



# COMPREHENSIVE PLAN 2040

# *Superior, Wisconsin*



**ADOPTED** \_\_\_\_\_

# Steering Committee Members

- Brian Finstad
- Jenny Van Sickle
- Ron Chicka
- Joscelyn Skandel
- Jason Serck
- Ruth Ludwig
- Andrew Donahue
- Jeremy Browen
- Christina Kintop
- Deanna Erickson
- Scott Gordon
- Jim Paine
- Mark Liebaert



# What is included in the Comprehensive Plan?



**Issues &  
Opportunities**



**Housing**



**Transportation  
Facilities**



**Community  
Facilities & Utilities**



**Land Use**



**Agricultural, Natural  
& Cultural Resources**



**Economic  
Development**



**Intergovernmental  
Cooperation**



**Implementation**



**Coastal  
Resources**



**Hazard  
Mitigation**

# Section 1: Introduction

## What is a Comprehensive Plan?

- State Statutes
- Previous Plans
- Importance to Superior

## How was it created?

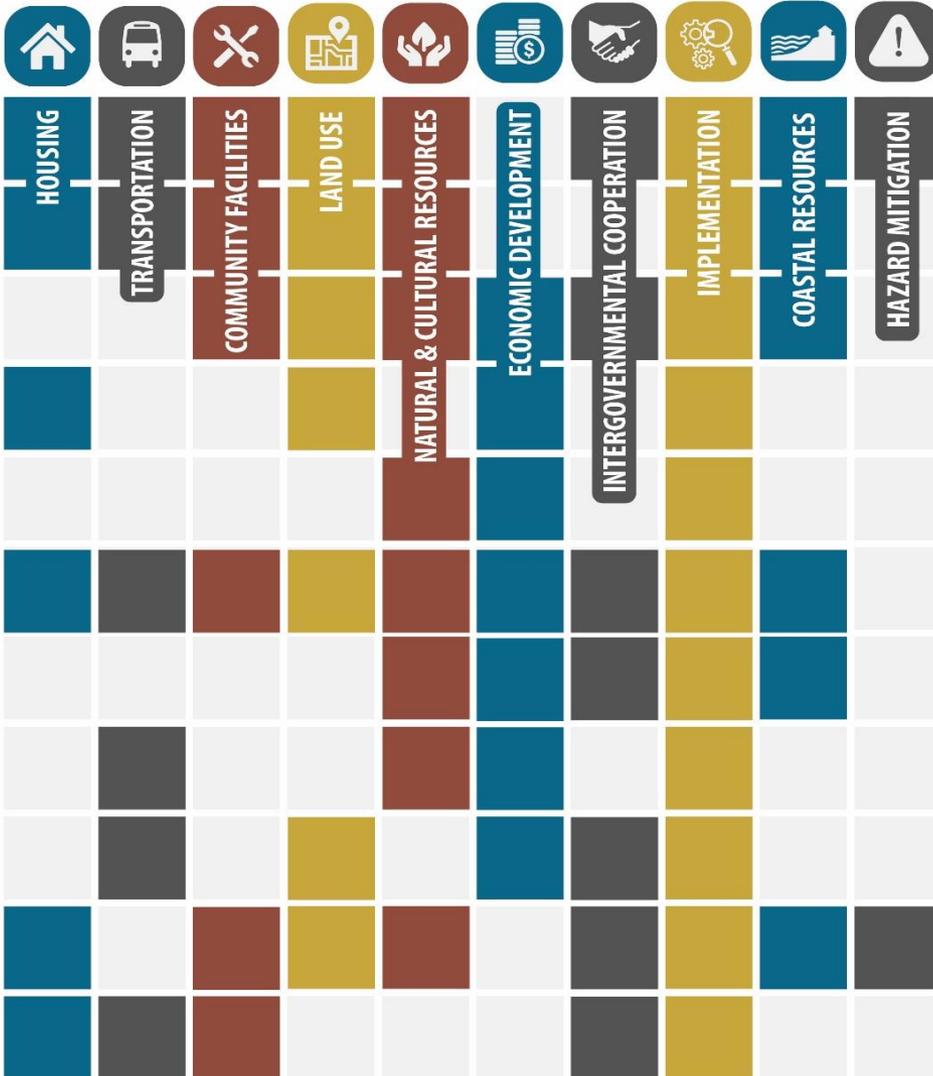
- The Steering Committee
- Timeline and Schedule
- Community Engagement

## How do I use the Plan?

- Plan Organization
- One-Page Summary
  - State of Superior (Topic)
  - Goals
  - Read this section to learn more about...



