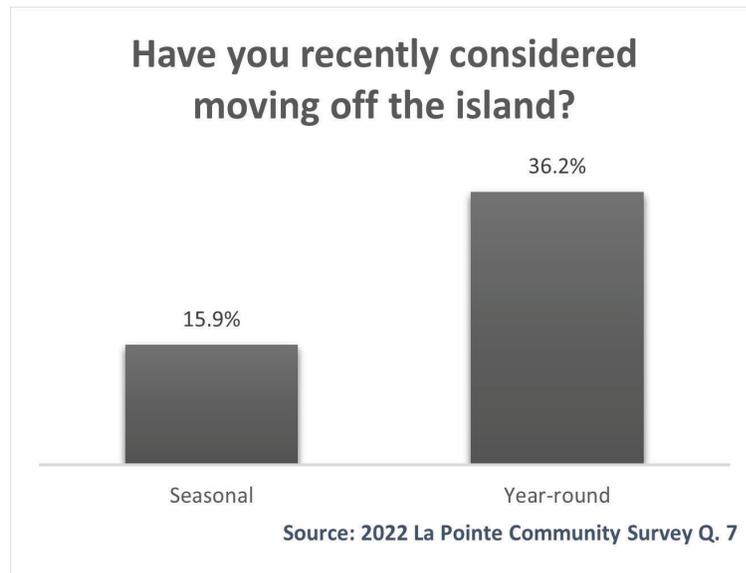


Source: 2022 La Pointe Community Survey Q. 60, 61, 73

## WHAT YEAR-ROUND AND SEASONAL RESIDENTS HAVE IN COMMON -- OR NOT

A final key finding from the Community Survey should not be ignored: How we experience Island life often depends primarily on whether we are seasonal residents or live here year-round. How much time we spend here colors our feelings about the ferry, about what businesses we'd like to see, about how important health care is, what we think about Ashland County, and other topics.

Sometimes it's the intensity of feelings; other times it is priorities themselves. There are substantial demographic differences between

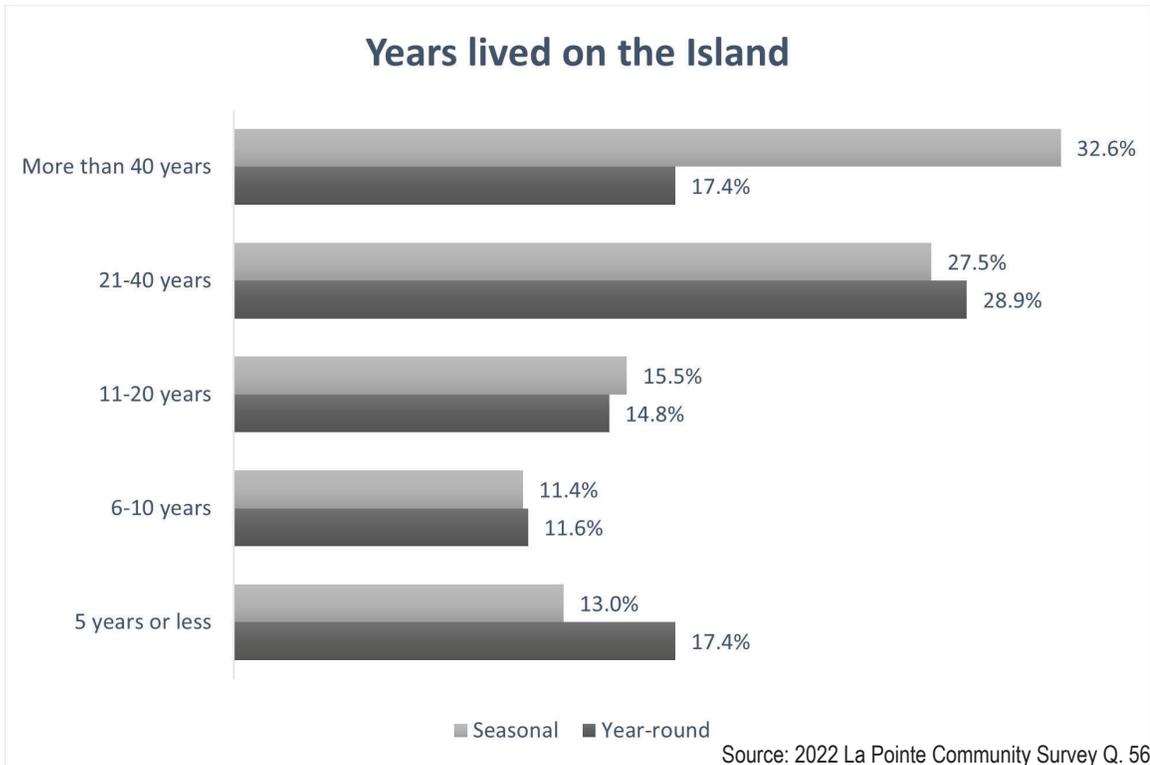


Source: 2022 La Pointe Community Survey Q. 7

the groups: seasonal residents tend to be older, wealthier and have higher levels of formal education, for example.

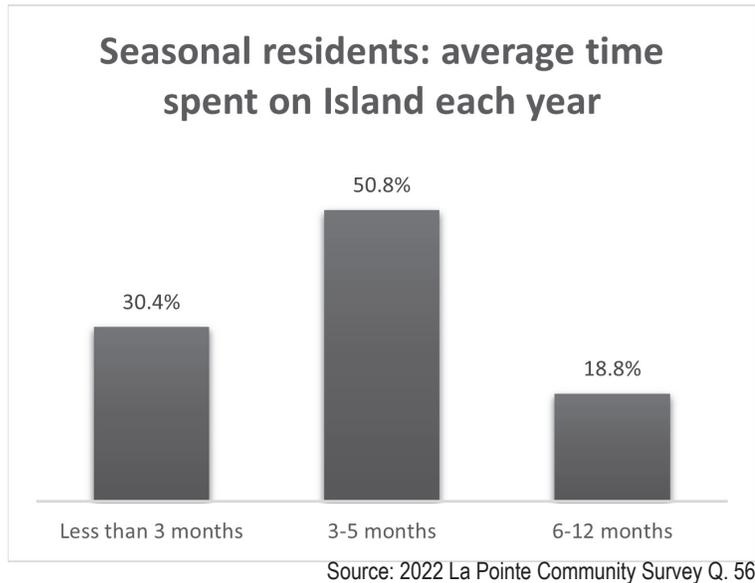
That said, there is common ground:

Both groups value the environment, small-town living, the sense of place, and the sense of community. But overall, seasonal residents see the Island as a retreat from working or urban life.



For year-round residents, on the other hand, the Island is a place to make a living and a life.

There are multiple ways these perspectives play out: For example, when assessing “quality of life” in the Community Survey, there is one major concern seasonal and year-round residents both share: tourism. Their other top concerns (alphabetically):

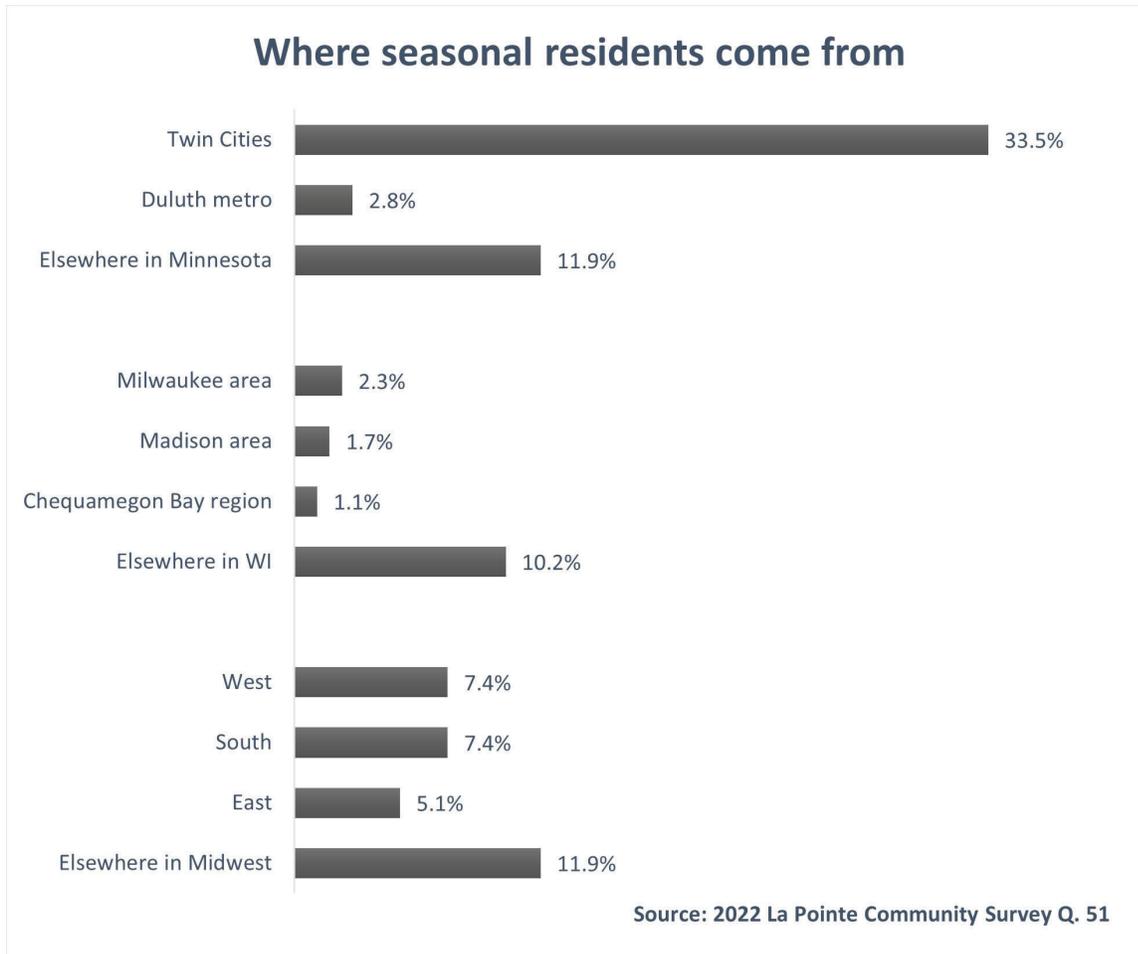


**Seasonal**

- Access to goods and services
- Aesthetics
- Anti-social behavior
- Downtown
- Overdevelopment
- Taxes / County services

**Year-Round**

- Child care and education
- Employment
- Ferry
- Health care
- Housing
- Challenges of winter

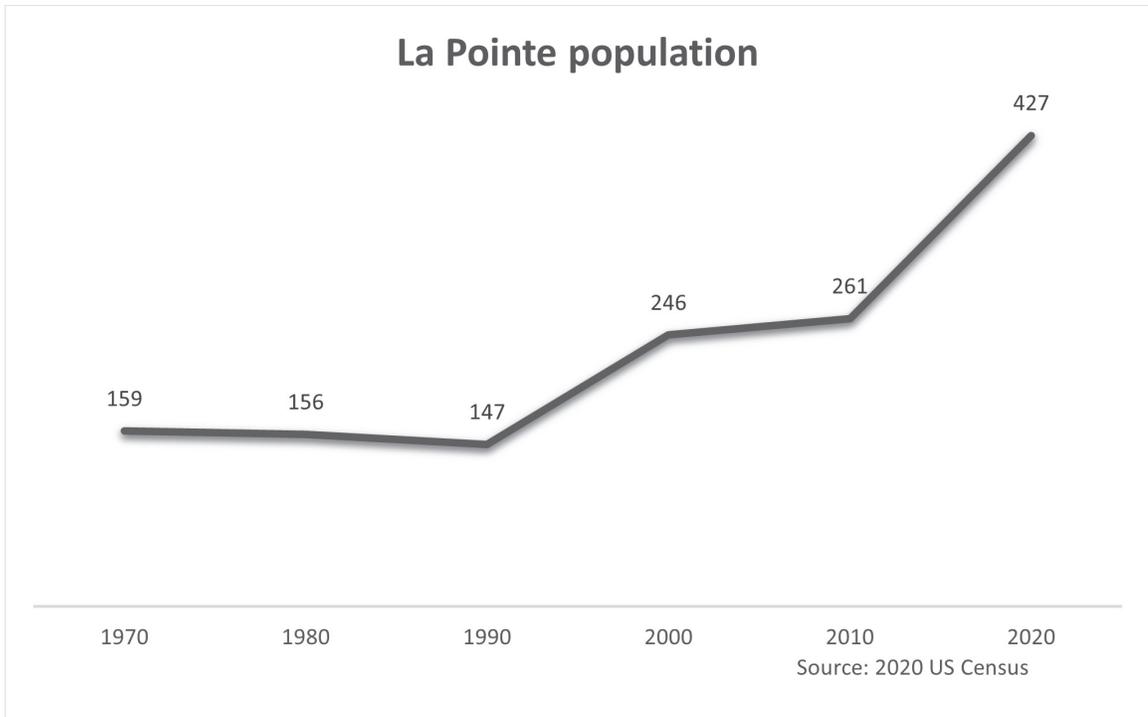


## CURRENT CONDITIONS

Finding any statistics for La Pointe is challenging. Finding current statistics that inspire a high degree of confidence – or statistics that seem consistent with common sense and on-the-ground observations – is even more difficult. Contributing to this problem are the Town’s island status, small size, seasonal fluctuations, rural location, recent popularity as a post-Covid and climate sanctuary, plus ongoing geographic schizophrenia (in which La Pointe is politically part of Ashland County but physically and socioeconomically closer to Bayfield).

Further, at the municipal level, the Census Bureau has published very little demographic information from the 2020 Census. To add to the confusion, data from the Bureau’s 5-year American Community Survey does not align with 2020 Census data that has been released, which casts doubt on the reliability of ACS extrapolations.

Therefore, “current conditions” information below is assembled from a range of federal, state, regional, private-sector, and Town-generated sources. This Plan cannot vouch for the



level of accuracy of all these sources. Despite uncertainty about the accuracy of some raw numbers themselves, this Plan proceeds from the assumption that proportional data, as well as breakdowns such as median and mean calculations, are likely to accurately

reflect reality on Madeline Island at any given time. A final note: Unless specifically stated, these demographic figures are presumed to reflect year-round residents, not the few thousand seasonal residents who also find a home on Madeline Island.

## Demographics

**Population.** The 2020 US Census reports a population of 428 persons in the Township of La Pointe – 427 on Madeline Island itself. That is an increase of 167 persons, or 64 percent, since the 2010 Census. That is the largest population growth of any municipality in Ashland County – in real numbers and percentage increase.

The most-recent estimate from the State of Wisconsin’s Department of Administration places La Pointe’s 2022 population at 430. The state has not yet updated its population projections for

municipalities for future years.

It must be noted that state population estimates for La Pointe in the past decade have been disturbingly inaccurate. For example, the state estimated a 2021 population of 272. That number falls far short of the actual population recorded in the US Census, and actually was lower than the number of residents who had voted in the 2020 general election (which was 294).

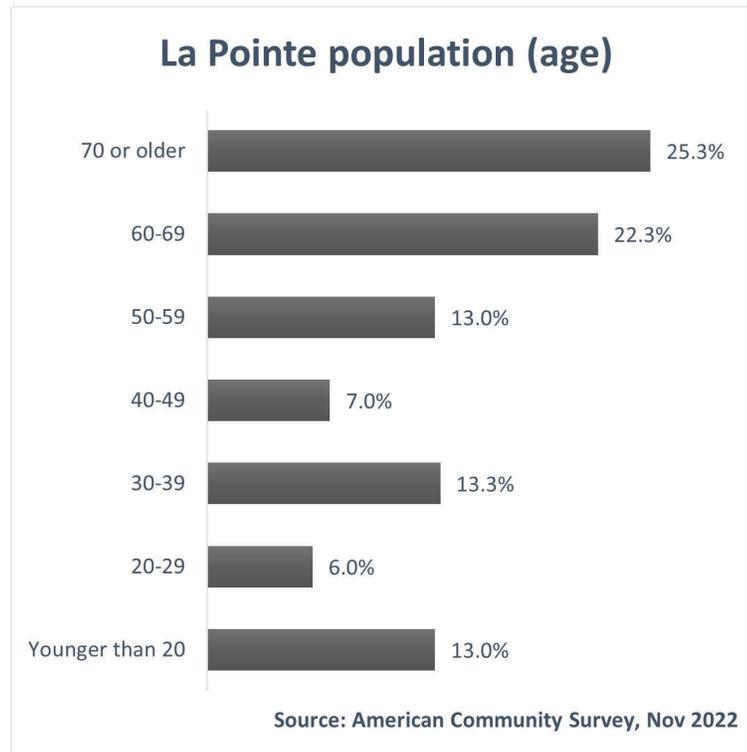
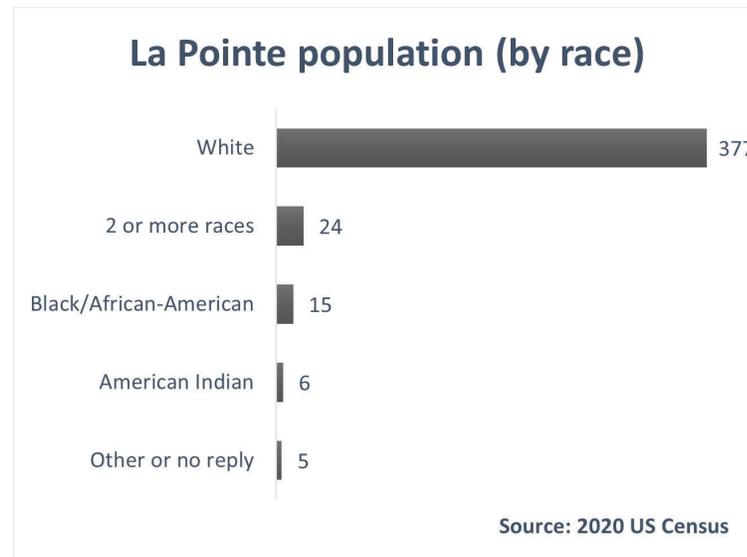
The state’s existing projections for La

Pointe’s population are 325 for the year 2030, and 340 for the year 2040. Barring mass exodus, those projections already have been exceeded. If the state’s projected rate of growth is accurate, however, the Town’s population would be 511 in 2030 and 535 in 2040 (based on the actual 2020 population).

