Chapter 9
Land Use

Summary

- The population is projected to grow by 25.4% from 16,568 in 2022 to 20,780 by 2040 and increase of over 4,200 persons.
- It is projected that there will be 2,189 new households by 2040.
- Nearly 1,060 acres of vacant land will be needed to accommodate future residential growth over the 20 year planning period.
- Over 344 acres of vacant land will be needed to accommodate commercial and industrial growth over the 20 year planning period.
- It is important to acknowledge the 5-year growth increments included in this plan as they relate to the cost-effective extension of sewer and water infrastructure.
- Bellevue has adequate greenfield lands and suitable redevelopment areas to grow well into the future.

Introduction

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

The Village of Bellevue existing land use inventory was created by using information from the Village that was created in 2012 and 2022. Using this data, the various land use categories were broken down by acreage.

Table 9-1 describes the land use composition of the Village, and Map 9-1 shows the location of the various land uses within the Village.

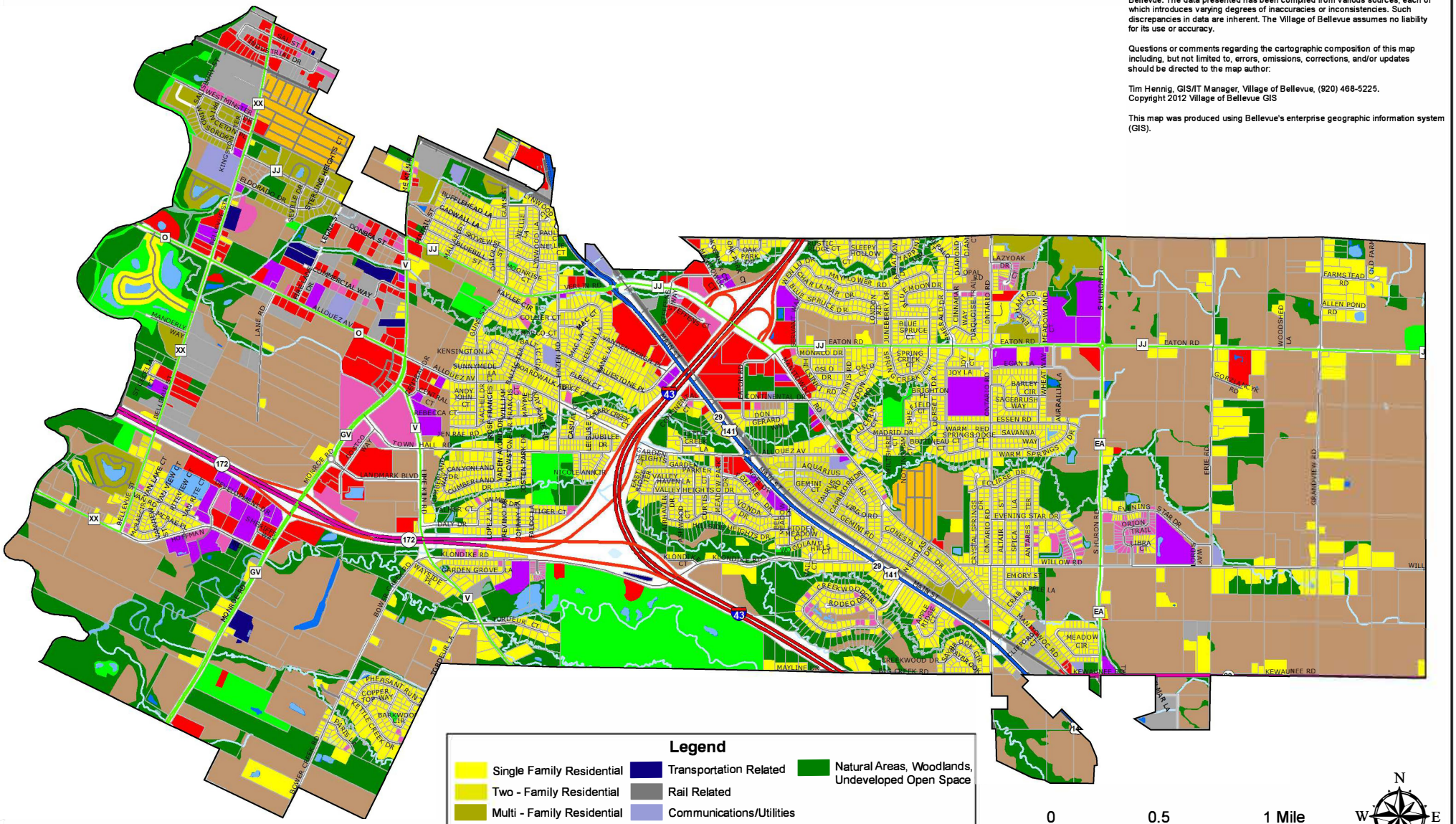
Table 9-1: Village of Bellevue Land Use Classifications and 2010/2022 Acreages.

Land Use Classification		2010 Acres	2022 Acres	Acre Change	Percent Change	Percent of Total (2022)
Residential	Single Family Residential	1,550.8	1,702.0	151.2	9.8%	21.0%
	Mobile Homes	106.8	102.4	(4.4)	-4.1%	1.3%
	Two Family	113.0	115.5	2.4	2.2%	1.4%
	Multi-Family	145.7	312.7	167.0	114.6%	3.9%
	Vacant Residence	71.0	18.6	(52.5)	-73.8%	0.2%
	Land Under Residential Development	1.0	36.0	35.0	3340.5%	0.4%
Commercial	Retail Sales	203.0	218.2	15.2	7.5%	2.7%
	Retail Services	85.4	105.0	19.6	22.9%	1.3%
	Shopping Centers	42.8	36.3	(6.4)	-15.1%	0.4%
	Vacant Commercial	67.0	86.7	19.7	29.3%	1.1%
	Office Parks	3.3	12.4	9.1	272.7%	0.2%
	Car Lots	20.9	37.1	16.2	77.6%	0.5%
	Clinics	32.9	41.2	8.2	24.9%	0.5%
Industrial	Manufacturing	84.2	102.6	18.4	21.9%	1.3%
	Enclosed Storage	48.9	84.3	35.4	72.3%	1.0%
	Open Storage	7.1	-	(7.1)	-100.0%	0.0%
	Auto Salvage/Recycling/Disposals	5.4	5.2	(0.2)	-3.9%	0.1%
	Vacant Industrial	5.2	13.5	8.3	159.9%	0.2%
Public / Institutional	Administrative Buildings	6.7	6.7	0.0	0.0%	0.1%
	Administrative Institutions/Governmental Facility	-	4.7	4.7	n/a	0.1%
	Police/Fire Stations/Offices	13.6	13.6	0.0	0.0%	0.2%
	Educational Institutions/Governmental Facilities	-	4.0	4.0	n/a	0.0%
	Pre-School/Day Care	8.2	7.9	(0.4)	-4.6%	0.1%
	Two-Year Colleges/Universities	4.0	2.5	(1.5)	-36.7%	0.0%
	Primary Schools	22.2	22.2	0.0	0.0%	0.3%
	Four-Year and Graduate Colleges/Universities	16.8	15.4	(1.4)	-8.3%	0.2%
	Churches/Temples/Synagogues	39.5	37.4	(2.0)	-5.1%	0.5%
	Cemeteries	1.0	1.0	0.0	0.0%	0.0%
	Fraternal Organizations/Clubhouses	2.9	4.7	1.8	63.0%	0.1%
	Long-Term Health Care Facilities	13.1	19.9	6.8	51.8%	0.2%
Recreation	Parks/Parkways/Forest-Related Picnic Areas	44.3	47.6	3.3	7.4%	0.6%
	Golf Courses	257.8	279.3	21.4	8.3%	3.4%
	Gymnasiums	11.9	11.9	0.0	0.0%	0.1%
	Swimming/Wading Pools	0.6	0.6	0.0	0.0%	0.0%
	Tennis Courts	1.5	4.0	2.5	165.9%	0.0%
Transportation / Utility	Rail Related	54.5	54.3	(0.2)	-0.4%	0.7%
	Trails	12.9	18.5	5.6	43.1%	0.2%
	Truck Terminals	13.7	13.7	0.0	0.0%	0.2%
	Bus Terminals	10.8	10.5	(0.3)	-3.0%	0.1%
	Off-Street Parking	7.0	7.3	0.3	4.4%	0.1%