# Section 2: Issues and Opportunities



## KEY THEMES

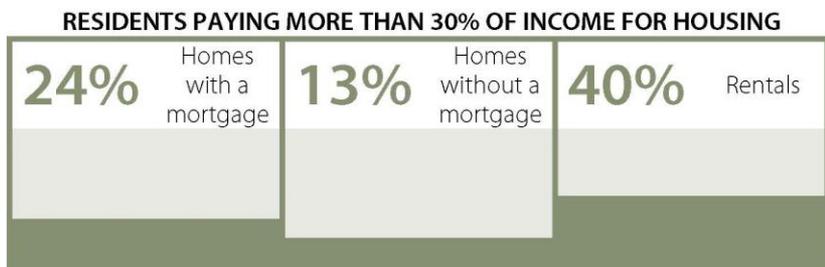
- 1 Residents value **connection and access to nature**
- 2 Connection between Superior's **community spaces and people** is important.
- 3 There is a desire to **increase and strengthen community relationships** through events and entertainment
- 4 **Affordable housing options and access should be increased** while maintaining the existing housing stock
- 5 People are **proud of Superior's cultural and historic resources** and look for opportunities to celebrate it
- 6 Residents would like **more opportunities to interact with Lake Superior**
- 7 **Celebrate Superior's unique identity** while contributing to the success of the greater region
- 8 **Build strong partnerships with local educational institutions** and their students
- 9 Continue to **support and grow a healthy and diverse local economy**
- 10 Residents are aware of potential hazards and want to **minimize their impact and be properly prepared**
- 11 **Support an efficient, safe, and convenient** transportation system



# SECTION 3: HOUSING

## HOUSING AT A GLANCE

### 2019 STATE OF SUPERIOR HOUSING



### HOUSING GOALS

- 1** Create stable housing options by establishing a network of accessible, safe, and diverse housing options that supports community needs.
- 2** Integrate housing into our neighborhoods, transportation systems, and natural and cultural environment.
- 3** Support the development of a variety of housing that strengthens individual neighborhood identity.
- 4** Encourage the efficient maintenance and enhancements of existing housing that supports sustainable housing.
- 5** Support the revitalization, stability, and maintenance of strong neighborhoods.

### READ THIS SECTION TO LEARN MORE ABOUT

- Missing middle housing
- Preservation programs
- Housing policy
- Zoning regulations
- Neighborhood plans