**Race, age, gender.**

2020 Census results show La Pointe is heavily white (88.1%) and skews older (with a median age of 58.8, and with more than 60% of residents at least age 50). Both figures are higher than Wisconsin as a whole, and higher than either Ashland County or Bayfield County. La Pointe residents are 52% female, 48% male, according to American Community Survey data released in November 2022. The median age for females is 52.3; the median age for males is 66.1.

The average family size in La Pointe is 2.4, according to ACS estimates. 87.8 percent of households are headed by a married couple, 10 percent are headed by



a lone female, and 2.2 percent are headed by a lone male.

La Pointe’s foreign-born population is 8.7%, ACS says. Of residents who are US citizens, 91% are citizens by birth, 9% are

naturalized.

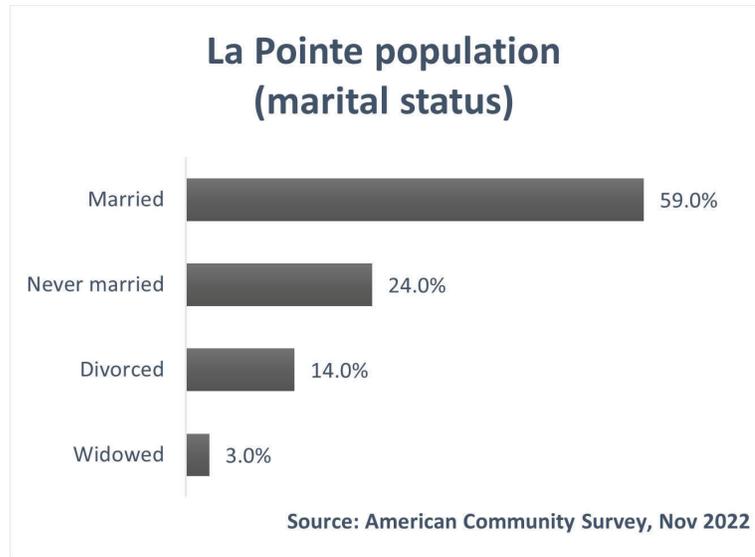
**Income.** Median household income in La Pointe is \$64,063, according to American Community Survey data released in November 2022. This is 16% higher

than in Ashland County as a whole (\$55,070), and slightly higher than in Bayfield County (\$62,859). ACS estimates that 7.7% of the Town's population lives in poverty. The poverty rate is considerably lower than Ashland County as a whole (16%), and lower than Bayfield County as well (11.2%), despite comparable median incomes. Poverty in La Pointe disproportionately impacts the Island's younger population, with more than half of those who live in poverty under the age of 35.

Slightly more than 40% of La Pointe households say they have income from wages or self-employment. That is a smaller number than the 45.7% of households who receive income from retirement or investment accounts. About 14% of households have Social Security income.

The Town's Gini index is 0.51, which suggests a high level of income inequality.

Demographic data from



the Comprehensive Plan Community Survey suggests that including seasonal residents in income calculations would push the Town's income indicators quite a bit higher. Among survey respondents, 74% of seasonal residents have household incomes over \$100,000, compared with 40% of year-round residents.

**Education.** La Pointe's residents have extremely high levels of formal education, according to American Community Survey data released in November 2022. Of year-round residents, 45% have some type of college degree; of those, 36% have a

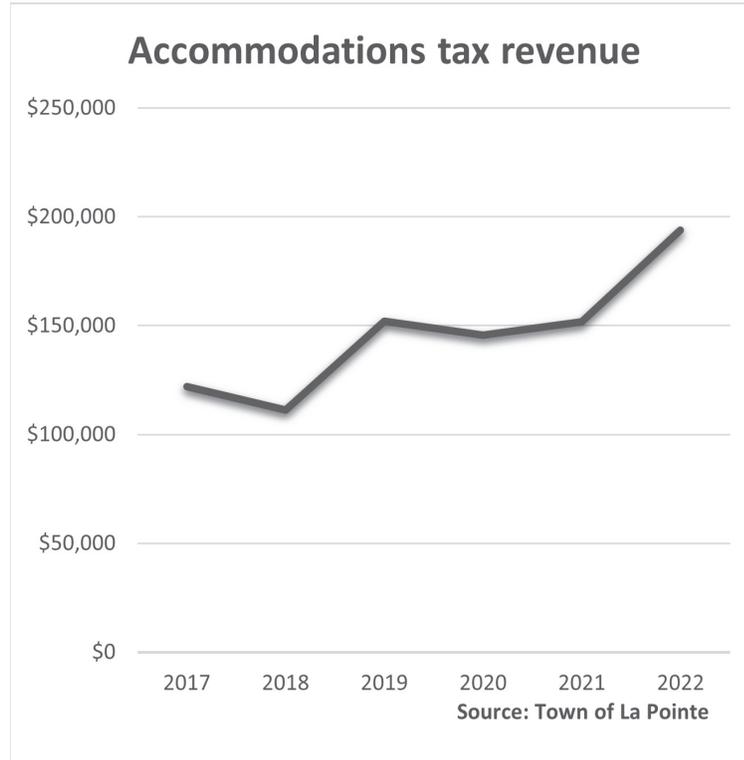
bachelor's degree, 44% have a master's degree or higher, and 20% have an associate's or professional degree. La Pointe's level of college education is more than twice that of Ashland County as a whole (19%) and higher than Bayfield County, too (34%).

The Plan's Community Survey, which incorporates self-reporting from seasonal residents as well, shows even higher proportions of college education. Survey findings suggest that 59% of year-round residents and 89% of seasonal residents have a bachelor's degree or higher.

## Housing and Land Use

**Housing units.** There were 848 housing units in La Pointe, according to the 2020 Census: 199 are classified as occupied (23.4%), the remainder as “vacant” – a term that includes seasonal residences. The percentage of seasonal residences is the highest in the Chequamegon Bay region.

Tabulations from the Town assessor give more insight into residential use on the Island: Assessment rolls show La Pointe has 810 parcels with residential improvements and 436 parcels in residential zoning districts that are undeveloped. Among developed parcels, 693 contain dwelling units: 657 single-family homes, 23 residential condominium units, and 13 mobile homes. (There are six additional dwelling units in two multi-unit buildings owned by the non-profit Ashland County Housing Authority.) The remaining developed parcels (117) have “improvements” such as driveways, wells, holding tanks, or a



garage or shed, but do not yet include dwelling units. Among both improved and vacant parcels, there are 875 registered fire numbers within the Town.

La Pointe has a density of 9.8 houses per square mile, according to American Community Survey data released in November 2022. Average household size is 2.0 persons.

**Non-housing land use.** There are 51 parcels with commercial improvements; 6 vacant

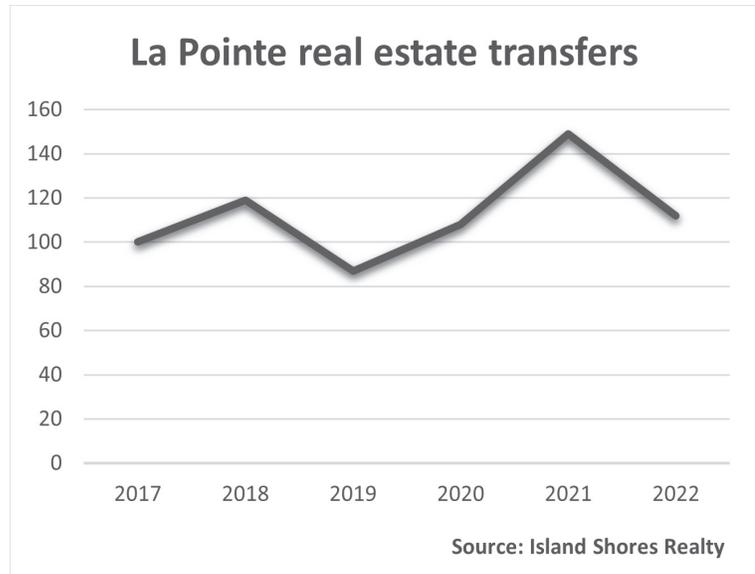
commercial parcels; 111 vacant “wilderness” parcels; and 228 tax-exempt parcels (including properties owned by the Town, religious organizations, and the Madeline Island Wilderness Preserve), according to year-end 2022 data from the Town assessor.

**Short-term rentals.** As in many vacation destinations, a significant component of housing use in La Pointe is short-term rentals, in which property owners rent private homes to visitors.

In 2023, according to the Town's Planning and Zoning Department, there were 155 short-term rentals with permits on the island. That is 20.2% of the Town's total housing stock. (Note: State law defines a short-term rental as less than 30 days.) An increasing number of property owners manage the rental on their own (either directly or through online lodging marketplaces such as Airbnb, VRBO and Home Away), rather than using an island-based property manager.

Permits are based on self-reporting by property owners and managers. 2023's totals were a slight decrease from 169 permits in 2016. However, accommodation tax revenue suggests that, despite fewer available units, the number of rental nights is rising over time, with a five-year increase of 74% since 2018.

**Housing development.** Half the homes in La Pointe have been built since 1986, according to American Community Survey data



released in November 2022. As population figures suggest, the Town is going through a growth spurt: Records from the Town's Planning and Zoning Department show that 19 permits for new residences were issued from 2020-2022; that is the same number as in the previous nine years combined.

According to the Zoning Report from December 31, 2022, the Town issued a total of 103 building and use permits in 2022 (primarily for residential purposes). These were divided among 33 county permits and 71 Town permits.

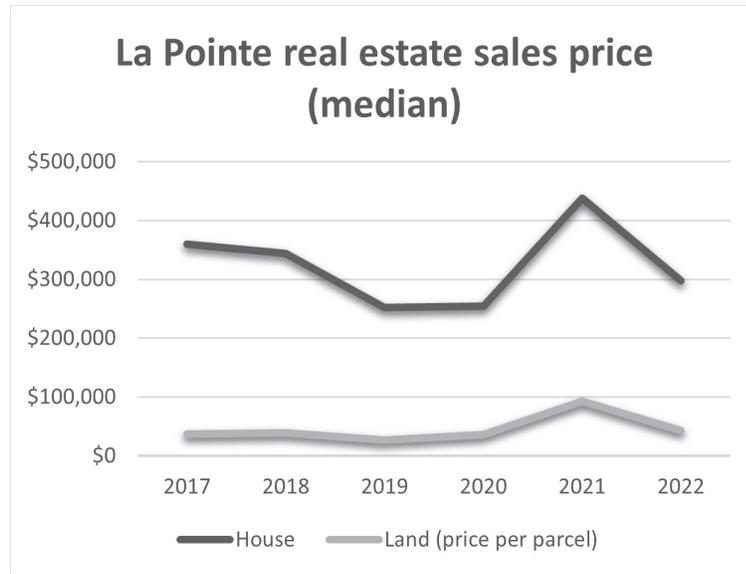
**Property sales.** Despite a dip in 2019 and

a spike in 2021, property sales in La Pointe were relatively stable between 2017 and 2022, averaging about 119 per year.

**Property values.** The median home price in La Pointe is \$228,100, according to American Community Survey data released in November 2022; that price is the highest in the region. Private data from the Multiple Listing Service shows even higher prices: the median sale price in 2022 was \$297,750 for homes and \$42,700 for vacant land.

ACS estimates that 89.6 percent of La Pointe residents own their homes; 10.6% rent. The median mortgage cost is \$1,450/month; the

median monthly rent is \$592. The median annual real estate tax is \$2,779; of real estate taxes payable in 2023, 45.68% goes to the School District of Bayfield, 26.64% goes to the Town, 26.28% goes to Ashland County, and the remainder goes to Northwood Technical College or the Madeline Sanitary District.



Source: Multiple Listing Service

## Economy

### Business and employment.

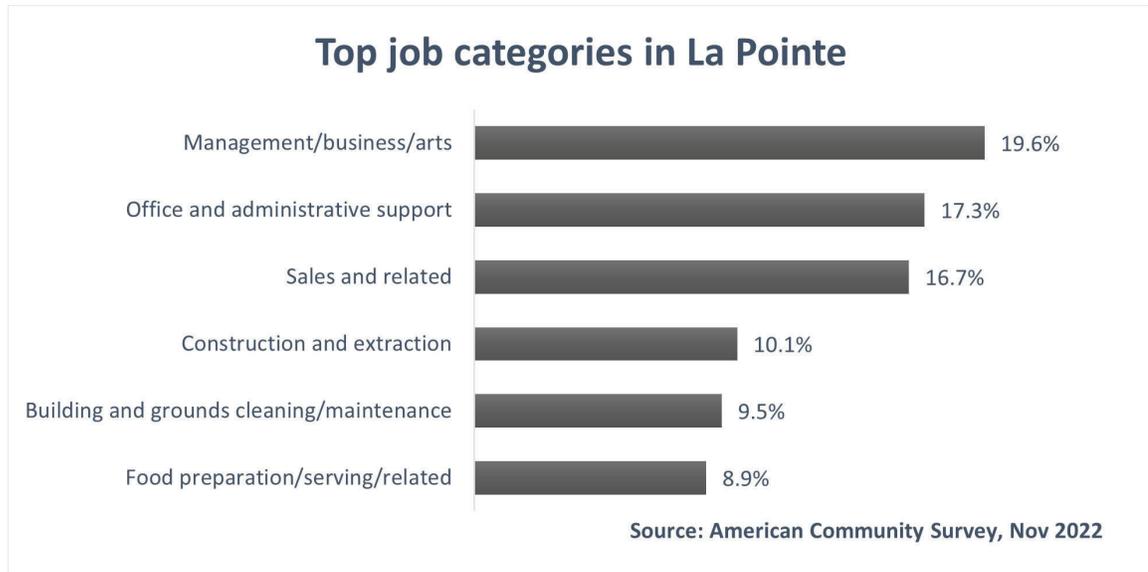
Lightcast analytics (supplied by the Northwest Regional Planning Commission) estimated Madeline Island's overall economy at \$16.9 million in 2022. State data from tax receipts show retail activity was more than \$9.7 million in 2022, an increase of 22.9% since 2019.

Lightcast calculated that, in 2022, there were 16 businesses with 1-4 employees, 19 businesses with 5-9 employees, 6 businesses with 10-19 employees, and 3 businesses with 20-49 employees.

Members of the Affordable Housing Advisory Committee interviewed 29 Island employers in summer 2021. Businesses ranged in size from 1 employee to 40 employees; the median number of employees was 9. Businesses said that they had 338 total employees in summer 2021, with 181 full time (54%) and 147 part time

(46%). Most workers – 73% – were seasonal; that ratio of seasonal to year-round employment was similar regardless of whether workers were full time or part time. This survey also revealed that 90% of workers came from the mainland. This seems to include the vast majority of Native American workers on the island, who travel primarily from the nearby tribal lands of Red Cliff. These Native workers account for 16% of the Island's workforce, according to Lightcast.

The American Community Survey says there are 168 workers living on the Island; the number apparently includes full-time, year-round residents working on the Island or commuting to jobs on the mainland. Lightcast, which has the highest estimate of La Pointe's current population (472), comes in far lower on its estimates of the island workforce: It says 117 workers live on the Island, and 221 people work on the



## Island.

ACS calculates the labor force participation rate on the island at 64.8%, with an unemployment rate of 2.6%. ACS says the workforce is 56.1% full-time and 43.9% part-time (which is close to the breakdown reported in the housing committee’s survey of employers). Average hourly earnings are \$25.62, according to ACS; more than one-quarter of Island workers -- 27.8% -- are self-employed, which is the highest rate in the region. Finally, ACS estimates that 19% of Island workers work from home.

ACS and Lightcast use different categories of employment sectors, so direct comparisons are not possible. See the accompanying chart for the top six sectors according to ACS. Lightcast says that, compared with national averages, La Pointe is more reliant on jobs in arts, entertainment and recreation; government; accommodation and food services; and construction.

**Town’s role.** Traditionally, the Town has a limited direct role in economic development. Providing infrastructure is the most obvious way, primarily through maintaining roads, parks, docks, and the winter transportation system. The Town, for example, owns the wind sleds and, in partnership with the ferry line and school district, contracts operations. La Pointe also pays contractors to maintain the ice road, with some participation by Public Works employees. The Town owns the dock, then leases use to businesses such as the ferry line and construction companies. If the Harbor Commission is successful in purchasing the ferry line, the Town immediately would play a more central role in the Island economy overall.

To this point, the Town’s primary direct role in business development is through zoning and licensing. For example, the Town issues permits for alcohol sales, kayak tours, and vacation rentals. For vacation rentals, the Town

charges an accommodations tax; under state law, the Town turns 70 percent of the tax proceeds over to the Madeline Island Chamber of Commerce. The Chamber then acts independently in using that revenue for “tourism promotion and development.”

The Town’s Zoning Ordinance generally confines business development to the village area – roughly from the marina north and east toward Big Bay Road. Commercial zoning is the only area that allows any level of developmental density, as commonly understood. In general, businesses must receive a “conditional use permit” (CUP) if they want higher-density uses or want to operate in residential or other districts. CUPs do allow for neighbors and others to weigh in on the compatibility of proposed developments. There are about a dozen CUPs active at this time.