	Electric Power Substations	6.7	6.7	0.0	0.0%	0.1%
	Radio/Television Stations	4.0	4.0	0.0	0.0%	0.0%
	Radio/Television Transmission Towers/Antennae	12.0	12.0	0.0	0.2%	0.1%
	Other Trash/Garbage Dumps	11.2	7.5	(3.7)	-32.9%	0.1%
	Waste Processing/Disposal/Recycling	16.6	-	(16.6)	-100.0%	0.0%
	Water Supply Storage Tanks/Reservoirs	6.0	5.9	(0.2)	-2.9%	0.1%
	Water Supply Wells	1.3	1.3	0.0	0.0%	0.0%
Agricultural	Croplands/Pastures	3,347.1	2,916.5	(430.6)	-12.9%	35.9%
	Farm Buildings/Accessories	66.5	60.3	(6.3)	-9.4%	0.7%
	Extractive (Mining, Quarry, Sand Pit)	-	6.4	6.4	n/a	0.1%
	Other	-	13.8	13.8	n/a	0.2%
Natural	Grasslands	-	66.7	66.7	n/a	0.8%
	Nature Study Areas	4.3	3.4	(0.9)	-21.5%	0.0%
	Other Natural Areas	716.8	746.0	29.2	4.1%	9.2%
	Woodlands	613.3	550.6	(62.7)	-10.2%	6.8%
Water	Lakes	11.8	18.2	6.3	53.6%	0.2%
	Reservoirs and Ponds	25.7	73.3	47.6	184.8%	0.9%
	Rivers and Streams	-	11.2	11.2	n/a	0.1%
Totals		**7,981.3**	**8,121.2**	**139.9**	**1.8%**	**100.0%**

Source: V. Bellevue, 2022.
Note – does not include road rights-of-way.
Note – Discrepancy in total acreage due to difference in mapping methodologies.

Map 9-1
Existing Land Use



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This map was produced using Bellevue's enterprise geographic information system (GIS).

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Date: September 29, 2022	Scale: 1 in = 1 miles

Existing Land Use Summaries

Residential Land Uses

Of the developed land uses, residential land use is the dominant category. In 2022, the Village of Bellevue had 2,287 acres devoted to residential land use, which is 22.8 percent of the Villages total acreage. Although single-family residential uses make up by far the largest residential land use, the Village has seen a number of multi-family units developed over the past few years as well.

The amount of land developed for residential development slowed several years after experiencing a building boom in the early 2000's. The 2008 slowdown in the global economy and a collapse of the housing market in the U.S. led to slow construction for a number of years with activity re-bounding in the early 2010's. With the onset of 2020's COVID-19 pandemic, construction activities declined and housing shortages across the country became apparent, however; the Village of Bellevue has had moderate, yet consistent levels of housing growth over the last several years.

In terms of location, the heaviest concentration of residential development is in the central area of the Village, east from CTH V, north from WIS 172, and west from Ontario Road. There is a concentration of multifamily development on Bellevue Street at Westminster Drive. There also are two large mobile home parks on Bellevue Street at Westminster Drive and on Manitowoc tends to create complexes rather than neighborhoods. Continuing east from Huron Road, developing properties quickly cease and residential development becomes more rural in nature with large lots and onsite wells and private sewage systems. The same residential change to rural occurs on the south side of WIS 172 southward towards Ledgeview though this area is slowly filling up with homes as well. There are smaller subdivisions located along or near the S. Huron Road and Willow Road intersection. This developing area is progressing to the east that contains mostly single-family homes.

The presence of developable land, availability of public services, and the Village's location adjacent to the Green Bay Metropolitan Area have helped contribute to the continued growth as people choose to live in Bellevue with many commuting to their jobs in other communities nearby.

Commercial Land Uses

Commercial land uses occupied 536.8 acres in 2022, or 6.6 percent of the Village. There are four primary areas of commercial activities within Bellevue. One area is located at Main Street and I-43 intersection (south of Manitowoc Road). The second commercial area is at the intersection of Lime Kiln Road (CTH V) and Allouez Avenue (CTH O). The third developing business park is located on CTH GV on the north side of WIS 172. Finally, the fourth business area is located within the industrial park at the north end of Bellevue Street. There are a number of corridors with developed and developing commercial uses along Bellevue Street (CTH XX) and Allouez Avenue (CTH O) on the west side of Bellevue. Other recent new commercial activities have occurred along Manitowoc Road and on Main Street on the east side of the Village. Several health related business or services have also started to rise near the intersection of CTH JJ and S. Huron Road (CTH EA).

With Allouez Avenue being one of the primary local connections to Allouez, traffic will likely continue to increase along this major east-west corridor Safe access to businesses will continue to be a challenge.

Industrial Land Uses

Industrial land uses occupied 205.6 acres in 2022, or 2.5 percent of the Village. There is an industrial park located in the northwest part of the Village on Bellevue Street just south of the Village of Bellevue and City of Green Bay boundary. Other areas of industrial activity within the Village include concentrations farther south along Bellevue Street, as well as along Commercial Way, Donbea Street, Verlin Road/Main Street intersection, and Main Street near the Town of Ledgeview.

In terms of area, the largest industrial uses in the Village include Krueger International, an office furniture supplier located along Bellevue Street (CTH XX) in the northwest area of the Village. Other industries on Bellevue Street include storage and construction companies. A number of companies are located in the area of Donbea Street and Commercial Way, Main Street at Ontario Road, and a number of other scattered sites within the Village.