# SECTION 4: TRANSPORTATION

## TRANSPORTATION AT A GLANCE

### 2019 STATE OF SUPERIOR TRANSPORTATION

#### MILES OF ROADWAY

LOCAL  
MINOR COLLECTOR  
MAJOR COLLECTOR  
MINOR ARTERIAL  
PRINCIPAL ARTERIAL



# OF AIRPORTS: 1      # OF BUS ROUTES: 2      FREIGHT MOVED: 35 MILLION TONS

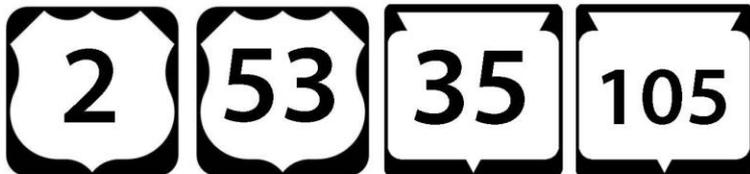
# 8,157

RESIDENTS WHO COMMUTE OUT OF SUPERIOR FOR WORK

# 8,543

NON-RESIDENTS WHO COMMUTE INTO SUPERIOR FOR WORK

### MAIN ROADWAYS



### TRANSPORTATION GOALS

- 1 Continue to enhance our transportation system so that it prioritizes the movement of people by mode of choice, providing connectivity, access, and mobility.
- 2 Provide safe and equitable walking, biking, transit, car, and freight infrastructure.
- 3 Maintain a transportation system that connects local destinations and the greater region by all modes.
- 4 Support the efficient movement of freight that supports our local and regional economy while eliminating impacts to natural resources and the movement of people.
- 5 Embrace resilient and emerging technologies into transportation system planning.

### READ THIS SECTION TO LEARN MORE ABOUT

- Regional and Local Transit
- Active Transportation Plan
- Development requirements
- Access management
- Functional classification
- Regional partnerships
- Freight-related collaborations
- Emerging technologies



# SECTION 5: UTILITIES & COMMUNITY FACILITIES

## UTILITIES & COMMUNITY FACILITIES AT A GLANCE

### STATE OF SUPERIOR UTILITIES & COMMUNITY FACILITIES



**350,000 RESOURCES**  
at the local library



**OVER 4,000 STUDENTS**  
enrolled in Superior School District



**16,000 HOURS**  
of annual fire & police training

**UP TO 5 MILLION GALLONS OF WASTEWATER**  
processed each day at the main plant

### UTILITIES & COMMUNITY FACILITIES GOALS

- 1** Maintain community facilities that connect people, neighborhoods, businesses, natural resources, and cultural resources and respond to community needs.
- 2** Support high quality and equitable educational opportunities, from early education to continued adult education, to support a life ready population of all ages.
- 3** Strive for the efficient management of solid waste throughout the community, exploring opportunities to reduce waste material and expand handling techniques.
- 4** Provide quality and cost-effective infrastructure for residents and businesses and explore opportunities to enhance systems and introduce emerging infrastructure to support the community.

### READ THIS SECTION TO LEARN MORE ABOUT

- Neighborhood plans
- Existing programs and facilities
- Collaboration with local partners
- Landfill reduction strategies
- Infrastructure systems and gaps



# SECTION 6: AGRICULTURAL, NATURAL, RECREATIONAL, AND CULTURAL RESOURCES

## RESOURCES AT A GLANCE

### STATE OF SUPERIOR RESOURCES



70 MILES OF TRAILS



**70%**  
OF RESIDENTS LIVE  
WITHIN ¼ MILE OF A  
PARK



**86%**  
OF RESIDENTS LIVE  
WITHIN 1/2 MILE OF A  
PARK

### RESOURCE GOALS

- 1** Create opportunities to connect residents with the outdoors in a sustainable manner that provides for education and exploration.
- 2** Celebrate the rich history and culture of the community through our community identity, events, and development policies.
- 3** Support opportunities for residents and visitors to connect with and learn about our agricultural, natural, and cultural resources.
- 4** Maintain policies that protect and enhance our diverse range of natural resources.
- 5** Collaborate with local partners to build programs and policies that protect and enhance our resources.
- 6** Support a city-wide system of parks, recreational lands, and facilities that includes diverse offerings for the community to connect with neighbors, nature, cultural resources, and our identity.

### READ THIS SECTION TO LEARN MORE ABOUT

- Existing facilities and programs
- Opportunities to celebrate culture and history
- Collaboration with local and regional partners
- Current inventory of historic resources
- Related policies and initiatives
- Comprehensive Outdoor Recreation Plan (CORP)