In general, Town zoning and oversight bodies focus on ensuring that commercial and residential development meets building, setback, and use requirements. There is minimal oversight of architectural or maintenance standards, scenic views, or other impacts.

The Town also leases 14 “industrial” lots that are on the western edge of the airport. For the most part, these lots do not generate entrepreneurial activity, as originally anticipated; currently, most are used primarily as outdoor storage.

**Madeline Island Chamber of Commerce.** The Chamber does much of the marketing of Madeline

Island. It participates in several joint marketing programs with the Madeline Island Ferry Line, with the Bayfield, Washburn, and Ashland Chambers of Commerce, and with the State of Wisconsin Department of Tourism (which often supplies promotional grants). It is involved in other local and regional efforts, including the state’s annual conference on tourism, the Great Lakes Island Alliance, and the Northwest Wisconsin Business Development Corp.

Many of the Chamber’s efforts promote sustainable and eco-friendly tourism (kayaking, hiking, swimming, camping) and “shoulder-season” visits (the marathon, chef’s exposition, fall fest, birding field trips, etc.). Activity is limited in some spring, autumn and winter months by reduced availability of open businesses, lodging, workers, and transportation.

Though the Chamber is more of a tourism bureau than an economic development agency, it does work directly with individual businesses, and has connected Island businesses with federal and state loans and grants (such as the Paycheck Protection and Main Street Recovery programs). In 2022, the Chamber sponsored a customer-focused training session for hospitality sector workers. There are no other active sector-wide or community-wide training programs that the Town is aware of.

**Food.** La Pointe has three retailers who provide groceries year-round. The Marina is more accurately a convenience store that focuses on

packaged and freezer goods, even in summer. The newly opened Darling's Grocery seems to be transitioning from a convenience store to a small grocery. La Pointe Provisions has pantry goods and some fresh vegetables and dairy, which supplement the Mission Hill Coffee side of the business.

Options expand in the summer, especially for fresh vegetables and produce. The Island Harvesters -- an unofficial collaboration among small-scale farmers -- run a food cart once a week; a small farmers market, which features some mainland growers, also operates once a week. About a half-dozen residents sell eggs when their flocks are producing. Madeline Island Market, which typically opens from mid-May to Labor Day, offers a wider range of fresh produce, meat and fish than the year-round grocers, plus deli-style carryouts.

## Transportation

**Roads.** The Town has 45.23 miles of public roads. That includes:

- County H (15.25 miles paved – Middle Road, Big Bay Road, Black Shanty Road)
- 10.35 miles of paved Town roads (Main St., Col. Woods Ave., Rice St., Library St., Whitefish, Sunny Slope, Old Fort Road, Mondamin Trail, South Shore Road, and Hagen Road being the most prominent)
- 19.63 miles of unpaved (gravel) Town roads

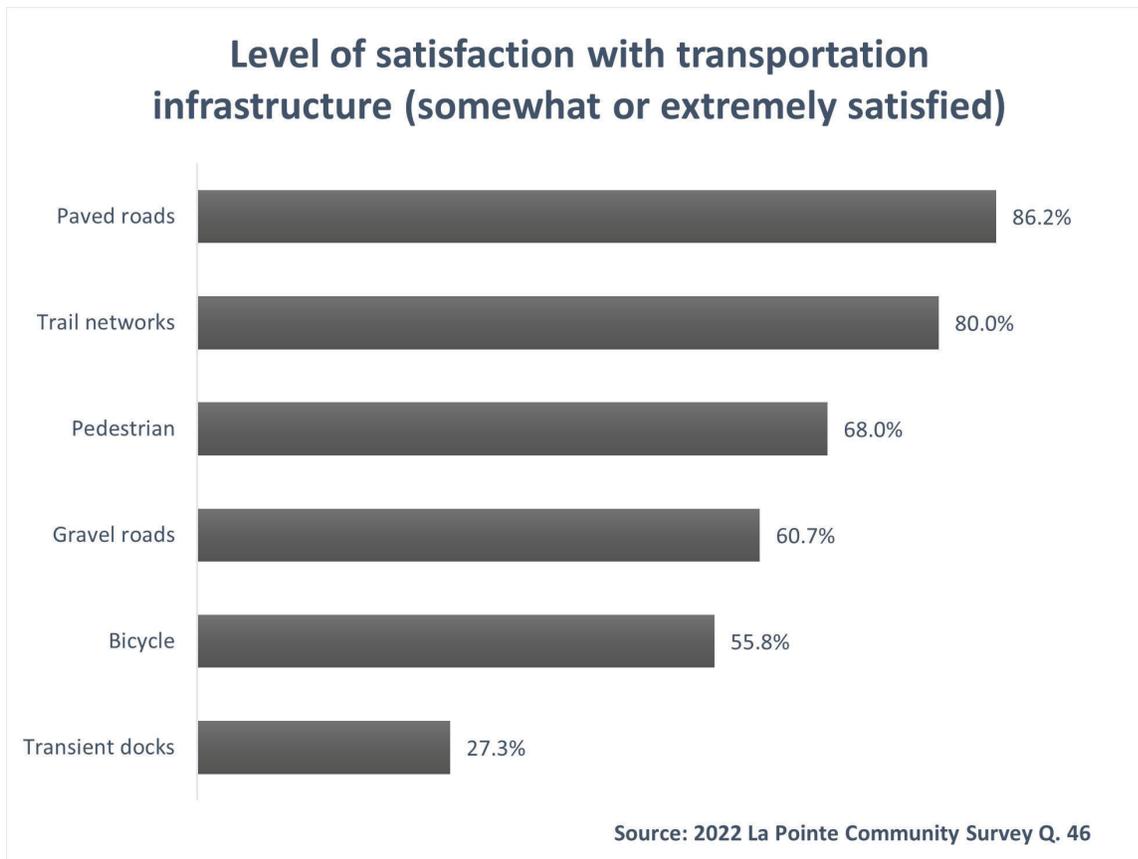
In addition:

In recent years, the Town has had only one (mostly) year-round restaurant -- the Beach Club -- though Mission Hill Coffee provides limited breakfast and lunch offerings. In summer, Grampa Tony's and The Pub join the roster of sit-down options that are open most days of the week. Cafe Seiche offers a carryout menu on weekends, Miijim offers dinner on weekends, and the Rockhouse food truck offers carryout lunch. Other locations are more sporadic, including Bell Street Tavern, Bell Street Gallery, and occasional seasonal food stands.

**Other.** Unlike many rural communities, La Pointe has universal access to high-speed internet. Despite two cellular towers on Town land at the Materials Recovery Facility, La Pointe does not have reliable cell phone coverage on much of the island.

- There are approximately 25 private roads scattered around the island; Haines Road and Wilderness Road in Big Bay State Park are paved; the remainder are unpaved.
- The state counts the ferry route as a road (2.3 miles).

Town crews maintain all Town roads, including plowing, culvert replacement, ditching, and grading and treatment on gravel roads. Town crews plow and perform routine maintenance of County H, under contract with Ashland County.



There is no reconstruction schedule for Town roads, nor is there a capital improvement fund or designated funding set aside for rebuilding paved or gravel roads. A timetable will depend largely on the Town’s ability to access state money through such programs as the Local Road Improvement Program, then pay the required local match.

**Madeline Island Ferry Line.** The ferry is a private, family-run company that typically does not release data. In the 2020 National Census of Ferry Operators, it reported running 6,465 round-trips between La Pointe and Bayfield in 2019. The ferry line leases space on the Town Dock; the lease does not place specific requirements on the

ferry line for scheduling, fees, or other details of operation. Because ferry line ownership did not have an obvious succession plan in place, in October 2022, the Town Board created a Harbor Commission to negotiate the Town’s potential purchase of the ferry line.

**Winter transportation.** The Town – which has legal jurisdiction – traditionally contracts with Nelson Construction to oversee management of an ice road when weather permits; Town crews and contractor crews collaborate on ice road preparation, particularly on approaches. The Town, Madeline Island Ferry Line, and School District of Bayfield contract with Windsleds Inc. to operate wind sleds between La Pointe and Bayfield when

the ferry and ice road cannot function. The Town owns the sleds.

**Road name ordinance.** The Town Board updated its road name ordinance in 2023, which specifies names for 77 public and private roads on the island. It incorporates those names into the county’s GIS mapping database. The ordinance is one pillar required to update the Town’s system of fire numbers, which play a key role in effective emergency response.

**Public transit.** There is no scheduled shuttle bus or on-call transit on Madeline Island. Bay Area Rural Transit does provide regular service one block from the Bayfield ferry dock.

**Sidewalks.** The Town has about 1.5 miles of paved sidewalks or walkways, all in the village area. There is no official sidewalk or pedestrian plan for the island.

**Trails.** Most hiking and recreational trails in La Pointe are not managed by the Town. Big Bay State Park lists 7 miles of trails; some connect to Big Bay Town Park, which has about another mile of trails. The Town, the Madeline Island Wilderness Preserve, and the recently formed Madeline Island Trails nonprofit collaborate on a the Capser, Nucey Meech, and Fisherman’s Loop trails near town (about 3 miles total). The Wilderness Preserve and Trails groups maintain about 8 miles of trails off North Shore and Schoolhouse Roads (though the Burroughs Trail Head and some nearby parcels are Town property). In addition, the Trails group maintains other unofficial trails

elsewhere on the island, particularly for cross-country skiing.

A Town Trails Committee was reconstituted most recently in 2013; it updated a five-year Plan for trail development and maintenance. That Plan was through 2018; the committee dissolved in February 2020. The committee focused on the Capser, Meech, and the North End trails. It also discussed proposals for a boardwalk near the bog and creek behind the Rec Center, and for the Old Big Bay Road Trail (a minimally maintained trail for snowmobiles and dog sleds between town and Black Shanty Road; this corridor is part of the off-road bicycle trail suggested in this Plan).

**Bicycle lanes.** Six miles of marked lanes run along Middle Road (County H) and Hagen Road; they connect the old village area with Big Bay State Park. These lanes are 4 feet wide; additional painted shoulders on Black Shanty Road and Big Bay Road are 2 feet wide. None of these locations meets the state standard for bike lanes, which call for a minimum width of 5 feet.

**Airport.** Major Gilbert Field (FAA designation 4R5) is a Town-owned airport under the authority of the state Board of Aeronautics. The paved runway is 3,000 feet by 75 feet. The Town leases land for 16 hangars, which are privately owned.

**Dock.** The Town Dock is municipally owned. It leases space to Madeline Island Ferry Line (through 2029), Nelson Construction (through 2025),

and C.A. Nelson and Son Dock Construction (through 2030). An expansion was completed in 2021; the Harbor Committee that planned this expansion dissolved in February 2020. A passenger shelter was installed in 2022. Dock oversight is expected to transfer to the Harbor Commission.

**Boat landings.** The Town owns seven parcels of land that provide recreational access to the lake: Big Bay Town Park, Big Bay at Schoolhouse Roads, Grant’s Point, Joni’s Beach, Middle Road at Main Street, and the O’Brien and Griggs approaches. Most of these locations are suitable

primarily for nonmotorized vessels and other low-impact recreational uses; they typically lack parking, plumbing, sanitation, and other “boat ramp” features. The privately owned Madeline Island Yacht Club does maintain slips open to the public for a fee. In addition, transient boaters often use docks outside the Beach Club restaurant, adjacent to the Town Dock.

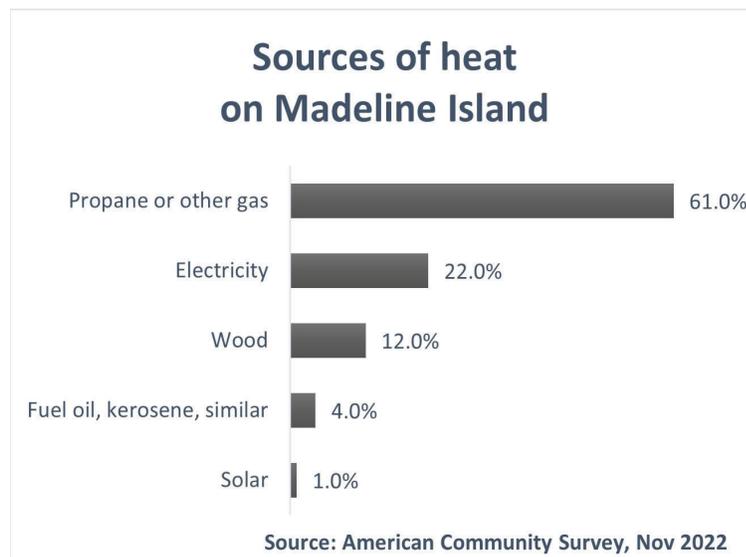
In 2014, the Town explored adding a public pier off the Middle Road approach and adding infrastructure to the special anchorage adjacent to Joni’s Beach. Neither was pursued.

## Utilities

**Electricity.** Xcel Energy provides electric power to La Pointe. The utility delivers electricity through two underwater cables from the mainland, and a grid (primarily of overhead lines) on the Island.

Under the leadership of the Energy Committee, the Town installed four solar arrays between 2015 and 2018 to provide power to Town facilities:

- Madeline Island Public Library / Community Clinic. Ground-mount array of 18kW.
- Materials Recovery Facility. Roof-mount



- array of 22.8kW.
- Town Hall. Ground-mount array of 27.7 kW. In addition, a roof-mount array of approximately 22kW was destroyed when the old emergency services building burned in 2019. The array was not replaced on the new building. Because the existing arrays routinely generate a surplus of electricity, the Energy Committee

commissioned a feasibility study of creating a microgrid to utilize this excess power by connecting Town Hall, Madeline Island Public Library, La Pointe Community Clinic and the La Pointe School (if state regulations allow inclusion). The Plan would utilize solar, propane generators, and batteries to provide power resiliency in the case of an extended power outage of the grid. Xcel completed a scoping study in 2022; the committee is now seeking grant funding to pursue the microgrid concept.

**Propane and natural gas.**

There is no centralized natural gas infrastructure in La Pointe. Most properties rely on propane for heat. There currently are two propane suppliers based on the Island: Brummer Company and La Pointe Gas.

**Sanitary District.** The Madeline Sanitary District provides sanitary sewers for the village area and other properties on the far western end of the Island. The system stretches roughly along Main Street and Old Fort Road from O'Brien Court toward South Shore Road. The district treats sewage at holding ponds south of the airport.

A 1998 study outlines a broad range of potential sewer extensions that could cover most of the western part of the Island: roughly along Big Bay Road toward the airport, and much of the Island south of Middle Road from Greenwood Cemetery west (with the exception of land along South Shore

Road).

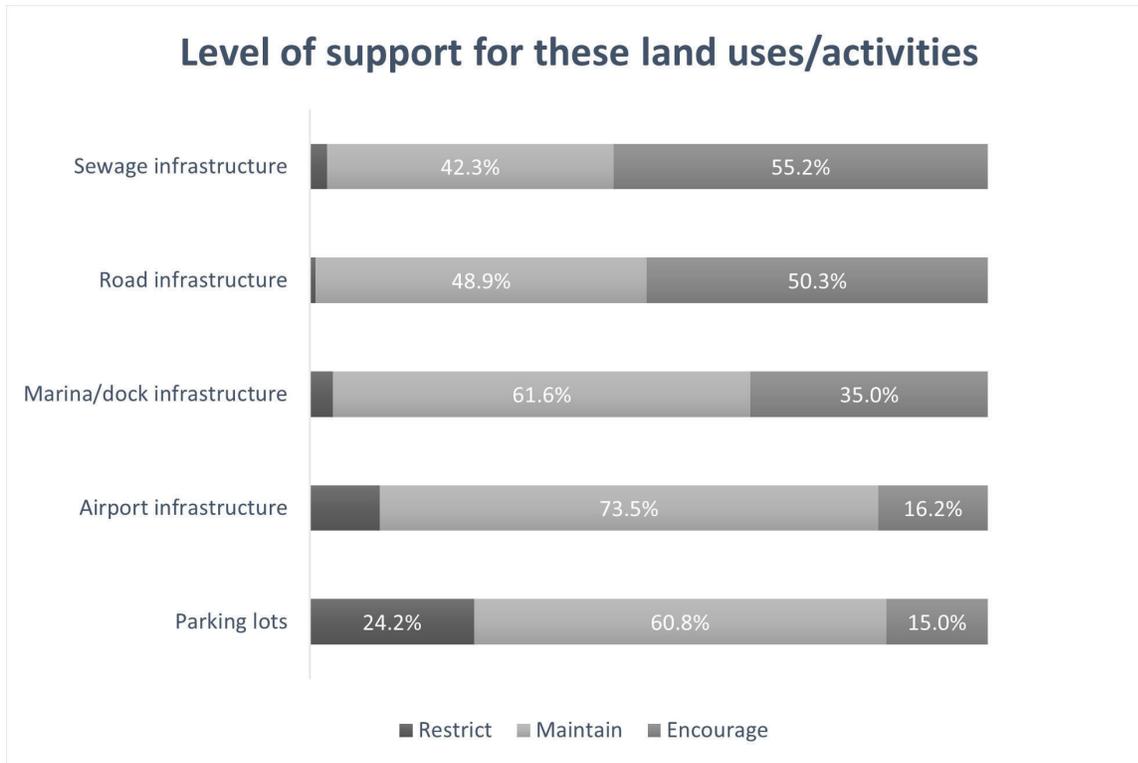
Outside of the sanitary district, Town zoning requires holding tanks or portable facilities, though there are a handful of septic systems and pit toilets grandfathered in. Two pump-out services currently operate in the Town: Island Septic and La Pointe Septic.

**Water system.** Most properties on the Island rely on private wells. There is one community well, which covers approximately 15 properties between Mondamin and Middle Roads, west of Penny Lane. Community wells are under the jurisdiction of the Wisconsin Department of Natural Resources.