Institutional/Governmental Land Uses

Institutional/governmental land uses account for 140.1 acres in 2022, or 1.7 percent of the Village. These include uses such as McAuliffe Elementary School, Messiah Evangelical Lutheran Church, Christ Community Lutheran Church, Spring Lake Church, and a YMCA that are scattered throughout the Village. The Village also has a number of buildings and offices in three locations.

Outdoor Recreation Uses

The 2022 land use inventory update indicates that Bellevue contained nearly 343.4 acres of outdoor recreation uses, which comprised 4.2 percent of the Village. This figure includes the Green Bay Country Club Golf Course on Klondike Road, a private development titled River Pines Condominium on Bellevue Street, and the Debroux Park, Josten Park greenways along the East River. According to the 2021–2025 Comprehensive Outdoor Recreation Plan, 172 acres of these lands are designated as conservancy or special use areas.

Agricultural Land Uses

Bellevue becomes increasingly agricultural moving from west to east across the Village. There also are large areas of agricultural use in the southwest part of the Village. As of the 2022 update to the land use inventory, the Village had 2,976.8 acres of agricultural lands and buildings (barns, silos, etc.) combined, as compared to 3,413.6 acres in 2010, which is a decrease of nearly 13 percent, in 10 years. Agricultural land totals represent the largest use in the Village (35.9 percent) but are expected to continue to decrease as the Village's development continues.

Natural Areas

Bellevue contains a number of natural areas associated with the East River, Bower Creek, Willow Creek, Sorenson's Creek, and the Niagara Escarpment (1,366.7 acres/16.8 percent of land use). The natural areas as shown on the existing land use map may include wetlands, woodlands, floodplains, and former agricultural areas in the early stages of converting back into woodlands or prairies.

There are two large natural areas within the Village. One serves as the tributaries of Sorenson's Creek, which flows westerly into Bower Creek and into the East River. The East River connects to the Fox River and the Bay of Green Bay, located north of the Village. There also are several other tributary streams with ravines and floodplains that traverse Bellevue, creating a network of natural areas throughout the Village. The second significant natural feature consists of the large wetland areas all along the East River, most notably in the area of Allouez Avenue (CTH O).

Another natural area in the Village is part of the Niagara Escarpment, which is identifiable in the southern area of the Village. The escarpment creates a dramatic change in elevation as it runs southwest to northeast through the center of Bellevue and is identifiable by its exposed bedrock and thin, rocky soils. The escarpment is less identifiable as it cuts northward through the Village.

Land Use Trend Analysis

Land Values and Supply and Demand

Table 9-2 shows assessed values per acre of residential, commercial, manufacturing, and agricultural parcels in 2006, 2011, and 2021 based on the land value for each use. The assessed values of residential and commercial parcels have increased by 24 and 39 percent respectively between 2011 and 2021, while manufacturing parcels have decreased by 4 percent. Agricultural use assessments are typically much lower due to the use-value assessment methodology. Even so, agricultural lands can still command higher prices than those shown for development, or even for other agricultural uses. The value of agricultural lands has, in some cases, limited the availability of land for development purposes.

Table 9-2: Assessed Land Values, Village of Bellevue.

Land Use Category	2006 Total Value per Acre	2011 Total Value per Acre	2021 Total Value per Acre	2011–2021 % Increase
Residential	$53,832	$80,767	$100,119	24%
Commercial	$39,313	$59,930	$83,502	39%
Manufacturing	$29,036	$45,785	$44,038	-4%
Agricultural	$175	$196	$204	4%

Source: Statement of Assessment – Wisconsin Dept. of Revenue, 2006, 2011, and 2021.

Opportunities for Redevelopment

Since a majority of the Village was developed in the last 40 years, there are some areas of the community that are becoming ripe for redevelopment. A proactive approach to future redevelopment will help to prevent potentially costly blight as the Village ages. Firmly establishing development standards and discouraging projects that require redevelopment in short periods of time can help do this.

Existing and Potential Land Use Conflicts

Agricultural and Residential Uses

Currently, the major land use conflict experienced by many developing communities with rural areas is dealing with the sights, smells, equipment hauling, and other activities that characterize active farming operations both within and adjacent to that community. The Village of Bellevue should continue to work with the remaining farmers in Bellevue, the City of Green Bay, and the Towns of Humboldt, Eaton, and Ledgeview to ensure that future development, either agricultural or residential, does not negatively impact existing residents or farms.

This can be accomplished through setting yearly facilitated meetings to discuss issues, such as farming and residential development, and to try to work toward a compromise or solution that both sides find agreeable. The Intergovernmental Cooperation chapter provides additional policies and programs that the Village can utilize to help minimize or resolve conflicts between Bellevue and its neighbors.

Quarries and Residential Uses

There are no active quarries in the Village. Historically, in other areas of Brown County, there have been potential conflicts between nonmetallic quarrying operations and future residential development. This is due to heavy truck traffic, blasting, and machinery operations, which are not typically compatible with residential development. Any potential future mining operations should not be developed near existing or proposed residential land uses in order to keep potential conflicts to a minimum.

General Land Use Compatibility

As Bellevue continues to develop, it needs to ensure that new land uses are compatible with each other. Many uses, such as neighborhood commercial, institutional, recreational, and different housing types, should be integrated into new residential developments so long as they are designed to a scale and architecture that is compatible with a residential neighborhood. However, uses, such as industries with heavy semitrailer traffic, noise, or odors and big box retail, are typically not compatible with residential developments and should be appropriately sited.

Land Use Projections

In order to provide a historical perspective on land uses in Bellevue, the land use acreages from 2010 were compared to the 2022 update, as well as historic 1980 figures. Table 9-3 identifies the changes in land uses over this 50-year period.

Over the past 50 years, the population of the Village has increased significantly and is expected to increase by 4,212 by the year 2040. The amount of land consumed by residential development has increased by 15 percent over the last 10 years, and 214% over the past 50 years. This is reflective of the continuing rapid growth that the Village has experienced. Incorporating mixed-use development concepts in publicly-sewered areas will allow the Village's population to grow without as large an impact on the Village's land base.

Table 9-3: Change in Land Use, 1980–2022, Village of Bellevue.

Land Use	1980 (Total Acres)	2022 (Total Acres)	Difference 1980–2022	Percent Change
Residential	728	2287.3	1559.3	214.2%
Commercial	171	536.8	365.8	213.9%
Industrial	45	205.6	160.6	356.9%
Agricultural	6646	2976.8	-3669.2	-55.2%

Source: Village of Bellevue and Cedar Corporation, 2022.

The Village's population projection was obtained from the Wisconsin Department of Administration. Based upon the Village's projected average people per household of 2.28 another 2,189 residential units (households) will be needed between 2020 and 2040 to house the Village's projected population. This is typical of "bedroom" type suburban communities which thrived on single-family housing development and corridor-based commercial developments which provide little in the way of community identity.