# SECTION 7: ECONOMIC DEVELOPMENT

## ECONOMIC DEVELOPMENT AT A GLANCE

### STATE OF SUPERIOR ECONOMIC DEVELOPMENT

**13,937 TOTAL JOBS**



MEDIAN HOUSEHOLD INCOME

**\$46,957**

TOTAL BUSINESSES WITHIN THE CITY

**1,684**

WOMEN-OWNED FIRMS: **413**  
MINORITY-OWNED FIRMS: **104**  
VETERAN-OWNED FIRMS: **158**

### ECONOMIC DEVELOPMENT GOALS

- 1** Support infrastructure and community facility improvements that aid economic development and spur further investment.
- 2** Invest in the local economy, supporting locally owned businesses and local entrepreneurs.
- 3** Support a healthy local economy with diverse employment offerings, shopping opportunities, and industry sectors.
- 4** Encourage revitalization throughout the community that supports local economic development and enhances neighborhoods.
- 5** Support job growth that provides living wages, benefits, and stability.
- 6** Collaborate with educational institutions to provide a job ready workforce across local industries.

### READ THIS SECTION TO LEARN MORE ABOUT

- Existing programs and funding opportunities
- Economic policy
- Resources for local businesses and entrepreneurs
- Industry and Workforce
- Internship and Apprenticeship Programs
- Educational partners



# SECTION 8: INTERGOVERNMENTAL COOPERATION

## INTERGOVERNMENTAL COOPERATION AT A GLANCE

### STATE OF SUPERIOR INTERGOVERNMENTAL COOPERATION

#### A SNAPSHOT OF THE CITY'S PARTNERSHIPS



### INTERGOVERNMENTAL COOPERATION GOALS

- 1 Continue to collaborate with the community regarding long-range planning initiatives and implementation actions.
- 2 Celebrate the diversity of the community, by welcoming all voices into the planning and implementation process.
- 3 Pursue opportunities to establish intergovernmental agreements for shared services.
- 4 Partner with other municipalities, organizations, and regional/state partners to achieve the defined community goals and implementation actions.
- 5 Consider impacts of decisions and new policies on disenfranchised members of the community and work to ensure equity and justice.

### READ THIS SECTION TO LEARN MORE ABOUT

- Community engagement practices
- Intergovernmental agreements
- Collaboration with local, regional, and state partners
- Equity and justice in planning



# SECTION 9: LAND USE

## LAND USE AT A GLANCE

### STATE OF SUPERIOR LAND USE

#### EXISTING LAND USE BREAKDOWN



12%

Residential



2%

Commercial



13%

Industrial



60%

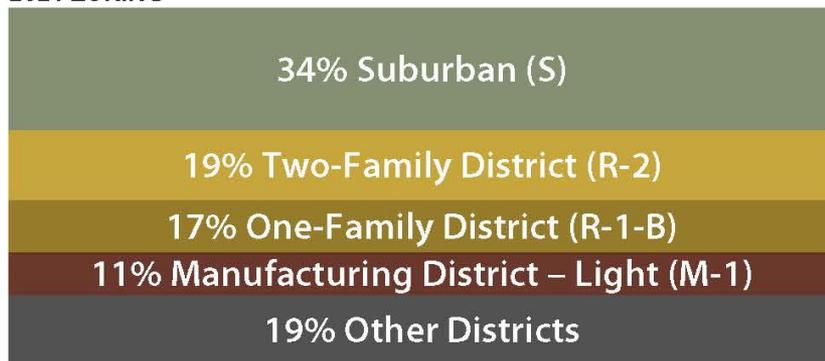
Park and  
Open Space



1%

Vacant

#### 2021 ZONING



<b>OPPORTUNITY AREAS</b>	Downtown Superior
	University Mixed Use
	Outdoor Recreation
	Medium Density Residential

### LAND USE GOALS

- 1 Enhance community connections for people, nature, and resources by planning an integrated transportation, housing, and land use system.
- 2 Encourage neighborhood identities through design decisions, growth opportunities, infrastructure planning, and community events.
- 3 Provide opportunities to connect people to nature through parks, community spaces, trails, and outdoor recreation opportunities.
- 4 Employ policies that support sustainable and balanced growth of all land uses that respond to the needs of our community.
- 5 Maintain and enhance natural and cultural resources within the community, while exploring opportunities to increase access and engagement.