**Storm sewers.** The Town has a storm sewer system in the area roughly bounded by Big Bay Road, Rice Street, Middle Road, and Main Street.

**High-speed internet.** Unlike many rural communities, La Pointe has universal access to high-speed internet maintained by Chequamegon Communications Cooperative (doing business as Norvado).

**Cellular networks.** Madeline Island has two operating cell towers, located on Town land at the Materials Recovery Facility. These towers host Verizon, Sprint, T-Mobile, King Street and AT&T. An AT&T tower in Red Cliff also serves the Town. In addition, there is a repeater tower for emergency dispatch off Miller Farm Road.



Source: 2022 La Pointe Community Survey Q. 42

## Town Services

**Parks and Recreation.** The Town has title Big Bay Town Park, Joni’s Beach, Russell Park, the Recreation Center, and about 2.5 acres of other managed park land “in town.” It also holds numerous other, largely undeveloped parcels that are zoned “town park district” elsewhere on the island. Details can be found in the Parks and Recreation Plan, most recently updated in February 2022.

Big Bay Town Park was expanded and renovated in 2013, about the time the previous Comprehensive Plan was updated. Town Park now has 61 campsites, a picnic pavilion, flush toilets, showers, and improved water supplies, among other amenities.

Camping reservations at Big Bay Town Park increased 18.3% between 2017 and 2022: from 6,124 nights booked to 7,242 nights booked. However, the 2022 totals were lower than in the previous two years: 7,579 nights booked in 2020 and 8,220 nights booked in 2021. In 2022, camping reservations generated \$215,897 in gross revenue for the Town.

*[Note: The trend is similar at the adjacent Big Bay State Park; the number of visitors increased 22.2% between 2019 (5,959 nights) and 2022 (7,282 nights). As at the Town Park, however, overnight use at the State Park seems to have peaked in 2021 (7,547 nights).]*

The Town conducted an engineering study in 2023 at Big Bay Town Park

to examine the feasibility of replacing the existing stairway and bridge to the lagoon, beach and lake; the study suggested four options for ADA-compliant access for visitors.

As noted elsewhere, the Town owns seven parcels of land that provide recreational access to the lake. Most locations are suitable primarily for nonmotorized vessels and other low-impact recreational uses; they typically lack parking, plumbing or sanitation, and other “boat ramp” features.

**Emergency Services.** The Town’s Volunteer Fire Department has a roster of 24. It averages 20 runs per year. Volunteers receive different stipend payments for training, for meeting attendance, and for responding to dispatches. The department has a fleet of 10 vehicles, including a drone for search-and-rescue operations launched in 2022. The department received delivery of a new #1 engine in 2023.

Madeline Island Ambulance also is staffed entirely by compensated volunteers. It averages 100 runs per year. The roster currently has 11 EMTs and 2 EMRs. The ambulance service maintains a 24/7 on-call schedule, with members assigned to respond during a designated 12-hour shift. Ambulance

members receive stipends for training, for attending meetings, for responding to dispatches, and for being on-call at different times of the week and different times of the year. The service has two ambulances, including a 4-wheel-drive rig capable of operating in winter and on the ice road.

Members of both emergency services also constitute a 12-member ice-rescue team, which has jurisdiction over much of the Apostle Islands and Chequamegon Bay. The team trains on the Husky and other wind sled equipment.

Retention is a constant challenge for both services on the island, across the region, and across the State of Wisconsin. In La Pointe, membership depends on the availability and willingness of year-round residents to join or stay involved. To recruit, the ambulance service pays for EMTs’ training, if members stay on the roster for at least one year. In 2022, the Town raised on-call pay for weekend shifts in the summer, in an attempt to spread the workload. The Town also participates in the state’s Service Award Program, which contributes \$1,000 a year to a “savings” fund for volunteer firefighters and EMTs.

## **Agricultural, Natural, Cultural Resources**

**Farming.** Growing crops is an authorized zoning use on much of the Island, including in R-1 single-family residential, in W-1 and W-2 wilderness preservation, and in S-1 shoreline protection districts. Additional agricultural uses, including husbandry and logging, are permitted or conditional zoning uses in these districts. However, for the most part, large-scale farming has vanished on the Island. An unofficial network of “island growers” identifies six family farms (including some with animal husbandry), three small orchards, a community garden, three large family gardens, several property owners raising poultry and/or selling eggs, and others who harvest honey or syrup. Some residents forage for mushrooms or other wild edibles. In season, there is a weekly farmers market and/or food cart in town. Various Anishinaabe groups have shared ideas to increase agricultural activities on land they are purchasing or leasing along Big Bay Road and near the Bad River reservation at the east end of the island.

**Green space.** More than one-third of Madeline Island’s 15,359 acres are essentially off-limits to residential and commercial development. 2,415 acres are set aside for recreation: Big Bay State Park (2,350 acres) and Big Bay Town Park (65 acres). The Town owns an additional 297 acres of undeveloped forest and bog land – most of it adjacent to Madeline Island Wilderness Preserve holdings on the north end.

Town and Ashland County zoning ordinances further limit the extent and type of development that is possible on the Island. Specific wetland protections, shoreland protections, and minimum lot requirements restrict development density and preserve open space outside of the old village area. In particular, lot minimums are 20 acres in W-1 Wilderness, PR-Public Resource, and CV-Conservancy districts; 5 acres in W-2 Wilderness districts; and 3 acres in S-1 Shoreland districts. Minimum lot widths, setbacks, and shoreline buffer zones also apply.

**Madeline Island Wilderness Preserve.** The nonprofit Wilderness Preserve manages approximately 2,600 acres of open, natural land on the island. Wilderness Preserve holdings primarily are in two contiguous inland sections: between Middle and Big Bay Roads northeast of town, and between North Shore and Schoolhouse Roads on the north end. Combined, the Town, State Park, and Wilderness Preserve ensure ecosystem integrity that supports wide ranges of wildlife and plant habitat.

Wilderness Preserve land is exempt from property taxes. Historically, most of its holdings were managed forest lands, but the land no longer is enrolled in those programs. The organization does make voluntary donations to Town causes, and provides public recreation for Island residents and visitors, education, and other services free of charge. These

include developing and maintaining trails for hiking, skiing, and other nonmotorized activities; making land available to deer hunters; and pursuing invasive species containment.

The Wilderness Preserve occasionally accepts additional gifts of land if they are adjacent to existing holdings, but does not expect to acquire the few remaining large tracts that still exist under sole ownership.

**Waterfront.** The Town and Ashland County have joint jurisdiction over “shoreland” properties. Ashland County’s jurisdiction extends 1,000 feet from the ordinary high water mark; Town zoning in shoreland districts typically covers any land between the lakeshore and nearest road, plus the first 525 feet on the inland side of the road.

**Water quality.** At least two Town policies help maintain water quality. Zoning ordinances protect ground and surface waters by requiring sanitary systems, wastewater discharge, and erosion control. Town road crews do not apply salt or chemicals for snow and ice control in the winter (though they do apply chemical treatments to gravel roads for dust control in summer). Beyond official wetland delineation, there is no compilation of aquifers or water tables on the Island.

**Historic preservation.** Despite La Pointe’s long history, few places

are listed on the National Register of Historic Places. Some of these include La Pointe Indian Cemetery and nearby locations, Coole Park Manor (now Chateau Madeleine), and the Winston-Cadotte site (Grant’s Point and nearby land). Most other sites that show up in the Register’s database are shipwrecks or former settlements elsewhere in the Apostle Islands. The island’s cemeteries (St. Joseph’s and Greenwood) also have archaeological protection. It is widely believed that Nebraska Row and the Mission Cottages along Old Fort Road would qualify as historic districts, but there has been no concerted effort to pursue those designations. Given the central spiritual and historical significance that Madeline Island holds for the Anishinaabe people, several bands of Lake Superior Chippewa have explored the possibility of having all of Madeline Island designated a “traditional cultural property.”

**Madeline Island Museum.** La Pointe history is “officially” preserved by the Madeline Island Museum (which is part of the Wisconsin Historical Society) and by the Madeline Island Historic Preservation Association (a nonprofit organization). Both institutions have property along Col. Woods Ave. In 2021, a group of islanders formed Friends of the Madeline Island Museum to support and promote the museum’s programming, legacy, and mission.

## Intergovernmental cooperation

**Other jurisdictions.** Politically and legally, La Pointe is part of Ashland County. In commerce and demographics, it often holds more in common with Bayfield County – including being part of the School District of Bayfield. Geographically and functionally, La Pointe’s island status means the Town often is independent of both. The Bad River Band of Ojibwe has 200 acres of tribal trust land on Madeline Island (plus some additional “private” holdings), but economically and physically, the Town has stronger ties to Red Cliff.

The result is mixed levels of engagement and cooperation with government representatives from both counties, both tribes, and the larger Chequamegon Bay region. Partially as a result of redistricting and population change, La Pointe residents now have enough of a majority to elect one representative of their choosing to the 21-member Ashland County Board.

**Transportation.** The Town, school district, and Madeline Island Ferry Line cooperate financially to pay for winter transportation (wind sleds and vans) when the ferry cannot operate. Town road crews, in cooperation with a private contractor, maintain an ice road in the winter. The Town pays those expenses, though Town residents and businesses are not the only ones who benefit.

**Fire and EMS.** The Town’s volunteer fire and ambulance crews comprise an ice-rescue squad. They have

responsibility for much of the Apostle Islands, with mutual aid agreements to support Ashland and other jurisdictions. The Town’s ambulance service works with medical directors and first responders in both counties. However, the geographic separation means the Town fire department’s mutual aid pacts with nearby communities are utilized only in worst-case scenarios.

**Policing.** Although state statute puts responsibilities in the hands of the County sheriff, the La Pointe Police Department handles primary law enforcement on the Island, including at the State Park. For more than 25 years, the Town and County had a written agreement that recognized the logistical challenges of deputies patrolling and responding to a community that is roughly a 25-mile drive and a ferry ride away from the county seat. In response, Ashland County refunded a share of the Town’s law enforcement costs, roughly \$135,000 in recent years. That agreement, however, was terminated by the Ashland County Board effective January 1, 2023.

The Town of La Pointe is currently pursuing financial and statutory actions against Ashland County regarding this matter.

The sheriff’s department’s failure to provide the same level of patrol, response, and back-up to La Pointe that it provides to other Ashland County communities is the most

visible example of the tax and service imbalance that exists between the Town and County. La Pointe property owners contribute 22.4% of Ashland County's property tax revenue, though the Town's population is only 2.7% of the County's population.

**Roads and Highway.** Town road crews collaborate extensively with the County's highway department: the County reimburses the Town for plowing and basic maintenance of County H on the Island, and the departments coordinate more significant work when specialized equipment or contractors are available.

**Housing.** The Town participates in the ongoing Chequamegon Bay housing coalition, including pilot project development through the Rural Affordable Workforce Housing Initiative of the Wisconsin Housing and Economic Development Authority.

**School District of Bayfield.** The school district maintains an elementary school on the island for 18 pupils in grades K-5, while 15 middle-school and high school students attend classes in Bayfield. The district does dedicate a school board seat to the Island.

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## 2022 LA POINTE COMMUNITY SURVEY

Comprehensive Plan Steering Committee members partnered with the Center for Rural Communities at Northland College to craft a Community Survey. The survey was available for roughly 5 weeks in June and July 2022.

The survey contained 44 topical questions (in 8 categories) plus 8 questions to collect demographic information. In addition, each category (and some specific questions) allowed space for ad hoc comments. The survey was available on paper and online (using the college's Qualtrics tool). It typically took 30-40 minutes to complete.

The survey was promoted through a series of fliers and table tents around Town, via text, in the Island Gazette, on the Town website, and via social media. In addition, the survey was promoted with three direct mailings – two of them placed directly in postal boxes at the La Pointe Post Office, one sent to the off-island address of every other property owner of record. Promotional materials contained a QR code that linked participants directly to the online survey.

In addition to quantitative results from survey questions (summarized below), respondents generated 95 pages of qualitative results through voluntary comments.





4. In recent years, have you considered moving off the Island (or, if a seasonal resident, relinquishing your Island residence)? If yes, please tell us why in the open-ended response at the end of this section.

- Yes
- No

5. Which of the following focus areas should receive prioritized attention in the comprehensive planning process? Choose up to 3.

- Emergency response
- Public infrastructure and services
- Childcare
- Education (K-12)
- Healthcare
- Culture and recreation
- Housing availability and/or affordability
- Property taxes
- Employment / economic opportunity
- Availability of goods and services
- Costs of goods and services
- Transportation and accessibility to/from the Island
- Transportation and accessibility on the Island
- Other: \_\_\_\_\_

6. Overall, how satisfied are you with the Island as a place to live?

---

Extremely dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Extremely satisfied
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Use this space to share any additional information you'd like to provide about your responses on quality of life.

## II. Housing

8. How much do you agree with the following statements?

Statement	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
My current housing meets my household's needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I expect that my current housing will meet my household's needs ten years from now.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Island's current housing options meet the needs of all community members.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. What is your residential status?

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li><input type="radio"/> Own home – full-time resident</li> <li><input type="radio"/> Own home – seasonal resident</li> <li><input type="radio"/> Rent home – full-time resident</li> <li><input type="radio"/> Rent home – seasonal resident</li> </ul> | <ul style="list-style-type: none"> <li><input type="radio"/> Dependent of homeowner or renter</li> <li><input type="radio"/> Currently without housing</li> <li><input type="radio"/> Other: _____</li> </ul> |
|--|---|

10. If you are a homeowner or renter, which percentage of income do you pay for housing (include rent or mortgage, real estate taxes and insurance)?

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li><input type="radio"/> 0-30%</li> <li><input type="radio"/> 31-40%</li> <li><input type="radio"/> 41-50%</li> </ul> | <ul style="list-style-type: none"> <li><input type="radio"/> &gt;50%</li> <li><input type="radio"/> N/A</li> </ul> |
|---|--|

11. If you own your home, do you rent it out? If yes, answer questions 12 through 18. If no, proceed to question 19.

- Yes
  No
 N/A

12. On average, how many weeks per year do you rent your home?

- Less than 4 weeks
- 5-8 weeks
- 9-12 weeks
- 13-26 weeks
- More than 26 weeks

13. On average, how many weeks per year do you occupy your home?

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li><input type="radio"/> Less than 4 weeks</li> <li><input type="radio"/> 5-8 weeks</li> <li><input type="radio"/> 9-12 weeks</li> </ul> | <ul style="list-style-type: none"> <li><input type="radio"/> 13-26 weeks</li> <li><input type="radio"/> More than 26 weeks</li> </ul> |
|--|---|

**14. How do you typically find renters/tenants for your home? Check all that apply**

- Previous landlord/tenant agreements
- Family/Friends network
- Word-of-mouth
- Property management company on the Island
- Online classifieds (e.g., Craigslist)
- Online broker/marketplace (e.g., Airbnb)
- Other: \_\_\_\_\_

**15. If possible, would you prefer to occupy your home without renting it? Yes/No/Unsure**

- Yes
- No
- Unsure

**16. For which reasons do you rent your home? Check all that apply.**

- Increase income stream
- Defray maintenance and upkeep costs
- Defray mortgage costs
- Defray real estate taxes
- Lack of on-island opportunities year-round
- Other: \_\_\_\_\_

**17. If you could afford to, would you occupy your home without renting it?**

- Yes
- No
- Unsure

**18. Which best describes your plan for your home over the next 10 years?**

- Maintain its existing rental availability
- Increase its rental availability
- Decrease its rental availability
- Eliminate its rental availability
- Sell home
- Other: \_\_\_\_\_

**19. Which of the following housing types should the Town of La Pointe prioritize in the next ten years?**

Housing Type	Lowest Priority	Medium Priority	Highest Priority
Condominiums (typically owner occupied)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apartments (typically renter occupied)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Single-family homes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Duplex/2-family homes/townhomes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Active adult/senior living communities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tiny home communities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mobile home communities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**20. Which of the following strategies should be prioritized to improve housing availability for residents?**

**Choose up to 3 answers.**

- Adjust zoning regulations to expand housing options
- Increase affordable housing and workforce housing options
- Limit seasonal housing that is occupied less than 1 month
- Explore publicly financed strategies for housing development
- Use eminent domain to obtain property for housing development
- Use town-owned property for housing development
- Other: \_\_\_\_\_

**21. Use this space to share any additional information you'd like to provide about your responses on housing.**

**III. Business Activity and Services**

**22. Which types of new businesses do we need most on the Island? Choose up to 3 answers.**

- Agriculture, Fishing, Forestry (farms, greenhouses, timber)
- Grocery Store
- Gas Station
- Other Specialty Retail (e.g., hardware, drugstore, clothing, garden center)
- Hospitality (lodging, restaurant, café, bar)
- Arts, Culture, and Entertainment (gallery, performance venue)
- Small-scale/Artisan Production (craft, textile, food producer)
- Outdoor Recreation Outfitters and Operators
- Personal Services (beauty salon, fitness gym, dry cleaning)
- Professional Services (legal, accounting, architecture, design)
- Financial, Insurance, Real Estate, Property Management Services
- Healthcare (doctor, dentist, chiropractor, mental health, home health, urgent care)
- Educational Services (childcare, K-12, fine arts schools, professional training)
- Equipment Repair and Service (boats, vehicles, electronics)
- Residential and Commercial Construction / Remodeling (carpentry, plumbing, electrician, HVAC)
- Property Services (landscaping, tree care, housekeeping, janitorial, septic treatment)
- Renewable Energy Installation/Maintenance
- Other: \_\_\_\_\_

**23. Which of the following issues should be prioritized to support economic development on the Island?**

**Choose up to 3 answers.**

- Support the development of more year-round businesses on the island
- Become less dependent on seasonal tourism
- Increase diversity of commercial activity in the downtown area
- Offer redevelopment incentives
- Increase support for entrepreneurs
- Attract remote workers / digital nomads
- Strengthen the art, cultural and creative economy
- Balance economic development with environmental protection
- Create a business park
- Other: \_\_\_\_\_

**24. Use this space to share any additional information you'd like to provide about your responses on business activity and services.**

**IV. Sustainability and Resilience**

**25. How much do you agree with the following statements?**

Statement	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I am confident that the Island's natural resources, including native plant and animal species, will be thriving ten years from now.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Island's homes, businesses, and infrastructure will withstand major natural / weather events.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Island should work towards year-round self-sufficiency and resiliency in terms of energy, food, and other essential goods and services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Island is prepared for the impacts of climate change.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**26. Which of the following focus areas should be prioritized to strengthen environmental sustainability and resilience on the Island? Choose up to 3 answers.**

- Protect/increase wildlife habitat
- Protect/increase native tree and plant species
- Protect other environmentally sensitive areas (wetlands, shoreline)
- Adapt infrastructure for fluctuating lake levels
- Address lakeshore erosion
- Protect/improve soil quality
- Protect/improve groundwater
- Improve/expand sewage and waste systems
- Offer community composting options
- Increase availability of renewable energy
- Develop green infrastructure (e.g., rain gardens)
- Develop climate action plan
- Other: \_\_\_\_\_

**27. List up to three local issues you feel pose the biggest risk to the Island's future over the next 10 years.**

**Issue 1:**

**Issue 2:**

**Issue 3:**

**28. Use this space to share any additional information you'd like to provide about your responses on sustainability and resilience.**

## V. Cultural Life

29. How much do you agree with the following statements?

Statement	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
The Island is a welcoming community to all residents and visitors.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Island's art, cultural, and heritage activities reflect the community's diversity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Island's art, cultural, and heritage assets are valued and protected.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Island welcomes diverse forms of cultural expression.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Island's public spaces create a sense of place and belonging.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Art and cultural facilities are essential to the Island's local economy and quality of life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

30. Which of the following strategies should be prioritized to enhance the Island's community and cultural life? Choose up to 3 answers.