Residential Land Consumption

If past development patterns were followed moving forward – using an average lot size of .33 acres (1/3 acre) – the 2,189 new housing units would consume a maximum of 722 additional acres for future residential development.

To more efficiently utilize the Village's existing and future sanitary sewer and water lines, minimize costs to residents, improve housing affordability, and better maintain the Village's limited elements of rural character, Bellevue may wish to encourage the creation of smaller lots. This can be achieved through the use of Traditional Neighborhood Development (TND) subdivisions in areas of the Village. If this lot size average was reduced to 0.25 acres, a total maximum of 547 acres would be needed to accommodate the projected population, thereby conserving nearly 200 acres of land while decreasing the cost of utilities and municipal services.

Commercial & Industrial Land Consumption

The 2022 land use inventory found that the ratio of land uses in the Village is currently approximately 0.23 acres of commercial development for every 1 acre of residential development and .09 acres of industrial development.

Applying the ratios to the high-end projection of 722 residential acres yields the need for another 169 acres of commercial land and 65 acres of industrial land during the 20-year planning period, resulting in 956 total additional acres.

Parkland Needs

In general, NRPA standards recommend a minimum of approximately 10 acres of parkland per 1000 residents. A review of the current Comprehensive Outdoor Park & Recreation Plan shows that while the Village exceeds national standards for mini parkland, it is deficient in developed acreage for community parkland, and is on the low end of the spectrum for recommended acreage of neighborhood parkland. No express acreage projection is provided in this plan, but the Village should seek to designate approximately five percent of any new development area for park and recreation uses.

Development & Market Factors

Since street rights-of-way were not included within the acreage totals, it was necessary to determine the approximate street right-of-way acreage needed to serve the developing areas. To determine the street acreage, several approved subdivision plats within the Village were reviewed and the percentage of land devoted to street rights-of-way was determined to average approximately 13 percent of a subdivision's total area is dedicated to street rights-of-way. Therefore, an additional 124 acres should be added to the 956 acres, for a total development area of 1,080 acres by 2040.

In order to account for market factors, such as the willingness of property owners to sell land, an additional 30 percent of the required acreage should be added, for a total of 1,404 acres over the next 20 years.

For the purposes of ensuring that the Village is planning for an adequate supply of developable land, all the currently platted lots (lands under development in the existing land use table) in the Village are counted as developed, and the projections build from this base.

20-Year Projections in 5-Year Increments

The State of Wisconsin Comprehensive Planning Law requires communities to project their future land use needs for residential, commercial, industrial, and agricultural lands for a 20-year period in 5-year increments. These 5-year increments are shown on Map 9-2. Table 9-4 shows the land consumed within the 5-year growth increments by the land uses as shown on Map 9-3.

Table 9-4: Five-Year Growth Increments for the Village of Bellevue.

Future Land Use	0–5 Years (2022–2027)	5–10 Years (2028–2032)	10–15 Years (2033–2038)	15–20 Years (2039–2042)
Residential Acres Consumed	748.9	528.9	188.8	89.5
Commercial Acres Consumed	276.5	188.2	0.0	0.0
Industrial Acres Consumed	245.0	0.0	0.0	39.6
Mixed Use (Village Square) Acres Consumed	245.1	0.0	0.0	0.0
Agricultural Acres Consumed	It is expected that agricultural land uses within the Village will continue to decrease somewhat proportionally as lands are converted to the above or other uses.			
Total Acres Consumed	**1515.5**	**717.1**	**188.8**	**129.1**

Source: Cedar Corporation and Village of Bellevue, 2022.

The 5-year growth increments on Map 9-2 are shown in a general manner to identify where services, such as sewer and water, currently exist, where extensions of the services are planned, and where they can be most cost-effectively extended when warranted by development pressures and where consistent with the direction provided by the State of Wisconsin's Comprehensive Planning Law. The mapped increments are not intended to be growth boundaries. Rather, they indicate where the Village is planning for the extension of public utilities and services based upon sound planning by promoting the efficient, logical growth of the Village instead of far more costly and inefficient "leap-frog" development patterns that leave remnants of usable undeveloped land.

Identifying where and when the Village is intending to extend public utilities and services in conjunction with the projected growth of the community shows all parties involved the Village's intended development pattern, thereby providing additional information to the property owner who can then make more informed decisions regarding future utilization of his or her land. In order to account for unexpected growth or opportunities, the growth increments may be amended if consistent with the goals, objectives, and intent of the plan. Because there is a local amendment process to go through, the Village is given an opportunity to determine whether the action is consistent with the plan before making a large public investment in terms of the extension of utilities and services. The amendment process also gives the property owner and/or developer an indication of whether utilities and services will be extended before a large private investment outlay.

Map 9-2
5-Year Growth Increments

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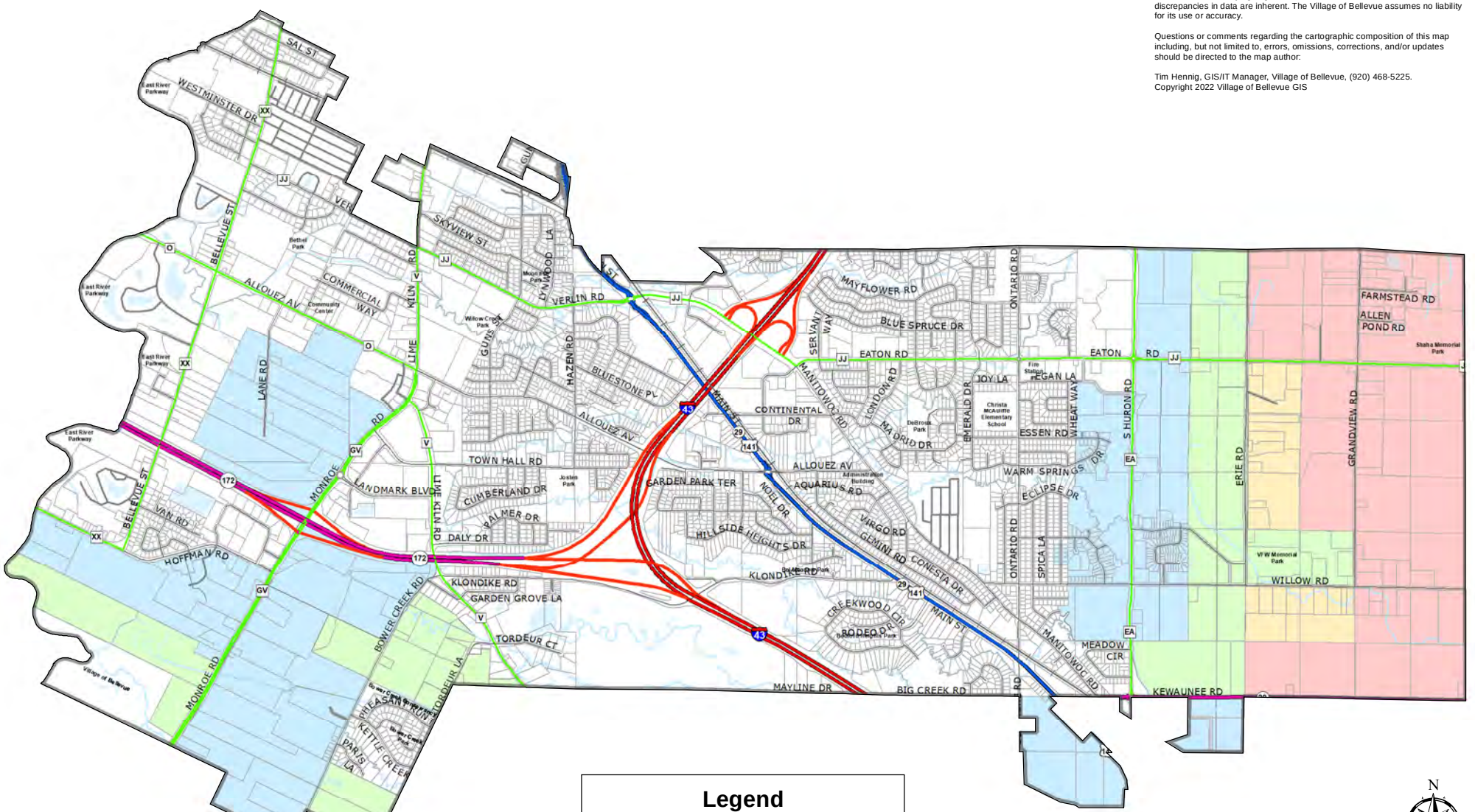