### READ THIS SECTION TO LEARN MORE ABOUT

- Existing land use
- Zoning districts
- Future land use
- Growth considerations
- Land use policies and ordinances



# SECTION 10: COASTAL RESOURCES

## COASTAL RESOURCES AT A GLANCE

### OF SUPERIOR COASTAL RESOURCES INVENTORY



#### Built Assets

Harbor/Port  
Navigation Channel  
3 Roads & Bridges  
Rail Roads  
Park System  
Public Property  
Individual Investments  
Water Treatment Facilities



#### Natural Assets

Wetlands  
Environmentally Sensitive Areas  
Surface Waters  
Ground Water  
Floodplain  
Steep Slopes

#### COASTAL RESOURCE GOALS

- 1 Emphasize Superior's coastal resources as an element of the community and promote that identity through connection and accessibility.
- 2 Build ways for coastal resources to connect to the community, including community spaces, events, and educational opportunities.
- 3 Continue to educate the community about the importance of coastal resources and build an understanding of risk and mitigation efforts.
- 4 Integrate long-term resilience into future planning and maintenance of Superior's coastline and ecosystems.

#### READ THIS SECTION TO LEARN MORE ABOUT

- Education and Connection Opportunities
- Resource Protection and Promotion
- Smart Growth Planning
- Coastal Master Planning
- Adaptation Tools



# SECTION 11: HAZARD MITIGATION

## HAZARD MITIGATION AT A GLANCE

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### SUPERIOR HAZARD MITIGATION CONSIDERATIONS



#### Costal Erosion and Bluff Failure

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#### Drought and Extreme Heat

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#### Thunderstorm: Severe Weather and Flooding

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#### Winter Storms and Extreme Cold

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### HAZARD MITIGATION GOALS

- 1** Continue to monitor hazards and their impacts on Superior's built and natural infrastructure.
  - 2** Build resilience efforts to balance the ability to adapt, mitigate, and react to natural and human-made events.
  - 3** Identify opportunities to educate the public community on hazard mitigation, build awareness, and provide opportunities for participation in planning activities and mitigation efforts.
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### READ THIS SECTION TO LEARN MORE ABOUT

- Threat Monitoring Techniques
- Hazard Mitigation Plan
- Flood Insurance Study Report
- Awareness Expansion
- Climate-Ready Great Lakes Training

# Section 12: Implementation

## HOUSING STRATEGIES AND IMPLEMENTATION ACTIONS

STRATEGY	IMPLEMENTATION ACTION	TIMELINE	LEAD DEPARTMENT	SUPPORTING AGENCIES
H1: Preserve the existing housing stock	Pursue, support, and publicize rehabilitation funding opportunities for residents	ONGOING	Planning	WHEDA, HUD, Douglas County
	Support the creation of neighborhood groups, activities, and events	2 5 10 10+	Planning	Public Works/Parks
	Support the development of neighborhood plans to identify and distinguish specific neighborhood characteristics and needs	2 5 10 10+	Planning	Public Works/Parks
	Direct residential development in existing infrastructure and municipal areas	2 5 10 10+	Planning	Public Works
	Establish design standards that promote maintenance or enhancement of resources	2 5 10 10+	Planning	
	Continue to enhance the City's Homeownership Programs which support first time and low-income homebuyers	ONGOING	Planning	
	Share and publicize funding information with residents and potential residents	ONGOING	Planning	
	Promote development of low-income housing and work with the private sector to create	ONGOING	Planning	
	Improve existing public housing and develop new	2 5 10 10+	Planning	
	Improve existing public housing and develop new	ONGOING	Planning	
H4: Increase housing equity by providing housing for all income levels, ages, and abilities	Authority to increase public housing options and awareness of these options	ONGOING	Planning	SHA

Strategy: High-level action

Timeline: Start date for action (yrs)

Implementation Action: Provides specific direction

Lead City Department & Supporting Agencies

# Questions?

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715-395-7335

For more information visit the plan website:

<http://tiny.cc/superior2040>