- Recognize and protect existing/ancestral lands of the Anishinaabe people
- Recognize and celebrate Anishinaabe culture
- Enhance support for Madeline Island's art and culture producers and organizations
- Preserve historic buildings and places
- Increase community art and cultural events
- Increase public art
- Establish partnerships to use existing spaces as a community center for public recreation and entertainment
- Build a new community center for recreation and entertainment
- Other: \_\_\_\_\_

31. Use this space to share any additional information you'd like to provide about your responses on cultural life.

## VI. Land Use

**32. How much do you agree with the following statements?**

Statement	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I understand the Town of La Pointe's zoning ordinances.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Town of La Pointe's current zoning is effective for managing land use.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Town of La Pointe's zoning ordinances are consistently and fairly enforced.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**33. Which of the following strategies should be prioritized in future land use planning? Choose up to 3 answers.**

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li><input type="radio"/> Preserve and protect the lakeshore.</li> <li><input type="radio"/> Preserve and protect natural environments (wetlands, forests).</li> <li><input type="radio"/> Preserve and protect farmland.</li> <li><input type="radio"/> Maintain the Island's rural character.</li> <li><input type="radio"/> Increase parks and outdoor recreational areas.</li> </ul> | <ul style="list-style-type: none"> <li><input type="radio"/> Create more public boat access and/or moorings for Lake Superior.</li> <li><input type="radio"/> Increase affordable housing.</li> <li><input type="radio"/> Increase areas for commercial development.</li> <li><input type="radio"/> Improve the design and feel of the Island's central business district.</li> <li><input type="radio"/> Other: _____</li> </ul> |
|---|---|

**34. Over the next ten years, should the Town of La Pointe restrict, maintain, or encourage the following land uses and activities?**

Land Use / Activity	Restrict	Maintain	Encourage
Commercial farms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Greenhouses/aquaponics/hydroponics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Small-scale/permaculture/hobby farms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Farm and garden markets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Existing vacation rentals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Home-based businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Land Use / Activity	Restrict	Maintain	Encourage
New residential projects for short term/seasonal users	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New residential projects for year-round residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Development projects that divide large land parcels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hotels/motels/inns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Commercial development <u>within</u> the central business district	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Commercial development <u>outside</u> the central business district	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Land Use / Activity	Restrict	Maintain	Encourage
Parking lots	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sewage infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Road infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Airport infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marina/docking infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**35. Use this space to share any additional information you'd like to provide about your responses on land use.**

## VII. Transportation

**36. What is your preferred mode of transportation on the Island?**

- Walk
- Bike
- Drive
- Other: \_\_\_\_\_



**39. Where should the Town of La Pointe focus their resources to ensure safe, effective, and inclusive transportation options for all community members? Choose up to 3 answers.**

- Local roads
- Electric vehicle infrastructure (charging ports)
- Bicycle infrastructure (lanes, paths, racks, bike repair stations)
- Pedestrian infrastructure (sidewalks, crosswalks, trails, benches)
- Public transient docks
- Transportation services for persons with mobility challenges and disabilities
- Gain more public control over transportation to/from island (ferry, windsled)
- Expand airport availability and services
- Other: \_\_\_\_\_

**40. Use this space to share any additional information you'd like to provide about your responses on transportation.**

**VIII. Intergovernmental Relations and Civic Engagement**

**41. How much do you agree with the following statements?**

Statement	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I trust my neighbors.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I actively participate in civic and governmental activities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Town provides reasonable opportunities to participate in planning and governance.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am satisfied with the level and quality of communication from the Town government.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that the comprehensive planning process will lead to effective policies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**42. Which of the following actions should be prioritized to improve the quality of civic life on the Island?**

**Choose up to 3 answers.**

- Maintain a Bayfield School District school on the Island.
- Form an independent school on the Island separate from Bayfield
- Obtain more direct and frequent services from Ashland County.
- Separate from Ashland County.
- Formalize relationships and responsibilities with nonprofit organizations that provide important services on the island.
- Form an “island council” to connect island organizations and social networks for better coordination of activities, services, and support.
- Strengthen relationships with Tribal governments.
- Other: \_\_\_\_\_

**43. How would you prefer the Town of La Pointe government communicate with you? Choose up to 3 answers.**

- Island Gazette
- Email newsletter
- Town website
- Text alerts
- Social media
- Other: \_\_\_\_\_

**44. Use this space to share any additional information you’d like to provide about your responses on intergovernmental relations and civic engagement.**

**IX. Demographics**

**45. How would you describe your racial/ethnic background?**

- Asian or Pacific Islander
- Black or African American
- Hispanic or Latino
- Native American
- White (not Hispanic or Latino)
- Multi-racial or ethnic background
- Other: \_\_\_\_\_
- Prefer not to answer

**46. How would you describe your gender identity?**

- Female
- Male
- Non-binary / non-conforming
- Other: \_\_\_\_\_
- Prefer not to answer

47. What year were you born? \_\_\_\_\_

48. Including yourself, indicate the number of people living in your household by age.

Under 18 years of age	_____	55-64 years of age	_____
18-24 years of age	_____	65-74 years of age	_____
25-34 years of age	_____	75 years or older	_____
35-44 years of age	_____	N/A	_____
45-54 years of age	_____		

49. How many years have you lived on the Island either full-time or seasonally? \_\_\_\_\_ years

50. On average, how many months do you live on the Island each year? \_\_\_\_\_ months

51. What is the location of your primary home? (City, State) \_\_\_\_\_

52. Do you work on the Island?

Yes, year-round

Yes, seasonally

No

53. Highest level of education?

- Less than high school
- High school graduate or GED
- Some college
- Technical or vocational training
- Associate's degree
- Bachelor's degree
- Graduate or professional degree

54. What is your annual household income?

- Less than \$25,000
- \$25,000-\$34,999
- \$35,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$150,000
- \$150,000-\$300,000
- Greater than \$300,000

**Thank you for participating in La Pointe's Community Survey. There will be more opportunities to participate in the Comprehensive Planning Process throughout the summer.**

Please write any comments you may have about this survey in the space below.

Residency Status Buckets

Total Full Time Seasonal Other

	410.0	141.0	228.0	41.0
<b>Total Count (Answering)</b>				
Connections with Family and Friends	54.9%	42.6%	61.0%	63.4%
Access to Natural Environment	85.9%	77.3%	91.2%	85.4%
Small Town / Rural Living	57.3%	70.9%	48.2%	61.0%
Cultural and Recreation Facilities	22.2%	13.5%	30.3%	7.3%
Good government	5.6%	5.7%	5.3%	7.3%
Feeling of safety	31.5%	41.1%	26.3%	26.8%
Employment opportunities	3.9%	9.2%	0.4%	4.9%
Housing options	1.0%	1.4%	0.4%	2.4%
Educational system	2.0%	4.3%	0.4%	2.4%
Easy access to work, goods and services	1.7%	2.8%	0.9%	2.4%
Other (write in)	7.3%	9.9%	4.8%	12.2%

Q4: What do you value most about living in the Madeline Island Community (hereafter referred to as "the Island")? Choose up to 3 answers. - Selected Choice

	413.0	144.0	229.0	40.0
<b>Total Count (Answering)</b>				
Extremely dissatisfied	1.1%	0.8%	1.5%	0.0%
Somewhat dissatisfied	1.8%	0.8%	2.3%	3.3%
Neither satisfied nor dissatisfied	8.2%	3.4%	9.2%	23.3%
Somewhat satisfied	17.2%	20.2%	15.4%	13.3%
Extremely satisfied	71.7%	74.8%	71.5%	60.0%
Ambulance				
Extremely dissatisfied	0.8%	0.9%	0.8%	0.0%
Somewhat dissatisfied	2.3%	2.7%	2.5%	0.0%
Neither satisfied nor dissatisfied	13.4%	9.8%	14.9%	20.7%
Somewhat satisfied	21.4%	21.4%	19.8%	27.6%
Extremely satisfied	62.2%	65.2%	62.0%	51.7%
Fire				
Extremely dissatisfied	5.1%	6.1%	3.5%	8.6%
Somewhat dissatisfied	16.1%	19.1%	13.5%	17.1%
Neither satisfied nor dissatisfied	21.7%	21.4%	20.6%	28.6%
Somewhat satisfied	30.7%	29.8%	32.9%	22.9%
Extremely satisfied	26.5%	23.7%	29.4%	22.9%
Police				
Extremely dissatisfied	3.2%	3.5%	3.2%	2.7%
Somewhat dissatisfied	6.2%	8.4%	3.2%	16.2%
Neither satisfied nor dissatisfied	13.0%	10.5%	13.6%	18.9%
Somewhat satisfied	40.4%	35.0%	44.3%	37.8%
Extremely satisfied	37.2%	42.7%	35.7%	24.3%
Road maintenance				

Q5: How satisfied are you with the following public services on the Island? If you do not have any experience with the service, please select N/A.

Sewage System	Extremely dissatisfied	4.6%	2.0%	6.6%	3.4%
	Somewhat dissatisfied	7.1%	6.0%	7.3%	10.3%
	Neither satisfied nor dissatisfied	26.8%	27.0%	22.5%	48.3%
	Somewhat satisfied	26.4%	30.0%	24.5%	24.1%
	Extremely satisfied	35.0%	35.0%	39.1%	13.8%
Materials Recovery Facility (MRF)	Extremely dissatisfied	2.0%	1.4%	2.7%	0.0%
	Somewhat dissatisfied	5.1%	5.8%	4.6%	5.6%
	Neither satisfied nor dissatisfied	7.9%	8.0%	7.8%	8.3%
	Somewhat satisfied	25.7%	21.7%	24.7%	47.2%
	Extremely satisfied	59.3%	63.0%	60.3%	38.9%
Snow Removal	Extremely dissatisfied	1.4%	0.7%	1.6%	4.0%
	Somewhat dissatisfied	3.4%	5.7%	0.8%	4.0%
	Neither satisfied nor dissatisfied	11.9%	8.5%	17.3%	4.0%
	Somewhat satisfied	28.3%	28.4%	25.2%	44.0%
	Extremely satisfied	54.9%	56.7%	55.1%	44.0%

Q6: How satisfied are you with the following community and social services on the Island? If you do not have any experience with the service, please select N/A.

Total Count (Answering)	414.0	144.0	229.0	41.0	
Childcare	Extremely dissatisfied	7.8%	10.2%	0.0%	16.7%
	Somewhat dissatisfied	22.5%	25.4%	16.1%	25.0%
	Neither satisfied nor dissatisfied	47.1%	40.7%	64.5%	33.3%
	Somewhat satisfied	14.7%	15.3%	16.1%	8.3%
	Extremely satisfied	7.8%	8.5%	3.2%	16.7%
School System	Extremely dissatisfied	2.1%	3.6%	0.0%	0.0%
	Somewhat dissatisfied	8.6%	9.6%	7.3%	6.3%
	Neither satisfied nor dissatisfied	21.4%	14.5%	34.1%	25.0%
	Somewhat satisfied	37.9%	41.0%	31.7%	37.5%
	Extremely satisfied	30.0%	31.3%	26.8%	31.3%
Community clinic	Extremely dissatisfied	1.2%	1.5%	1.2%	0.0%
	Somewhat dissatisfied	4.3%	5.3%	3.6%	3.4%
	Neither satisfied nor dissatisfied	9.8%	7.5%	10.8%	13.8%
	Somewhat satisfied	40.2%	47.4%	36.1%	31.0%
	Extremely satisfied	44.5%	38.3%	48.2%	51.7%
Mental health services	Extremely dissatisfied	16.1%	22.1%	4.8%	16.7%
	Somewhat dissatisfied	25.5%	24.7%	19.0%	44.4%
	Neither satisfied nor dissatisfied	45.3%	36.4%	66.7%	33.3%
	Somewhat satisfied	8.8%	11.7%	7.1%	0.0%
	Extremely satisfied	4.4%	5.2%	2.4%	5.6%

Social services	Extremely dissatisfied	11.9%	18.2%	2.3%	7.1%
	Somewhat dissatisfied	22.2%	26.0%	15.9%	21.4%
	Neither satisfied nor dissatisfied	43.7%	32.5%	59.1%	57.1%
	Somewhat satisfied	16.3%	18.2%	15.9%	7.1%
	Extremely satisfied	5.9%	5.2%	6.8%	7.1%
Recreational opportunities (Youth and Adult)	Extremely dissatisfied	4.7%	9.4%	0.8%	3.1%
	Somewhat dissatisfied	17.9%	22.2%	10.0%	34.4%
	Neither satisfied nor dissatisfied	20.8%	20.5%	23.8%	9.4%
	Somewhat satisfied	32.3%	31.6%	31.5%	37.5%
	Extremely satisfied	24.4%	16.2%	33.8%	15.6%
Transportation to/from the Island	Extremely dissatisfied	8.8%	14.8%	5.3%	7.3%
	Somewhat dissatisfied	29.5%	34.5%	23.3%	46.3%
	Neither satisfied nor dissatisfied	10.7%	14.1%	9.3%	7.3%
	Somewhat satisfied	26.8%	19.0%	32.6%	22.0%
	Extremely satisfied	24.1%	17.6%	29.5%	17.1%
Island communications (cell phone coverage, land line connections, Internet)	Extremely dissatisfied	10.0%	11.2%	9.3%	9.8%
	Somewhat dissatisfied	22.7%	23.1%	21.3%	29.3%
	Neither satisfied nor dissatisfied	8.1%	8.4%	7.1%	12.2%
	Somewhat satisfied	29.6%	30.1%	28.4%	34.1%
	Extremely satisfied	29.6%	27.3%	33.8%	14.6%
Other (write-in)	Extremely dissatisfied	56.5%	60.0%	63.6%	0.0%
	Somewhat dissatisfied	21.7%	10.0%	18.2%	100.0%
	Neither satisfied nor dissatisfied	13.0%	20.0%	9.1%	0.0%
	Somewhat satisfied	4.3%	10.0%	0.0%	0.0%
	Extremely satisfied	4.3%	0.0%	9.1%	0.0%
<b>Total Count (Answering)</b>		<b>415.0</b>	<b>144.0</b>	<b>230.0</b>	<b>41.0</b>

Q70: How satisfied are you with the following public services on the Island? If you do not have any experience with the service, please select N/A.