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Date: November 2, 2022	Scale: 1 in = 1 miles

A sufficient supply of vacant lands that can be provided with public services should be maintained in order to allow for continued orderly growth. The supply should be based on the projected growth for 5-year increments but should be flexible enough to allow for market conditions. These areas should be considered “Smart Growth” areas as they include properties that can be more easily serviced and are more strategically located in relation to existing municipal services should be a top priority for development.

Properties slated for future development that are outside of the applicable 5-year projected growth area should be kept in a rural development holding pattern rather than allowing non-sewered development for a short amount of time and then trying to retrofit these areas with public sewer and water when services are available. Extending public sanitary sewer and water service into areas with existing development is politically very difficult and economically quite expensive. Existing residents are reluctant to expend money for public sewer and water services when they have existing systems that in their estimations work adequately. In addition, the lot sizes and widths of such development are typically much larger in non-sewered areas than in public sewered situations.

Buildings are oftentimes set back much farther from the road in non-sewered situations. This also makes for higher costs to homeowners when converting to public sewer and water service because of the need for more lineal footage for lateral connections to the homes. Future street designs are often out of skew because of the different lot sizes required for non-sewered versus sewered lots. It is for these reasons that new unsewered development within the identified 5-year growth areas should be kept to a minimum until public sewer and water service is extended into the areas.

Consistency with Brown County Sewage Plan

Since the entire Village of Bellevue corporate limits are now within the designated NR-121 Sewer Service Area (SSA), the proposed Future Land Use Plan and acreage amounts are in alignment with the Brown County Sewage Plan.

Future Land Use Recommendations

In order to achieve the overall goal and the general objectives for Bellevue’s land use, future development should be based on the themes of efficiency, integration, and neighborhoods. Bellevue’s growth should be orderly and cost-effective and make maximum use of existing and planned services. For instance, the plan recommends the area’s most easily serviced by municipal sewer and water develop first and that infill areas and areas contiguous to existing development be given priority before other more costly areas are developed.

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

In addition, the Village's development policies will focus more on mixing and joining compatible land uses rather than the conventional method of separating residential, commercial, and other land uses from one another. For example, the plan's residential recommendations encourage the development of neighborhoods with mixed housing types rather than single-use residential subdivisions.

Map 9-3 shows the Future Land Use Plan Map for the Village. The base concept for this map and associated recommendations is the creation of diverse neighborhoods rather than stand-alone single-use developments. Descriptions of the concepts and broad guidance for land use and development within the Future Land Use Plan Map's identified Districts are contained below:

1. Creation of Diverse Neighborhoods

Over the next 20 years, residential development is proposed to expand east to Ontario Road and south from Klondike Road to Bellevue's southern border with the Town of Ledgeview. Additional residential development is proposed to develop along Lime Kiln Road, Bower Creek Road, and near the East River.

Future residential development in Bellevue, including lower density residential areas, should be based upon the concept of neighborhoods. A neighborhood should be more than just a housing development by itself and should incorporate these basic features.

1. Having a safe, walkable environment that is easy to navigate and reduces traffic congestion through the use of gridded street patterns, and proper bicycle and pedestrian accommodations.
2. A focal point or gathering space. This could take the form recreational uses, such as a neighborhood park, or institutional uses such as churches or schools
3. Neighborhood commercial uses that provide goods and services geared primarily for the surrounding residents and are within a walkable distance. Well planned and well-designed, walkable commercial uses could also serve as a focal point of a new neighborhood.
4. An identifying feature, or features, whether natural or man-made, that give the new neighborhood a unique feel or something that differentiates it from another neighborhood. This can be done through building setbacks, design standards, or even through modification of the street pattern to create several unique shaped blocks or intersections.
5. A variety of housing styles and lot sizes, whether it's a low density or higher density development. Housing variety could take the form of house size, number of units, and/or differing architectural styles.

This plan encourages future residential development to be placed in neighborhoods of about 160 acres in size (1/2 mile square). This is designed to create neighborhoods large enough to support services and amenities that meet some of the needs of daily life but small enough to be defined by pedestrian comfort and interest. This size range is based on a 5-minute walking distance (about a quarter mile) from the edge to the center and a 10-minute walking distance (about a half-mile) from edge to edge. Neighborhoods can, however, be smaller or larger depending upon circumstances, such as the location of main streets, topography, and natural features. The largely agricultural east side of the Village is "pre-established" with neighborhood areas because of a grid pattern of 160-acre squares due to some existing streets.

Map 9-3
Future Land Use

Legend

- Low Density Residential
- Low Density Residential/Conservation Subdv.
- Missing Middle Residential
- High Density Residential
- Neighborhood Business
- General Business
- Intensive Business
- Business Park
- Light Industrial
- Heavy Industrial
- Conservancy
- Public
- Private Recreation
- Working Lands/ Future Residential
- Water
- Environmentally Sensitive Area (ESA)
- Village Square
- Redevelopment District
- Village Square District
- Major Planned Roads
- Renewable Energy Opportunity
- Northeast Development District
- Primary Community Gateway

East River Parkway

Village Square

Heritage Corridor

0 0.25 0.5 Mile

Note: This map is for general reference and general planning purposes only. It is not intended for detailed planning.

Disclaimer:

This map was produced for the exclusive use of the officials of the Village of Bellevue. The data presented has been compiled from various sources, each of which introduces varying degrees of inaccuracies or inconsistencies. Such discrepancies in data are inherent. The Village of Bellevue assumes no liability for its use or accuracy.

Questions or comments regarding the cartographic composition of this map including, but not limited to, errors, omissions, corrections, and/or updates should be directed to the map author:

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This map was produced using Bellevue's enterprise geographic information system

Drawn By: Tim Hennig, GIS/IT Manager	
Inspected By: Andrew Vissers, Community Development Director	
File: Q:\Community Development\Comprehensive Plan Maps\Figure9-3FutureLandUse.mxd	
Date: November 1, 2023	Scale: 1 in = 0.5 mile

Preferably, each neighborhood should be grouped around (or otherwise include) public spaces, such as streets, parks and outdoor spaces, schools, places of worship, and other shared facilities. Each neighborhood should contain a small neighborhood park of about 5 acres to serve the recreational needs of the residents. These parks are meant to complement the larger community parks and school facilities that serve the entire Village, many of which accommodate larger sporting events.

Neighborhood development on the east side near waterways, and development south of 172 near Bower Creek Road, are conducive to the creation of subdivisions which emulate concepts of conservation by design due to the terrain, but still retain urban densities. Conservation by design subdivisions in these areas should take advantage of the deep ravines and numerous small stream corridors for the greenspace requirements of conservation subdivisions and to provide connections to the Village's trail network.

The recommendations for future land use within the Village emphasize characteristics that can help make any low, medium, or high density neighborhood walkable, livable, and varied. In addition to the concepts discussed in this chapter, the review of future development proposals should consider the following broad characteristics:

- ***Walkable*:** Meaning that pedestrians can easily reach everyday destinations and that an area can be traversed in about 10 minutes. Several enjoyable route choices should also be available for pedestrians.

- ***Livable*:** Meaning that a neighborhood is safe with a focused center and easy access by various means of travel to schools, shopping, and services that meet many of the needs of its residents.

- ***Varied*:** Meaning that a variety of buildings, spaces, and activities are included and are designed and operated in harmony with the residential character of the neighborhood without disruption from highly contrasting buildings or activities that relate only to themselves.

Residential development should be planned and developed only in areas where sewer and water services are available and in a logical manner to prevent leap-frog development. Also, conservation subdivisions can be utilized as a way to minimize development impacts on the Village's environmentally sensitive areas and to maintain some of the rural feel of the Village. In order for the Village to better manage the physical layout of new neighborhoods, Bellevue should consider revising its local land division ordinance to address infill development and methods to minimize/eliminate leap-frog development.

2. Mix of Housing Types and Lot Sizes

Forms of housing within neighborhoods should be mixed so people of different ages, family make-up, and incomes have opportunities to live in various areas in the Village. The recommendation for most of the future residential development is to encourage variation and a mixing of residential types. Townhouses, duplexes, and smaller 4 to 6 unit apartment buildings (referred to as the 'missing middle') can be strategically interspersed with single-family residences. Design standards and the strategic use of open space can allow for the application of 'gentle density' increases without impacting the character or functionality of the traditional single-family only subdivision. Large expanses of strictly one residential type should be avoided when possible. Variation in house models should also be encouraged to avoid monotonous streetscapes.

Builders and developers are encouraged to use their ingenuity to combine and distribute a variety of housing types to make an attractive marketable neighborhood with housing for people of various income levels and preferences. The current preference for the Village is to reduce the number of multifamily and mobile home housing as the Village develops. However, a mix of housing types and designs that work together should always be considered when developing neighborhoods. A sufficient ratio of single family, two-family, and multifamily housing should be developed, potentially including single-family attached homes, multifamily homes, and "aging in place" facilities as the community continues to grow older.

Focusing on the creation of housing styles which fit the "missing middle" can also be advantageous to the Village in terms of attracting more residents. As the acreage of the residential stock increases, the number of housing types should also increase. Some examples include:

Missing Middle Residential

1. Standard lot single-family houses (lots over 10,000 square feet).
2. Small lot single-family houses (lots 10,000 square feet or less).
3. Duplexes and two-flats.
4. Accessory dwelling units.
5. Tri-plexes.
6. Townhouses (attached housing whether in condominium or traditional ownership).
7. Group homes.
8. Senior "age in place" housing (in both individual and campus styles).
9. Senior assisted living.
10. Garden Apartments or Cottage Style developments (for both seniors and as starter homes).
11. Apartments (particularly 4-6 unit buildings provided they are compatible in scale and character with other dwellings in the proposed neighborhood).

Of particular interest to the Ad Hoc Comprehensive Plan Committee was the opportunity to create several 'cottage-style' developments on more isolated pieces of land within the Village. An example of this concept is shown in Figure 9-4 below. The cottage-style design concept can allow for clusters of small (1,000 sq. ft. or less) homes which suit both the retiree market and the starter-home market. Formal greenspaces act as gathering places for the newly created community and additional amenities can be incorporated (trails, clubhouse, etc.) based on the site conditions.

Figure 9-4: Cottage-Style Development Concept

Source: Cedar Corporation, 2022.

3. Neighborhood Connectivity and Street Network

The design of the street network has a huge impact on the character and form of development, particularly in residential areas. It is critical that streets be laid out and designed to be compatible with the neighborhood concept while fulfilling their inherent transportation function and taking into account environmental constraints. The Village of Bellevue has a number of natural resources that can present barriers to traditional street connectivity among neighborhoods. The abundance of small streams, woodlands, and wetlands can, in some instances, preclude neighborhoods from having much street connectivity. These natural areas do, however, provide areas for potential pedestrian and bicycle paths. Pedestrian and bicycle connections utilizing the natural drainageways and features of the Village should be utilized to connect within and between new neighborhoods in Bellevue.

Where natural barriers do not exist, neighborhoods should have many ways to get into and through them by driving, walking, and bicycling. Streets should knit neighborhoods together rather than form barriers. Blocks may vary in size and shape to follow topography and to avoid a monotonous repetition of a basic grid pattern. To be conducive to walking, block layouts should generally be designed with frequent street connections and sidewalks or trails. The street network should connect to the adjacent neighborhood centers, or business nodes, and extend out into the surrounding neighborhoods. Mid-block pedestrian connections should be encouraged for blocks exceeding 700 feet in length to encourage passage through long blocks.

The intent is for residential developments to form neighborhoods that evolve to be part of the broader community by avoiding “islands” of separate subdivisions or freestanding individual complexes attached to the rest of the community strictly by one or two entrances for auto traffic.