Library	Extremely dissatisfied	1.0%	0.7%	1.4%	0.0%
	Somewhat dissatisfied	2.9%	5.2%	0.5%	8.1%
	Neither satisfied nor dissatisfied	7.3%	10.4%	4.2%	13.5%
	Somewhat satisfied	21.9%	25.9%	20.3%	16.2%
	Extremely satisfied	66.9%	57.8%	73.6%	62.2%
Recreation Center	Extremely dissatisfied	8.0%	12.6%	3.8%	11.1%
	Somewhat dissatisfied	14.2%	26.2%	4.6%	14.8%
	Neither satisfied nor dissatisfied	30.3%	26.2%	33.6%	29.6%
	Somewhat satisfied	30.3%	22.3%	35.9%	33.3%
	Extremely satisfied	17.2%	12.6%	22.1%	11.1%

Playgrounds	Extremely dissatisfied	3.0%	5.1%	2.1%	0.0%
	Somewhat dissatisfied	7.9%	9.2%	6.3%	12.0%
	Neither satisfied nor dissatisfied	25.3%	21.4%	26.1%	36.0%
	Somewhat satisfied	37.7%	35.7%	40.8%	28.0%
	Extremely satisfied	26.0%	28.6%	24.6%	24.0%
Outdoor Sports Facilities	Extremely dissatisfied	2.8%	5.6%	1.3%	0.0%
	Somewhat dissatisfied	15.1%	18.7%	12.6%	15.4%
	Neither satisfied nor dissatisfied	27.5%	26.2%	28.5%	26.9%
	Somewhat satisfied	35.9%	33.6%	35.8%	46.2%
	Extremely satisfied	18.7%	15.9%	21.9%	11.5%
Public Parks	Extremely dissatisfied	0.5%	0.0%	0.9%	0.0%
	Somewhat dissatisfied	3.0%	0.7%	5.0%	0.0%
	Neither satisfied nor dissatisfied	7.5%	5.0%	7.8%	14.6%
	Somewhat satisfied	28.0%	38.6%	21.0%	29.3%
	Extremely satisfied	61.0%	55.7%	65.3%	56.1%
Public Beaches	Extremely dissatisfied	0.8%	0.0%	1.4%	0.0%
	Somewhat dissatisfied	5.1%	4.3%	6.0%	2.6%
	Neither satisfied nor dissatisfied	6.1%	5.0%	7.3%	2.6%
	Somewhat satisfied	29.3%	37.9%	22.5%	36.8%
	Extremely satisfied	58.8%	52.9%	62.8%	57.9%
Lake Access Points	Extremely dissatisfied	3.8%	5.4%	3.0%	2.6%
	Somewhat dissatisfied	12.9%	16.3%	12.2%	5.3%
	Neither satisfied nor dissatisfied	10.7%	10.1%	11.2%	10.5%
	Somewhat satisfied	35.4%	39.5%	30.5%	47.4%
	Extremely satisfied	37.1%	28.7%	43.1%	34.2%
Public Bathrooms	Extremely dissatisfied	5.3%	7.5%	3.5%	7.7%
	Somewhat dissatisfied	18.7%	18.0%	19.3%	17.9%
	Neither satisfied nor dissatisfied	21.1%	27.1%	16.8%	23.1%
	Somewhat satisfied	35.0%	30.1%	38.6%	33.3%
	Extremely satisfied	19.8%	17.3%	21.8%	17.9%
Other (write-in)	Extremely dissatisfied	44.1%	50.0%	37.5%	50.0%
	Somewhat dissatisfied	20.6%	7.1%	25.0%	50.0%
	Neither satisfied nor dissatisfied	5.9%	14.3%	0.0%	0.0%
	Somewhat satisfied	14.7%	14.3%	18.8%	0.0%
	Extremely satisfied	14.7%	14.3%	18.8%	0.0%

Q7: In recent years, have you considered moving off the island (or, if a seasonal resident, relinquishing your island	Total Count (Answering)	405.0	138.0	227.0	40.0
Yes		24.2%	36.2%	15.9%	30.0%
No		75.8%	63.8%	84.1%	70.0%

Q8: Which of the following focus areas should receive prioritized attention in the comprehensive planning process? Choose up to 3 answers. - Selected Choice	Total Count (Answering)	415.0	144.0	230.0	41.0
Emergency response		17.8%	16.7%	19.1%	14.6%
Public infrastructure and services		32.0%	30.6%	32.2%	36.6%
Childcare		4.6%	9.0%	1.3%	7.3%
Education (K-12)		9.6%	10.4%	8.3%	14.6%
Healthcare		14.0%	19.4%	12.2%	4.9%
Culture and Recreation		16.1%	11.8%	18.7%	17.1%
Housing availability and/or affordability		38.1%	43.8%	30.9%	58.5%
Property Taxes		41.0%	28.5%	50.4%	31.7%
Employment / economic opportunity		8.7%	10.4%	6.5%	14.6%
Availability of goods and services		28.2%	20.8%	33.5%	24.4%
Costs of goods and services		13.3%	16.0%	11.7%	12.2%
Transportation and Accessibility to/from the Island		42.9%	50.7%	38.3%	41.5%
Transportation and Accessibility on the Island		3.1%	0.7%	4.3%	4.9%
Other (write in)		9.9%	10.4%	10.4%	4.9%

Q11: Overall, how satisfied are you with the island as a place to live?	Total Count (Answering)	410.0	141.0	228.0	41.0
Extremely dissatisfied		1.0%	1.4%	0.9%	0.0%
Somewhat dissatisfied		4.6%	3.5%	4.8%	7.3%
Neither satisfied nor dissatisfied		3.9%	2.8%	4.4%	4.9%
Somewhat satisfied		44.1%	48.9%	38.2%	61.0%
Extremely satisfied		46.3%	43.3%	51.8%	26.8%

Q15: How much do you agree with the following statements?	Total Count (Answering)	409.0	142.0	226.0	41.0
Strongly disagree		3.7%	5.0%	1.8%	9.8%
Somewhat disagree		4.4%	2.1%	3.1%	19.5%
Neither agree nor disagree		5.4%	2.9%	4.0%	22.0%
Somewhat agree		23.2%	25.7%	23.1%	14.6%
Strongly agree		63.3%	64.3%	68.0%	34.1%

	Strongly disagree	7.0%	7.1%	4.5%	19.5%
I expect that my current housing will meet my household's needs ten years from now.	Somewhat disagree	11.7%	12.8%	11.8%	7.3%
	Neither agree nor disagree	7.7%	5.7%	7.3%	17.1%
	Somewhat agree	23.9%	27.0%	21.4%	26.8%
	Strongly agree	49.8%	47.5%	55.0%	29.3%
	Strongly disagree	37.9%	51.8%	25.9%	56.1%
The Island's current housing options meet the needs of all community members.	Somewhat disagree	24.8%	20.1%	27.2%	26.8%
	Neither agree nor disagree	24.0%	15.1%	31.7%	12.2%
	Somewhat agree	10.4%	9.4%	12.1%	4.9%
	Strongly agree	3.0%	3.6%	3.1%	0.0%

Total Count (Answering)	415.0	144.0	230.0	41.0
Own home – full-time resident	33.0%	95.1%	0.0%	0.0%
Own home – seasonal resident	52.5%	0.0%	94.8%	0.0%
Rent home – full time resident	1.7%	4.9%	0.0%	0.0%
Rent home – seasonal resident	2.9%	0.0%	5.2%	0.0%
Dependent of homeowner or renter	2.7%	0.0%	0.0%	26.8%
Currently without housing	0.7%	0.0%	0.0%	7.3%
Other (write in)	6.5%	0.0%	0.0%	65.9%

Total Count (Answering)	332.0	125.0	190.0	17.0
0-30%	75.3%	58.4%	87.9%	58.8%
31-40%	17.2%	30.4%	8.4%	17.6%
41-50%	5.4%	8.8%	2.1%	17.6%
>50%	2.1%	2.4%	1.6%	5.9%

Total Count (Answering)	379.0	137.0	216.0	26.0
Yes	6.6%	2.2%	10.2%	0.0%
No	87.6%	96.4%	89.4%	26.9%
N/A	5.8%	1.5%	0.5%	73.1%

Q20: On average, how many weeks per year do you rent your home?	Total Count (Answering)	23.0	2.0	21.0	0.0
	less than 4 weeks	21.7%	50.0%	19.0%	0.0%
	5-8 weeks	34.8%	50.0%	33.3%	0.0%
	9-12 weeks	34.8%	0.0%	38.1%	0.0%
	13-26 weeks	4.3%	0.0%	4.8%	0.0%
	more than 26 weeks	4.3%	0.0%	4.8%	0.0%

Q21: On average, how many weeks per year do you occupy your home?	Total Count (Answering)	23.0	2.0	21.0	0.0
	less than 4 weeks	26.1%	0.0%	28.6%	0.0%
	5-8 weeks	34.8%	0.0%	38.1%	0.0%
	9-12 weeks	17.4%	0.0%	19.0%	0.0%
	13-26 weeks	8.7%	0.0%	9.5%	0.0%
	more than 26 weeks	13.0%	100.0%	4.8%	0.0%

Q22: How do you typically find renters/tenants for your home? Check all that apply. - Selected Choice	Total Count (Answering)	22.0	1.0	21.0	0.0
	Previous landlord/tenant agreements	4.5%	0.0%	4.8%	0.0%
	Family/Friends network	31.8%	100.0%	28.6%	0.0%
	Word-of-mouth	18.2%	0.0%	19.0%	0.0%
	Property management company on the island	18.2%	0.0%	19.0%	0.0%
	Online classifieds (e.g. Craigslist)	4.5%	0.0%	4.8%	0.0%
	Online broker/marketplace (e.g. Airbnb)	50.0%	0.0%	52.4%	0.0%
	Other (write in)	4.5%	0.0%	4.8%	0.0%

Q23: For which reasons do you rent your home? Check all that apply. - Selected Choice	Total Count (Answering)	22.0	1.0	21.0	0.0
	Increase income stream	31.8%	0.0%	33.3%	0.0%
	Defray maintenance and upkeep costs	72.7%	100.0%	71.4%	0.0%
	Defray mortgage costs	27.3%	0.0%	28.6%	0.0%
	Defray real estate taxes	59.1%	0.0%	61.9%	0.0%
	Lack of on-island opportunities year-round	13.6%	0.0%	14.3%	0.0%
	Other (write in)	9.1%	0.0%	9.5%	0.0%

Q23: If you could afford to, would you prefer to occupy your home without renting it?	Total Count (Answering)	22.0	1.0	21.0	0.0
	Yes	45.5%	100.0%	42.9%	0.0%
	No	9.1%	0.0%	9.5%	0.0%
	Unsure	45.5%	0.0%	47.6%	0.0%

	22.0	1.0	21.0	0.0
<b>Q25: Which best describes your plan for your home over the next 10 years? - Selected Choice</b>	<b>Total Count (Answering)</b>			
Maintain its existing rental availability	63.6%	100.0%	61.9%	0.0%
Increase its rental availability	4.5%	0.0%	4.8%	0.0%
Decrease its rental availability	18.2%	0.0%	19.0%	0.0%
Eliminate its rental availability	4.5%	0.0%	4.8%	0.0%
Sell home	9.1%	0.0%	9.5%	0.0%
Other	0.0%	0.0%	0.0%	0.0%

	392.0	137.0	214.0	41.0
<b>Q26: Which of the following housing types should the Town of La Pointe prioritize in the next ten years?</b>	<b>Total Count (Answering)</b>			
Condominiums (typically owner occupied)	49.0%	54.5%	44.1%	55.3%
	44.1%	41.5%	47.9%	34.2%
	6.9%	4.1%	8.0%	10.5%
Apartments (typically renter occupied)	28.2%	28.3%	29.9%	18.4%
	40.9%	40.2%	40.1%	47.4%
	30.9%	31.5%	29.9%	34.2%
Single-family homes	18.0%	11.5%	22.8%	15.4%
	36.9%	41.0%	34.9%	33.3%
	45.1%	47.5%	42.3%	51.3%
Duplex/2-family homes/townhomes	30.7%	25.8%	34.2%	28.9%
	50.7%	47.6%	55.1%	39.5%
	18.6%	26.6%	10.7%	31.6%
Active adult/senior living communities	29.7%	17.6%	34.2%	46.2%
	42.7%	46.4%	41.6%	35.9%
	27.7%	36.0%	24.2%	17.9%
Tiny home communities	39.0%	32.8%	46.2%	25.0%
	39.3%	41.6%	38.6%	35.0%
	21.8%	25.6%	15.2%	40.0%
Mobile home communities	80.6%	74.4%	90.3%	52.6%
	13.6%	14.9%	8.1%	36.8%
	5.8%	10.7%	1.6%	10.5%
Other (write-in)	27.5%	21.4%	37.5%	20.0%
	10.0%	7.1%	6.3%	20.0%
	62.5%	71.4%	56.3%	60.0%

Q27: Which of the following strategies should be prioritized to improve housing availability for residents? Choose up to 3 answers. - Selected Choice	Total Count (Answering)	369.0	133.0	197.0	39.0
Adjust zoning regulations to expand housing options	26.6%	27.8%	22.8%	41.0%	
Increase affordable and workforce housing options	76.4%	68.4%	80.2%	84.6%	
Limit seasonal housing that is occupied less than 1 month	19.2%	24.8%	15.7%	17.9%	
Explore publicly financed strategies for housing development	44.7%	49.6%	42.1%	41.0%	
Use eminent domain to obtain property for housing development	2.2%	3.8%	1.0%	2.6%	
Use town-owned property for housing development	44.7%	46.6%	42.6%	48.7%	
Other (write in)	10.0%	14.3%	6.6%	12.8%	
<b>Total Count (Answering)</b>	<b>393.0</b>	<b>139.0</b>	<b>216.0</b>	<b>38.0</b>	<b>38.0</b>

Q30: Which types of new businesses do we need most on the Island? Choose up to 3 answers. - Selected Choice	Total Count (Answering)	393.0	139.0	216.0	38.0
Agriculture, Fishing and Forestry (farms, greenhouses, timber)	12.5%	15.1%	8.8%	23.7%	
Grocery Store	29.0%	30.9%	27.3%	31.6%	
Gas Station	27.5%	33.1%	22.2%	36.8%	
Other Specialty Retail (e.g. hardware, drug store, clothing, garden center)	23.4%	18.0%	26.9%	23.7%	
Hospitality (lodging, restaurants, cafes, bars)	19.8%	7.9%	29.2%	10.5%	
Arts, Culture, and Entertainment (gallery, performance venue)	8.7%	7.2%	9.7%	7.9%	
Small-scale/Artisan Production (craft, textiles, food producers)	16.0%	16.5%	16.7%	10.5%	
Outdoor Recreation Outfitters and Operators	3.8%	2.2%	3.7%	10.5%	
Personal Services (beauty salon, fitness gym, dry cleaning)	12.5%	14.4%	10.2%	18.4%	
Professional Services (legal, accounting, architecture, design)	1.3%	1.4%	0.5%	5.3%	
Financial, Insurance, Real Estate, Property Management services	1.8%	1.4%	1.9%	2.6%	
Health Care (doctor, dentist, chiropractor, mental health, home health, urgent care)	27.7%	36.0%	23.6%	21.1%	
Educational Services (childcare, K-12, fine art schools, professional training)	8.9%	12.2%	6.5%	10.5%	
Equipment Repair and Service (boats, vehicles, electronics)	15.8%	18.0%	14.8%	13.2%	
Residential and Commercial Construction / Remodeling (carpentry, plumbing, electrician, HVAC)	17.8%	11.5%	21.8%	18.4%	
Property Services (landscaping, tree care, housekeeping, janitorial, septic treatment)	18.8%	13.7%	24.5%	5.3%	
Renewable Energy Installation/Maintenance	18.6%	24.5%	14.4%	21.1%	
Other (write in)	8.4%	10.1%	6.9%	10.5%	
<b>Total Count (Answering)</b>	<b>383.0</b>	<b>132.0</b>	<b>212.0</b>	<b>39.0</b>	<b>39.0</b>

Q31: Which of the following issues should be prioritized to support economic development on the Island? Choose up to 3 answers. - Selected Choice	Total Count (Answering)	383.0	132.0	212.0	39.0
Support the development of more year-round businesses on the island	59.3%	65.2%	53.8%	69.2%	
Become less dependent on seasonal tourism	29.8%	45.5%	19.3%	33.3%	
Increase diversity of commercial activity in the downtown area	25.6%	12.9%	33.0%	28.2%	
Offer redevelopment incentives	9.4%	11.4%	7.5%	12.8%	
Increase support for entrepreneurs	19.6%	18.9%	18.4%	28.2%	
Attract remote workers / digital nomads	17.5%	11.4%	20.8%	20.5%	
Strengthen the art, cultural and creative economy	24.0%	22.0%	26.9%	15.4%	
Balance economic development with environmental protection	56.1%	50.0%	59.4%	59.0%	
Create a business park	2.9%	6.1%	1.4%	0.0%	
Other (write-in)	6.8%	10.6%	5.7%	0.0%	

Q33: How much do you agree with the following statements?		Total Count (Answering)	394.0	139.0	215.0	40.0
I am confident that the Island's natural resources, including native plant and animal species, will be thriving ten years from now.		Strongly disagree	4.6%	7.9%	2.3%	5.0%
		Somewhat disagree	17.9%	25.9%	13.6%	12.5%
		Neither agree nor disagree	12.8%	12.2%	12.2%	17.5%
		Somewhat agree	42.3%	30.9%	50.2%	40.0%
		Strongly agree	22.4%	23.0%	21.6%	25.0%
The Island's homes, businesses and infrastructure will withstand major natural / weather events.		Strongly disagree	5.6%	7.9%	3.7%	7.5%
		Somewhat disagree	20.6%	24.5%	17.7%	22.5%
		Neither agree nor disagree	21.6%	17.3%	24.7%	20.0%
		Somewhat agree	40.1%	34.5%	43.7%	40.0%
		Strongly agree	12.2%	15.8%	10.2%	10.0%
The Island should work towards year-round self-sufficiency and resiliency in terms of energy, food and other essential goods and services.		Strongly disagree	4.1%	2.9%	4.3%	7.5%
		Somewhat disagree	6.7%	7.2%	7.1%	2.5%
		Neither agree nor disagree	13.6%	15.1%	13.7%	7.5%
		Somewhat agree	34.1%	25.2%	40.8%	30.0%
		Strongly agree	41.5%	49.6%	34.1%	52.5%
The Island is prepared for the impacts of climate change.		Strongly disagree	6.9%	8.6%	4.7%	12.5%
		Somewhat disagree	31.3%	35.3%	27.5%	37.5%
		Neither agree nor disagree	35.4%	30.9%	39.8%	27.5%
		Somewhat agree	20.3%	20.9%	20.4%	17.5%
		Strongly agree	6.2%	4.3%	7.6%	5.0%
Q34: Which of the following focus areas should be prioritized to strengthen environmental sustainability and resilience on the Island? Choose up to 3 answers. - Selected Choice		Total Count (Answering)	384.0	133.0	211.0	40.0
Protect / increase wildlife habitat		25.0%	21.8%	28.4%	17.5%	
Protect / increase native tree and plant species		21.6%	21.8%	21.8%	20.0%	
Protect other environmentally sensitive areas (wetlands, shoreline)		42.4%	27.8%	53.6%	32.5%	
Adapt infrastructure for fluctuating lake levels		24.7%	24.8%	23.7%	30.0%	
Address lakeshore erosion		40.6%	33.1%	46.4%	35.0%	
Protect / improve soil quality		2.9%	6.8%	0.0%	5.0%	
Protect / improve groundwater		13.5%	15.8%	11.8%	15.0%	
Improve / expand sewage and waste systems		26.3%	30.1%	24.2%	25.0%	
Offer community composting options		19.0%	22.6%	15.2%	27.5%	
Increase availability of renewable energy		29.4%	40.6%	20.9%	37.5%	
Develop green infrastructure (e.g. rain gardens)		6.5%	7.5%	4.3%	15.0%	
Develop climate action plan		20.1%	16.5%	20.9%	27.5%	
Other (Write in)		4.4%	6.8%	2.8%	5.0%	

Q37: How much do you agree with the following statements?

Total Count (Answering)	379.0	137.0	204.0	38.0
	3.7%	3.7%	3.9%	2.6%
	14.9%	18.4%	13.3%	10.5%
The Island is a welcoming community to all residents and visitors.	10.6%	11.0%	10.8%	7.9%
	44.0%	37.5%	46.3%	55.3%
	26.8%	29.4%	25.6%	23.7%
	1.9%	2.2%	1.0%	5.3%
	7.2%	9.5%	5.9%	5.3%
The Island's art, cultural and heritage activities reflect the community's diversity.	14.3%	19.0%	10.4%	18.4%
	45.6%	38.7%	50.0%	47.4%
	31.0%	30.7%	32.7%	23.7%
	0.8%	1.5%	0.5%	0.0%
	6.4%	8.2%	5.4%	5.3%
The Island's art, cultural and heritage assets are valued and protected.	16.6%	19.4%	14.4%	18.4%
	41.2%	38.8%	40.6%	52.6%
	35.0%	32.1%	39.1%	23.7%
	1.6%	2.9%	0.5%	2.6%
	8.8%	11.8%	7.5%	5.3%
The Island welcomes diverse forms of cultural expression.	16.0%	15.4%	16.0%	18.4%
	42.5%	41.9%	42.5%	44.7%
	31.0%	27.9%	33.5%	28.9%
	1.9%	3.7%	0.5%	2.6%
	12.5%	15.6%	11.9%	5.3%
The Island's public spaces create a sense of place and belonging.	21.1%	23.7%	17.8%	28.9%
	38.1%	34.1%	42.1%	31.6%
	26.4%	23.0%	27.7%	31.6%
	3.7%	7.3%	1.0%	5.3%
	3.7%	3.6%	4.5%	0.0%
Art and cultural facilities are essential to the Island's local economy and quality of life.	10.4%	10.2%	9.0%	18.4%
	26.6%	30.7%	23.9%	26.3%
	55.6%	48.2%	61.7%	50.0%

Q38: Which of the following strategies should be prioritized to enhance the island's community and cultural life? Choose up to 3 answers. - Selected Choice		366.0	129.0	201.0	36.0
Total Count (Answering)					
Recognize and protect existing/ancestral lands of Anishinaabe people		41.0%	32.6%	44.8%	50.0%
Recognize and celebrate Anishinaabe culture		43.7%	38.8%	43.8%	61.1%
Enhance support for Madeline Island's art and culture producers and organizations		33.1%	26.4%	38.3%	27.8%
Preserve historic buildings and places		53.6%	49.6%	57.7%	44.4%
Increase community art and cultural events		24.3%	20.9%	27.4%	19.4%
Increase public art		7.1%	5.4%	7.5%	11.1%
Establish partnerships to use existing spaces as a community center for public recreation and entertainment		33.9%	41.1%	28.4%	38.9%
Build a new community center for recreation and entertainment		23.5%	31.0%	18.9%	22.2%
Other (write in)		3.0%	3.9%	3.0%	0.0%

Q40: How much do you agree with the following statements?		370.0	134.0	198.0	38.0
Total Count (Answering)					
I understand the Town of La Pointe's zoning ordinances.	Strongly disagree	13.8%	12.0%	15.2%	13.2%
	Somewhat disagree	18.2%	15.0%	21.7%	10.5%
	Neither agree nor disagree	28.5%	20.3%	32.3%	36.8%
	Somewhat agree	30.1%	34.6%	26.8%	31.6%
	Strongly agree	9.5%	18.0%	4.0%	7.9%
The Town of la Pointe's current zoning is effective for managing land use.	Strongly disagree	8.5%	11.4%	6.7%	7.9%
	Somewhat disagree	16.5%	21.2%	15.0%	7.9%
	Neither agree nor disagree	46.8%	31.8%	56.0%	52.6%
	Somewhat agree	21.8%	25.0%	18.7%	26.3%
	Strongly agree	6.3%	10.6%	3.6%	5.3%

Q41: Which issues should the Town of La Pointe prioritize in future land use planning? Choose up to 3 answers. - Selected Choice		375.0	135.0	202.0	38.0
Total Count (Answering)					
Preserve and protect the lakeshore		63.2%	51.1%	75.2%	42.1%
Preserve and protect natural environments (wetlands, forests).		52.8%	37.8%	61.9%	57.9%
Preserve and protect farmland		5.1%	9.6%	1.5%	7.9%
Maintain the island's rural character		45.9%	53.3%	40.6%	47.4%
Increase parks and outdoor recreational areas		12.3%	9.6%	14.4%	10.5%
Create more public boat access and/or moorings for Lake Superior		11.7%	11.1%	11.9%	13.2%
Increase affordable housing		46.1%	51.1%	38.6%	68.4%
Increase areas for commercial development		8.5%	14.8%	4.0%	10.5%
Improve the design and feel of the island's central business district		30.4%	27.4%	32.2%	31.6%
Other (write in)		3.7%	5.9%	2.0%	5.3%

Q42: Over the next ten years, should the Town of La Pointe restrict, maintain, or encourage the following land uses and activities?

Total Count (Answering)	369.0	133.0	201.0	35.0	
Commercial Farms	Restrict	36.4%	35.4%	34.4%	51.4%
	Maintain	37.5%	32.3%	43.1%	25.7%
	Encourage	26.1%	32.3%	22.6%	22.9%
Greenhouses / Aquaponics / Hydroponics	Restrict	4.2%	4.6%	4.1%	2.9%
	Maintain	31.0%	25.4%	36.8%	20.0%
	Encourage	64.8%	70.0%	59.1%	77.1%
Small scale / permaculture / hobby farms	Restrict	4.2%	2.3%	6.3%	0.0%
	Maintain	34.7%	31.5%	39.1%	22.9%
	Encourage	61.1%	66.2%	54.7%	77.1%
Farm and garden markets	Restrict	0.0%	0.0%	0.0%	0.0%
	Maintain	23.9%	27.5%	23.7%	11.4%
	Encourage	76.1%	72.5%	76.3%	88.6%
Existing Vacation rentals	Restrict	22.5%	33.1%	16.8%	14.3%
	Maintain	60.4%	56.9%	62.8%	60.0%
	Encourage	17.1%	10.0%	20.4%	25.7%
Home-based businesses	Restrict	3.7%	3.1%	4.2%	2.9%
	Maintain	36.7%	39.2%	38.1%	20.0%
	Encourage	59.6%	57.7%	57.7%	77.1%
New residential projects for short term/seasonal users	Restrict	31.9%	45.7%	24.6%	20.6%
	Maintain	42.4%	38.8%	45.0%	41.2%
	Encourage	25.7%	15.5%	30.4%	38.2%
New residential projects for year-round residents	Restrict	5.1%	4.6%	6.3%	0.0%
	Maintain	36.1%	35.1%	38.4%	26.5%
	Encourage	58.9%	60.3%	55.3%	73.5%
Development projects that divide large land parcels	Restrict	59.7%	58.5%	62.6%	48.6%
	Maintain	28.8%	30.1%	26.9%	34.3%
	Encourage	11.5%	11.4%	10.4%	17.1%
Hotels/Motels/Inns	Restrict	36.7%	41.5%	32.8%	40.0%
	Maintain	42.9%	42.3%	43.9%	40.0%
	Encourage	20.3%	16.2%	23.3%	20.0%

Commercial development within the central business district	Restrict	5.4%	7.9%	4.1%	2.9%
	Maintain	42.5%	50.4%	36.1%	50.0%
	Encourage	52.1%	41.7%	59.8%	47.1%
Commercial development outside the central business district	Restrict	54.9%	57.7%	54.2%	48.6%
	Maintain	30.1%	23.8%	33.7%	34.3%
	Encourage	14.9%	18.5%	12.1%	17.1%
Parking lots	Restrict	24.2%	22.7%	25.4%	22.9%
	Maintain	60.8%	59.8%	61.1%	62.9%
	Encourage	15.0%	17.4%	13.5%	14.3%
Sewage infrastructure	Restrict	2.5%	4.6%	0.5%	5.7%
	Maintain	42.3%	46.2%	39.6%	42.9%
	Encourage	55.2%	49.2%	59.9%	51.4%
Road infrastructure	Restrict	0.8%	1.5%	0.5%	0.0%
	Maintain	48.9%	47.7%	48.2%	57.1%
	Encourage	50.3%	50.8%	51.3%	42.9%
Airport infrastructure	Restrict	10.3%	14.5%	8.3%	5.7%
	Maintain	73.5%	69.5%	74.5%	82.9%
	Encourage	16.2%	16.0%	17.2%	11.4%
Marina/Docking Infrastructure	Restrict	3.4%	6.9%	1.6%	0.0%
	Maintain	61.6%	64.6%	58.9%	65.7%
	Encourage	35.0%	28.5%	39.6%	34.3%
Other (write in)	Restrict	36.4%	33.3%	40.0%	0.0%
	Maintain	36.4%	33.3%	40.0%	0.0%
	Encourage	27.3%	33.3%	20.0%	0.0%
Total Count (Answering)		361.0	130.0	196.0	35.0
Selected Choice	Walk	17.5%	16.9%	15.8%	28.6%
	Bike	25.5%	17.7%	30.1%	28.6%
	Drive	53.5%	63.1%	50.5%	34.3%
	Other (Write in)	3.6%	2.3%	3.6%	8.6%

Q44: What is your preferred mode

of transportation on the Island? -

Selected Choice

Q46: How satisfied are you with the following transportation services on the Island? If you do not have any experience with the service, please select N/A.

Total Count (Answering)	365.0	131.0	199.0	35.0
	11.0%	16.4%	9.0%	2.9%
	21.0%	19.8%	19.2%	34.3%
	12.2%	13.8%	9.6%	20.0%
	36.6%	32.8%	40.1%	31.4%
	19.2%	17.2%	22.0%	11.4%
Bicycle infrastructure (lanes, paths, racks, bike repair stations)				
Extremely dissatisfied	4.5%	8.0%	3.1%	0.0%
Somewhat dissatisfied	18.1%	21.6%	14.9%	22.9%
Neither satisfied nor dissatisfied	9.3%	8.8%	10.3%	5.7%
Somewhat satisfied	46.0%	44.0%	45.4%	57.1%
Extremely satisfied	22.0%	17.6%	26.3%	14.3%
Pedestrian infrastructure (sidewalks, crosswalks, trails, benches)				
Extremely dissatisfied	0.6%	0.0%	1.1%	0.0%
Somewhat dissatisfied	6.7%	2.4%	7.9%	15.2%
Neither satisfied nor dissatisfied	12.8%	15.4%	12.2%	6.1%
Somewhat satisfied	43.8%	41.5%	45.5%	42.4%
Extremely satisfied	36.2%	40.7%	33.3%	36.4%
Trail networks				
Extremely dissatisfied	0.3%	0.8%	0.0%	0.0%
Somewhat dissatisfied	5.5%	6.3%	4.0%	11.4%
Neither satisfied nor dissatisfied	8.0%	7.0%	9.1%	5.7%
Somewhat satisfied	47.1%	46.9%	46.0%	54.3%
Extremely satisfied	39.1%	39.1%	40.9%	28.6%
Road infrastructure (paved)				
Extremely dissatisfied	8.1%	9.4%	7.1%	8.6%
Somewhat dissatisfied	14.2%	18.8%	11.7%	11.4%
Neither satisfied nor dissatisfied	17.0%	10.9%	20.9%	17.1%
Somewhat satisfied	35.4%	34.4%	34.2%	45.7%
Extremely satisfied	25.3%	26.6%	26.0%	17.1%
Road infrastructure (gravel)				
Extremely dissatisfied	14.5%	17.7%	10.2%	21.4%
Somewhat dissatisfied	21.1%	16.7%	27.1%	10.7%
Neither satisfied nor dissatisfied	37.2%	33.3%	39.0%	42.9%
Somewhat satisfied	14.9%	12.5%	16.1%	17.9%
Extremely satisfied	12.4%	19.8%	7.6%	7.1%
Transient docks				

Q47: How satisfied are you with the following transportation services to / from the Island? If you do not have any experience with the service, please select N/A.

Total Count (Answering)		362.0	131.0	196.0	35.0
May-Oct ferry schedule	Extremely dissatisfied	9.0%	13.8%	5.2%	12.1%
	Somewhat dissatisfied	18.9%	13.1%	20.3%	33.3%
	Neither satisfied nor dissatisfied	6.2%	6.2%	6.8%	3.0%
	Somewhat satisfied	33.5%	36.9%	32.8%	24.2%
	Extremely satisfied	32.4%	30.0%	34.9%	27.3%
Nov-April ferry schedule	Extremely dissatisfied	17.4%	24.0%	8.7%	30.8%
	Somewhat dissatisfied	27.0%	34.1%	21.7%	19.2%
	Neither satisfied nor dissatisfied	14.0%	9.3%	18.8%	11.5%
	Somewhat satisfied	26.3%	22.5%	30.4%	23.1%
	Extremely satisfied	15.4%	10.1%	20.3%	15.4%
May-Oct ferry frequency	Extremely dissatisfied	9.0%	14.1%	5.2%	11.8%
	Somewhat dissatisfied	14.4%	11.7%	14.6%	23.5%
	Neither satisfied nor dissatisfied	8.5%	7.0%	9.9%	5.9%
	Somewhat satisfied	37.3%	37.5%	38.5%	29.4%
	Extremely satisfied	30.8%	29.7%	31.8%	29.4%
Nov-April ferry frequency	Extremely dissatisfied	16.7%	23.3%	10.1%	18.5%
	Somewhat dissatisfied	30.6%	41.1%	19.6%	37.0%
	Neither satisfied nor dissatisfied	14.3%	6.2%	21.7%	14.8%
	Somewhat satisfied	25.9%	20.2%	31.9%	22.2%
	Extremely satisfied	12.6%	9.3%	16.7%	7.4%
Ferry cost	Extremely dissatisfied	27.6%	38.6%	17.3%	44.1%
	Somewhat dissatisfied	33.2%	25.2%	38.2%	35.3%
	Neither satisfied nor dissatisfied	17.3%	17.3%	18.3%	11.8%
	Somewhat satisfied	16.5%	15.0%	18.8%	8.8%
	Extremely satisfied	5.4%	3.9%	7.3%	0.0%
Communication from ferry service	Extremely dissatisfied	5.4%	10.2%	2.7%	2.9%
	Somewhat dissatisfied	10.9%	15.6%	5.9%	20.0%
	Neither satisfied nor dissatisfied	10.6%	6.3%	11.3%	22.9%
	Somewhat satisfied	26.1%	32.0%	22.0%	25.7%
	Extremely satisfied	47.0%	35.9%	58.1%	28.6%

Q71: How satisfied are you with the following transportation services to / from the Island? If you do not have any experience with the service, please select N/A.

Total Count (Answering)	218.0	125.0	74.0	19.0
Windsled/winter van schedule	2.9%	4.1%	1.5%	0.0%
Extremely dissatisfied	15.5%	18.7%	10.8%	10.5%
Somewhat dissatisfied	23.2%	17.1%	33.8%	26.3%
Neither satisfied nor dissatisfied	30.0%	30.1%	27.7%	36.8%
Somewhat satisfied	28.5%	30.1%	26.2%	26.3%
Extremely satisfied				
Windsled/winter Van frequency	4.4%	6.5%	1.6%	0.0%
Extremely dissatisfied	19.2%	23.6%	9.8%	21.1%
Somewhat dissatisfied	25.1%	13.8%	47.5%	26.3%
Neither satisfied nor dissatisfied	31.5%	35.0%	24.6%	31.6%
Somewhat satisfied	19.7%	21.1%	16.4%	21.1%
Extremely satisfied				
Windsled cost	9.0%	11.4%	3.4%	10.5%
Extremely dissatisfied	12.9%	16.3%	8.5%	5.3%
Somewhat dissatisfied	30.3%	22.8%	40.7%	47.4%
Neither satisfied nor dissatisfied	25.4%	24.4%	28.8%	21.1%
Somewhat satisfied	22.4%	25.2%	18.6%	15.8%
Extremely satisfied				
Communication from Windsled/winter van service	1.9%	2.5%	1.5%	0.0%
Extremely dissatisfied	9.1%	11.5%	7.5%	0.0%
Somewhat dissatisfied	16.8%	10.7%	20.9%	42.1%
Neither satisfied nor dissatisfied	28.8%	28.7%	28.4%	31.6%
Somewhat satisfied	43.3%	46.7%	41.8%	26.3%
Extremely satisfied				
Total Count (Answering)	315.0	131.0	154.0	30.0

Q70: How satisfied are you with the following transportation services to / from the Island? If you do not have any experience with the service, please select N/A.