4. Pedestrian Network

Bellevue’s pedestrian network currently consists of the developing East River Trail and an increasing number of sidewalks in the Village. The 2017 Village of Bellevue Pedestrian & Bicycle Plan identifies future trails and sidewalks throughout the Village. These future trails and sidewalks are designed to create a connected network that will allow residents to travel throughout the community without having to drive a vehicle. Walking and biking have become increasingly popular as a form of exercise, as a networking opportunity within neighborhoods, and as an alternative form of low-cost transportation.

As parts of the Village develop in a more urban style with smaller lots and a diversity of uses, sidewalks should be strongly encouraged for all newly development neighborhoods. Trails can follow natural drainageways and could be incorporated into the greenspace requirements of conservation by design subdivisions, particularly parts in the more rural eastern part and southwestern parts of the Village. The trails should connect the various park facilities in the Village to nearby residential developments.

In order to create a more consistent and predictable policy for the inclusion of sidewalks in new developments, Bellevue should continue to evaluate the need for sidewalks in all new developments with the exception of conservation by design subdivisions where a trail network is developed as an alternative to sidewalks.

5. Streetscape Design Characteristics

Streetscape design refers to the visual elements of a street, including the road, adjoining buildings, street furniture, trees and open spaces that combine to form the street's character. These elements are meant to enhance the experience of someone driving, biking, or walking through the Village. There are several ways the Village can incorporate streetscape design into new developments. These include:

1. Varying house models in large developments to avoid a monotonous appearance
2. Promoting a variety of lot widths and depths to promote a variety of house designs and variety of building mass.
3. Designing garages and driveways to be less dominant features of the home by recessing them from the front building.
4. Locating garages farther from the street or with a rear access from an alley can allow narrower or eliminated driveway frontage at the curb.
5. Tucking garages tucked into side or rear yards or side-loading to avoid the repetition of garage doors.
6. Incorporating alleys and various forms of shared driveways to reduce driveway curb cuts along main thoroughfares.
7. Incorporating street trees to provide a positive visual impact on the streetscape, as well as for their stormwater management functions.

6. Community Design Characteristics

In order to assist in the development of the Village's identity, community design elements can be added, such as streetscaping, entrance monument markers, flags, banners, seasonal decorations, and signage controls, to aesthetically integrate individual land use areas. The Village should consider incorporating design elements at its primary gateways (or entrance corridors) such as Bellevue St., Allouez Ave., Lime Kiln Rd., CTH GV, and others as noted on the Future Land Use Map to help identify the Village of Bellevue.

These entrances help to establish the overall character of Bellevue and provide a first impression to visitors. Therefore, the Village should make the corridors as attractive as possible. Establishing design criteria for new businesses is another effective way of ensuring high quality development. In commercial areas, reducing the expanse of parking areas should be accomplished. Parking lot landscaping standards should be enforced, and these standards should include landscaped "islands" and "peninsulas" within large parking lots, the placement of parking behind buildings instead of between the buildings and sidewalks/streets, and other features.

The gateway corridor designs should also consider the utilization of 'green infrastructure' where possible, such as incorporating bioswales into street medians or terraces, the use of LED lighting, and ensuring that bicycles and pedestrians are safely accommodated.

7. Infill and Redevelopment Opportunities

Bellevue should continue to encourage the redevelopment of the areas along Bellevue Street and Lime Kiln Road, as well as near the intersection of Allouez Avenue and Main Street. These areas consist of the mixture of older structures and land uses which could be converted over time to a more pleasant looking mix of uses. Additionally, a set of design standards could be developed so that the corridors have a more unifying theme, as well as appropriate amenities for pedestrians and bicyclists.

Additionally, the Green Bay School District does own some property on the east side of Lime Kiln Road, but it is unknown at this time if a school will actually be sited on these lands. The Village should work with the District to determine the ultimate use of these lands.

8. Village Square District

Mixed Use Village Square Examples

During the Plan development process, the Plan's Ad Hoc Committee discussed establishing a unique Village Square development concept in the western portion of the community, bounded by CTH GV (Monroe Rd.), WIS 172, Bellevue Street, and Allouez Avenue and comprising approximately 250 acres.

The Village Square concept would include a substantial residential component along with targeted high-intensity retail and business uses. The mix of land uses could create a community in itself whereby residents could "live, work, and play" without having the need for a car. The Village Square would be designed with appropriate building setbacks, pedestrian amenities, institutional uses, and other publicly oriented features that Bellevue currently lacks.

The Village Square will be very beneficial for Bellevue as it will create an identity that is unique to the Village, as well as reinforce the community's social, environmental, and economic connection to the East River.

The Village Square, to be successful must be designed in a way that maximizes its chances of prospering. Some of the elements that should be present for the district to succeed are discussed in this section.

- ***Diversity*:** The Village Square area should contain a mixture of different land uses (residential, commercial, institutional, etc.) that make the district interesting and give people several reasons to live in or visit it often. The district and surrounding area should also contain a variety of the same types of land uses to maximize its appeal. For example, an assortment of housing opportunities (single-family detached homes, condominiums, townhouses, apartments, etc.) that appeal to a variety of people will provide the population density necessary for the district to thrive. A healthy mixture of housing types will also enable a person to rent an apartment, buy a house, and eventually downsize to a condominium or other smaller unit without leaving the area.

- ***Constant activity*:** To encourage people to establish businesses in the Village Square and ensure they prosper it is critical to maximize the businesses' customer base by generating as much day-long activity as possible. This kind of activity is generated by people who live in the district and surrounding neighborhoods (the morning, evening, and weekend residents of the area), people who work in and around the district (the weekday morning and afternoon residents), and others who visit the area periodically throughout the week (such as people passing through on Bellevue St., Allouez Avenue, or Monroe Road. This activity should be supplemented by children, retirees, and others who have flexible schedules and can visit the district's businesses at various times.

- ***Opportunities for formal and informal interaction:***

  The Village Square should have places where people can interact formally and informally. New municipal facilities, such as a community center or library could add opportunities for interaction as commercial and other uses recommended in the plan are added to the district. Other functions such as a farmers market or outdoor music areas (band shelter, stage, etc.) can also foster informal interaction. These kinds of places promote a feeling of familiarity and neighborhood ownership and can encourage people to live in and visit the Village Square.

- ***Pedestrian orientation***: The Village Square should include sidewalks whenever possible, commercial buildings with zero or minimal setbacks whenever possible, attractively landscaped parking lots behind or to the side of buildings, pedestrian-scale street lighting, outdoor dining areas, and other features that enable and encourage people to walk and bike to the district's destinations, as well as interact with them.

- ***Appropriate building scale and design.*** The sizes and designs of the Village Square's buildings should be created in a manner which fosters a pedestrian-scale feel and encourages walking and/or biking. Since there is little to no residential development within this area, building designs that are tall enough to achieve targeted densities should be considered, perhaps 3 to 6 stories. Building designs should not be identical, but adjacent structures' characteristics should be compatible with one another.