Total Count (Answering)	0.7%	0.8%	0.8%	0.0%
Ice road	3.6%	4.6%	2.5%	3.8%
Extremely dissatisfied	7.7%	5.4%	11.0%	3.8%
Somewhat dissatisfied	27.4%	20.0%	32.2%	42.3%
Neither satisfied nor dissatisfied	60.6%	69.2%	53.4%	50.0%
Somewhat satisfied				
Extremely satisfied				
Airport	1.2%	2.6%	0.0%	0.0%
Extremely dissatisfied	2.4%	2.6%	0.0%	10.0%
Somewhat dissatisfied	45.1%	34.2%	55.9%	50.0%
Neither satisfied nor dissatisfied	22.0%	21.1%	20.6%	30.0%
Somewhat satisfied	29.3%	39.5%	23.5%	10.0%
Extremely satisfied				
Marina	2.7%	5.3%	1.9%	0.0%
Extremely dissatisfied	8.2%	12.3%	5.8%	9.1%
Somewhat dissatisfied	15.4%	21.1%	14.6%	4.5%
Neither satisfied nor dissatisfied	35.7%	29.8%	35.9%	50.0%
Somewhat satisfied	37.9%	31.6%	41.7%	36.4%
Extremely satisfied				

Q48: How do you think the Town of La Pointe should focus resources to ensure safe, effective and inclusive transportation options for all community members? Choose up to 3 answers. - Selected Choice		Total Count (Answering)	130.0	194.0	35.0
Local roads		42.9%	41.5%	47.4%	22.9%
Electric Vehicle infrastructure (charging ports)		25.6%	22.3%	27.3%	28.6%
Bicycle infrastructure (lanes, paths, racks, bike repair stations)		50.7%	43.8%	56.2%	45.7%
Pedestrian infrastructure (sidewalks, crosswalks, trails, benches)		38.7%	33.1%	40.2%	51.4%
Public or shared transportation services on the Island		21.7%	22.3%	20.1%	28.6%
Public Transit Docks		20.6%	21.5%	19.6%	22.9%
Transportation services for persons with mobility challenges and disabilities		13.4%	16.2%	11.9%	11.4%
Gain more public control over transportation to/from island (ferry, wind sled)		42.1%	53.8%	30.9%	60.0%
Expand airport availability and services		2.5%	0.8%	3.1%	5.7%
Other (write in)		3.1%	2.3%	3.1%	5.7%
<b>Total Count (Answering)</b>		<b>359.0</b>	<b>130.0</b>	<b>194.0</b>	<b>35.0</b>

Q50: How much do you agree with the following statements?		Total Count (Answering)	132.0	201.0	35.0
I trust my neighbors.		1.6%	3.8%	0.5%	0.0%
Strongly disagree		3.6%	4.5%	3.0%	2.9%
Somewhat disagree		7.4%	7.6%	8.0%	2.9%
Neither agree nor disagree		27.0%	21.2%	28.6%	40.0%
Somewhat agree		60.4%	62.9%	59.8%	54.3%
Strongly agree					
I actively participate in civic and governmental activities		7.9%	1.5%	11.5%	11.4%
Strongly disagree		8.7%	3.8%	12.5%	5.7%
Somewhat disagree		30.8%	17.4%	38.0%	40.0%
Neither agree nor disagree		33.8%	44.7%	27.0%	31.4%
Somewhat agree		18.8%	32.6%	11.0%	11.4%
Strongly agree					
The Town provides reasonable opportunities to participate in planning and governance.		0.8%	1.5%	0.5%	0.0%
Strongly disagree		8.2%	9.8%	8.1%	2.9%
Somewhat disagree		27.2%	15.9%	33.8%	32.4%
Neither agree nor disagree		39.8%	38.6%	40.4%	41.2%
Somewhat agree		23.9%	34.1%	17.2%	23.5%
Strongly agree					
I am satisfied with the level and quality of communication from the Town government.		3.0%	5.4%	1.5%	2.9%
Strongly disagree		12.4%	15.4%	9.0%	20.0%
Somewhat disagree		23.9%	18.5%	26.6%	28.6%
Neither agree nor disagree		37.4%	29.2%	45.7%	20.0%
Somewhat agree		23.4%	31.5%	17.1%	28.6%
Strongly agree					
I believe that the comprehensive planning process will lead to effective policies.		3.9%	9.3%	1.0%	0.0%
Strongly disagree		11.6%	19.4%	6.6%	11.8%
Somewhat disagree		25.2%	21.7%	25.3%	38.2%
Neither agree nor disagree		38.5%	27.9%	47.5%	26.5%
Somewhat agree		20.8%	21.7%	19.7%	23.5%
Strongly agree					
<b>Total Count (Answering)</b>		<b>368.0</b>	<b>132.0</b>	<b>201.0</b>	<b>35.0</b>

Q51: Which of the following actions should be prioritized to improve the quality of civic life on the Island? Choose up to 3 answers. - Selected Choice	Total Count (Answering)	336.0	123.0	181.0	32.0
Maintain a Bayfield School District school on the island.		43.5%	43.1%	43.1%	46.9%
Form an independent school on the island separate from Bayfield		18.8%	30.1%	9.4%	28.1%
Obtain more direct and frequent services from Ashland County.		40.2%	47.2%	37.6%	28.1%
Separate from Ashland County.		33.3%	37.4%	30.9%	31.3%
Formalize relationships and responsibilities with nonprofit organizations that provide important services on the is		40.8%	35.8%	45.9%	31.3%
Form an "island council" to connect island organizations and social networks for better coordination of activities,		35.4%	27.6%	39.8%	40.6%
Strengthen relationships with Tribal governments.		28.6%	22.8%	30.9%	37.5%
Other		3.9%	2.4%	5.0%	3.1%

Q52: How would you prefer the Town of La Pointe government communicate with you? Choose up to 3 answers. - Selected Choice	Total Count (Answering)	366.0	131.0	200.0	35.0
Island Gazette		72.1%	64.9%	76.5%	74.3%
Email newsletter		63.7%	55.0%	71.5%	51.4%
Town website		48.6%	55.7%	43.5%	51.4%
Text alerts		49.7%	64.1%	41.5%	42.9%
Social media		15.6%	12.2%	14.5%	34.3%
Other (write in)		2.5%	2.3%	2.0%	5.7%

Q54: How would you describe your racial/ethnic background?	Total Count (Answering)	361.0	127.0	199.0	35.0
African American or Black		0.0%	0.0%	0.0%	0.0%
Asian or Pacific Islander		0.0%	0.0%	0.0%	0.0%
Hispanic or Latino		0.0%	0.0%	0.0%	0.0%
Native American		0.3%	0.0%	0.0%	2.9%
White (not Hispanic or Latino)		83.1%	83.5%	84.4%	74.3%
Multi-racial or ethnic background		2.5%	1.6%	2.0%	8.6%
Other		2.2%	0.8%	3.0%	2.9%
Prefer not to answer		11.9%	14.2%	10.6%	11.4%

Q55: Gender - Selected Choice	Total Count (Answering)	354.0	124.0	195.0	35.0
Female		48.6%	47.6%	49.7%	45.7%
Male		40.7%	38.7%	41.5%	42.9%
Non-binary / non-conforming		1.1%	0.8%	1.0%	2.9%
Other		0.6%	0.0%	1.0%	0.0%
Prefer not to answer		9.0%	12.9%	6.7%	8.6%

	Total Count (Answering)	282.0	91.0	163.0	28.0
75 and over	17.0%		11.0%	23.3%	0.0%
65 to 74 years	31.2%		34.1%	30.7%	25.0%
55 to 64 years	26.2%		26.4%	27.0%	21.4%
45 to 54 years	12.1%		13.2%	12.3%	7.1%
35 to 44 years	8.5%		13.2%	6.1%	7.1%
25 to 34 years	3.9%		1.1%	0.6%	32.1%
15 to 24 years	1.1%		1.1%	0.0%	7.1%

	Total Count (Answering)	293.0	96.0	170.0	27.0
No	81.2%		83.3%	78.8%	88.9%
Yes	18.8%		16.7%	21.2%	11.1%

	Total Count (Answering)	347.0	121.0	193.0	33.0
5 years or less	16.1%		17.4%	13.0%	30.3%
6-10 years	11.5%		11.6%	11.4%	12.1%
11-20 years	18.7%		24.8%	15.5%	15.2%
21-40 years	28.2%		28.9%	27.5%	30.3%
> 40 years	25.4%		17.4%	32.6%	12.1%

	Total Count (Answering)	347.0	123.0	191.0	33.0
Less than 3 months	19.0%		0.8%	30.4%	21.2%
3-5 months	32.0%		2.4%	50.8%	33.3%
6-12 months	49.0%		96.7%	18.8%	45.5%

	Total Count (Answering)	292.0	90.0	176.0	26.0
LaPointe	34.9%		96.7%	4.5%	26.9%
Twin Cities	21.6%		1.1%	33.5%	11.5%
Minnesota Other	7.9%		0.0%	11.9%	7.7%
Midwest Other	7.9%		0.0%	11.9%	7.7%
Wisconsin	7.5%		1.1%	10.2%	11.5%
US West	5.8%		0.0%	7.4%	15.4%
US South	4.8%		0.0%	7.4%	3.8%
US East	3.1%		0.0%	5.1%	0.0%
Duluth Metro	2.1%		0.0%	2.8%	3.8%
Madison Metro	1.4%		0.0%	1.7%	3.8%
Chequamegon Bay	1.4%		0.0%	1.1%	7.7%
Milwaukee Metro	1.4%		0.0%	2.3%	0.0%
International	0.3%		1.1%	0.0%	0.0%

Q60: What is your highest level of education?	Total Count (Answering)	351.0	125.0	192.0	34.0
Less than high school	0.6%	1.6%	0.0%	0.0%	0.0%
High school graduate or GED	4.0%	8.0%	2.1%	0.0%	0.0%
Technical or Vocation Training	3.4%	6.4%	1.6%	2.9%	2.9%
Some college	9.7%	15.2%	5.2%	14.7%	14.7%
Associate's degree	6.8%	10.4%	2.6%	17.6%	17.6%
Bachelor's degree	31.9%	26.4%	34.4%	38.2%	38.2%
Graduate or Professional degree	43.6%	32.0%	54.2%	26.5%	26.5%

Q61: What is your annual household income?	Total Count (Answering)	304.0	107.0	165.0	32.0
Less than \$25,000	5.3%	12.1%	0.6%	6.3%	6.3%
\$25,000-\$34,999	4.9%	9.3%	1.8%	6.3%	6.3%
\$35,000-\$49,999	7.6%	11.2%	4.2%	12.5%	12.5%
\$50,000-\$74,999	13.2%	13.1%	10.3%	28.1%	28.1%
\$75,000-\$99,999	11.5%	14.0%	8.5%	18.8%	18.8%
\$100,000-\$149,999	23.7%	23.4%	25.5%	15.6%	15.6%
\$150,000-\$300,000	19.4%	10.3%	26.7%	12.5%	12.5%
Greater than \$300,000	14.5%	6.5%	22.4%	0.0%	0.0%

Q73: Do you work on the island?	Total Count (Answering)	354.0	124.0	196.0	34.0
Yes, year-round	23.7%	59.7%	1.0%	23.5%	23.5%
Yes, seasonally	14.4%	16.1%	10.7%	29.4%	29.4%
No	61.9%	24.2%	88.3%	47.1%	47.1%

# REQUIRED ELEMENTS

Wisconsin’s “smart growth” law mandates that comprehensive plans contain nine “required elements.” This Plan is not organized with those elements as the structure, because the Plan takes a holistic approach that attempts to demonstrate how topics are integrated, not siloed. This section, therefore, summarizes where the Plan addresses the state’s “required elements.” In addition, 11 maps meet additional requirements.

## **Issues and opportunities.**

The 5 chapters and 33 topics around which this plan builds its recommendations reflect issues and opportunities identified in research by the Comprehensive Plan Steering Committee and in findings from the 2022 La Pointe Community Survey. Background information on demographics, current conditions, and related topics is found in the Appendix.

**Housing.** Affordable workforce housing (Chapter 1-4) is a critical priority. Housing issues are also identified in these topics: Short-term rentals (5-6), Density (5-10), and Campers (5-11). Additional housing data are in the Current Conditions section of the Appendix, including the Housing and Land Use and the Intergovernmental Cooperation categories.

**Transportation.** Access to and from the Island (Chapter 1-1) is a critical priority. Transportation issues are also identified in these topics: Public spaces (4-3), Bicycling infrastructure (4-7),

and Climate change (5-5). Additional transportation data are in the Current Conditions section of the Appendix, including the Economy, Transportation, and Intergovernmental Cooperation categories.

## **Utilities and community**

**facilities.** These issues are identified in these topics: Health care (Chapter 1-6), Community center (2-2), Community websites (3-4), and Public spaces (4-3). Additional data are in the Current Conditions section of the Appendix, including the Economy, Transportation, Utilities, Town Services, and Intergovernmental Cooperation categories.

## **Agriculture, natural and**

**cultural resources.** Food access (Chapter 1-5) is a critical priority. Agriculture, natural and cultural resources issues are also identified in these topics: Dialogue between the Town and Bad River and Red Cliff tribes (3-2), Thriving artists (4-6), Heritage and historical places (5-2), Wetlands protections (5-3), Access to the natural environment (5-4), Climate change (5-6), and Junk (5-7). Additional data are in the Current Conditions section of the Appendix, including the Town services and Agriculture, Natural and Cultural Resources categories.

**Economic development.** Access to and from the Island (Chapter 1-1) and Affordable Housing (1-4) are critical priorities. Economic development issues are also identified in these topics: Child care (2-1), Grant proposal

writer (3-5), Year-round availability of goods and services (4-1), leadership and business retention (4-2), Public spaces (4-3), Business activities (4-4), First impressions (4-5), Thriving artists (4-6), and Short-term rentals (5-6). Additional data are in the Current Conditions section of the Appendix, including the Housing and Land Use and the Economy categories.

**Intergovernmental cooperation.**

Relations with Ashland County and the School District of Bayfield are critical priorities as part of the Property taxes section (Chapter 1-3). Intergovernmental issues are also identified in these topics: Dialogue between the Town and Bad River and Red Cliff tribes (3-2) and Grant proposal writer (3-5). Additional data are in the Current Conditions section of the Appendix, including the Economy, Transportation, Utilities, and Intergovernmental Cooperation categories.

**Land use.** Affordable workforce housing (Chapter 1-4) is a critical priority. Land use issues are also

identified in these topics: Formalizing relationships and responsibilities among key Island organizations (3-3), Public spaces (4-3), Business activities (4-4), Bicycling infrastructure (4-7), Unique sense of place (5-1), Heritage and historical places (5-2), Wetlands protection (5-3), Access to the natural environment (5-4), Short-term rentals (5-6), Junk (5-7), Enforcement of the Zoning Ordinance (5-8), Density (5-10), and Campers (5-11). Additional data are in the Current Conditions section of the Appendix, including the Housing and Land Use, Transportation, Utilities, Town Services, and Agricultural, Natural, and Cultural Resources categories.

**Implementation.** The Island Collaborative (Chapter 1-7) is a critical priority, identified as a key innovation to pursue implementation of the action steps recommended in this Plan. In addition, the majority of the nearly 80 Recommendations included in the Plan assign the Town, the Collaborative, or other specific organizations a lead role in pursuing implementation.

# ACKNOWLEDGMENTS

**Town Board:** Glenn Carlson, chair; Mike Anderson, Aimee Baxter, Susan Brenna, John Carlson (past), Samantha Dobson

**Town Plan Commission:** Suellen Soucek, chair; Samantha Dobson (past), Marie Iannazzo, Jim Peters, Mike Starck (past), Paul Wilharm, Dale Whittaker

**Comprehensive Plan Steering Committee:** Alexander Nelson, chair; Daniel Bartholomay, vice chair; Charles Brummer; Sarah Caruso; Michael Collins; Sally North; Jane Vogt

**Town staff:** Michael Kuchta, town administrator; Ric Gillman, zoning administrator (deceased); Dorgene Goetsch, clerical assistant; Barb Nelson, accounting administrator (retired); Ed Schaffer, zoning administrator; Ben Schram, public works director

**Maps:** Clem Larson, Northwest Regional Planning Commission

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# MAPS

(In development by  
Northwest Regional Planning Commission)

*Note: Maps need to be reviewed and approved by Town Plan Commission and Town Board, then incorporated into this draft or amended onto the approved text.*

- Roads (Functional Classification/Annual Average Daily Traffic)
- Wetlands
- Generalized Soils
- Land Cover / Tree Cover
- Topography
- Development Constraints
- Short-Term Rental Properties
- Existing Land Use
- Future Land Use: Zoning
- Future Land Use: Utilities
- Future Land Use: Transportation

State of Wisconsin  
Ashland County  
Town of La Pointe

The Plan Commission of the Town of La Pointe, Ashland County, Wisconsin, by this resolution, adopted by a majority of the Town Plan Commission on a roll call vote with a quorum present and voting and proper notice having been given, resolves and recommends to the Town Board of the Town of La Pointe as follows:

- Amendment of the Town of La Pointe Comprehensive Plan

The vote of the Town Plan Commission in regard to this resolution shall be recorded by the Zoning Administrator in the official minutes of the Plan Commission of the Town of La Pointe.

The Town Clerk shall properly post or publish this resolution as required under s. 60.80, Wis. stats.

Adopted this 4 day of October 2023.

  
\_\_\_\_\_  
Suellen Soucek, chair

  
\_\_\_\_\_  
Marie Iannazzo, commissioner

  
\_\_\_\_\_  
James Peters, commissioner

  
\_\_\_\_\_  
Dale Whittaker, commissioner

  
\_\_\_\_\_  
Paul Wilharm, commissioner

Attest:  
  
\_\_\_\_\_  
Ed Schaffer, zoning administrator