Urban and Trailside Sculpture Examples

Source: pexels.com

- ***Arts & Event Programming***. The Village Square is envisioned as having a variety of public spaces created through the use of streets, sidewalks, natural areas, parklands, and plazas. These spaces and places should be thought of as blank canvasses for the inclusion of the arts – whether they be visual or audio. Sculptures, intersection/crosswalk paint treatments, murals, or other art installations can provide visual interest within a pedestrian environment. Regular events such as a farmer's market, gallery walks, or restaurant-related fairs could enliven these spaces regularly and can be used to attract new visitors and shoppers to the Village Square. Involving local artists and talents in the overall design of the Village Square could help bring a unique flavor to this new development.

This concept was examined in 2006 as part of a separate master planning process, although it was never formally adopted by the Village. The Comprehensive Plan Ad Hoc Committee is very supportive of the Village Square concept and encourages the Village to re-visit and update this 2006 master plan and its components to better reflect the changing market conditions.

Source: Urban Land Institute

9. Neighborhood Business Districts

In addition to residential uses, a neighborhood should be planned to include other neighborhood-serving commercial uses and features. To make neighborhoods more livable, it is recommended that neighborhood business districts be developed at strategic locations. A neighborhood business district should:

1. Serve one or more neighborhoods and would provide a year round gathering place accessible to all residents. Features of a business node may include a recreation area, a school, a daycare for children and adults, a place of assembly and worship, a small civic facility, a neighborhood-oriented market, shops, small professional offices, medical clinics, or other small businesses.
2. Have minimal signage and should attract a limited amount of vehicle traffic. The inclusion of rooms or indoor space for meetings and neighborhood functions is encouraged, as is a square, plaza, park, pavilion, or other outdoor space accessible to all residents.
3. Be strategically located within walking distance of residential uses. These centers should be relatively small (about 10 acres) and should preferably be located at a crossroads, encourage mixed uses, and provide goods and services geared toward the immediate neighborhood rather than the region as a whole.
4. Be designed to reinforce the positive identity, character, comfort, and convenience of their surrounding neighborhoods, and access for pedestrians and bicyclists must be a priority.

Future Neighborhood Business Districts are identified along portions of Eaton Road and South Huron Road. It is important that these areas contain a mix of residential, institutional, and commercial uses and that the streets are designed for children, adults, and the elderly who may wish to bike or walk to one of the amenities within the business nodes from an adjacent neighborhood.

10. Parks and Open Spaces

As the Village continues to grow, there will be a need for additional park and recreational facilities. As sites for new facilities are evaluated and designed, they should be designed in conjunction with streets and walkways to be a primary feature of land development and not merely areas left over from site planning for other purposes. The Village's Comprehensive Outdoor Recreation Plan (CORP) 2021–2025 provides recommendations for locations of future parks and facilities in the Village. These recommendations are based on the future land use map, projected population growth rates, park acreage analysis, and service area analysis. The CORP should serve as the main planning document for the development of parks and opens paces in the Village. Generally, recommendations for parks in the Village include:

1. Locating them centrally within developments and making them highly visible.
2. Making them easily accessible by walking or biking.
3. Buffering them by open space or landscape plantings and separating them from roadways by physical barriers if necessary.
4. Marking parks with obvious signage.

11. Industrial and Business Parks

The existing Village of Bellevue Industrial Park is located in the northwestern portion of the Village near the East River. There also are industrial areas on Donbea Street and Commercial Way. Both areas have access to county highways but do not lie directly on a freeway system for easy truck access. In order to meet future needs for industrial uses while providing a suitable location for access, a light industrial park should be considered in the southeast quadrant of the WIS 172 and CTH GV intersection.

This part of Bellevue has a number of ravines and stream corridors on the south side of WIS 172. As the business park is developed, stormwater management should be a focal point in the review process for new buildings and sites and adequate areas should be reserved to accommodate this important function. Minimizing large expanses of parking and utilizing wet detention ponds are a few ways the Village can accomplish this goal. Developing a detailed design plan for the business park layout, architecture, and landscaping would ensure the development achieves the vision for this area.

In order to minimize the impact that an industrial park may have on the school, homes, and businesses along CTH GV, and the surrounding area, heavy trucks and other industrial park-destined traffic should be encouraged to utilize WIS 172 to enter and exit the industrial park when traveling to the east or west. As mentioned previously in this plan, a detailed set of design standards should be developed that meet the expectations of Bellevue's residents in order to establish an aesthetically pleasing industrial park in an area that is visible from the freeway. Business Park development has been identified to occur in two distinct areas of the Village.

One being the existing CTH GV/WIS 172 Business Park which currently contains the Costco retail facility. A significant amount of land remains in this park which is primarily targeting large retail and office uses. A second business park is planned along the north side of WIS 29 between South Huron Road and Erie Road. This park would provide good access to I-43 as well as traffic generated by commuters on WIS 29. As mentioned previously in this plan, a detailed set of design standards should be developed that meet the expectations of Bellevue's residents in order to establish an aesthetically pleasing business park in an area that is visible from the highway.

12. Rural Development

As discussed in the 5-year growth increment section, unsewered development in the parts of the Village that are identified as within the longer-term growth increments should be held to a minimum in order to allow for the efficient expansion of sewer and water services to the south and east. Although the Village may decide to permit some limited unsewered development outside of the identified increments, it should keep in mind that retrofitting unsewered development to publicly-sewered lines is oftentimes expensive for the homeowner and politically difficult.

The Village should use caution when deciding where to allow any development of unsewered lots so that they do not interrupt the logical, efficient extension of public utilities. Bellevue should consider a notification process that informs potential new residents in the rural areas that the entire Village will eventually be served by public sewer and water so that they are able to make an informed decision regarding the purchase of property.

13. Environmentally Sensitive Areas

The natural resource features provide Bellevue with a large part of its identity as a community. The East River floodplain, Bower Creek, Sorenson's Creek, Niagara Escarpment, and numerous streams and deep ravines all contribute to the Village's natural and rural identity and should be protected as much as possible. Features of the Village that are identified as environmentally sensitive areas (ESAs), such as wetlands, floodways, and steep slopes, should not be developed and should be placed in conservancy when possible. These features should be included in the design of developments as integral open space and recreational amenities and maintained in common ownership, and they could be utilized in the design of stormwater management facilities. Working in partnership with area non-profits and conservation organizations could help to acquire, control, and manage these important lands in the future, similar to the Baird Creek Preservation Foundation.

As development continues to the east and southwest, the ravines associated with Bower Creek and its tributaries should be maintained in their natural state as much as possible. Although they are already identified as environmentally sensitive areas, the Village should consider working with the Wisconsin Department of Natural Resources to purchase ravines and create a conservancy or parkway (Bower Creek with the Town of Ledgeview, for example) in the ravines that connects to the East River on the Village's west border. The greenways could be utilized for passive recreational uses, such as hiking, biking, or picnicking, and would help to maintain the Village's natural beauty.

14. Agriculture and Working Lands

The long-term viability of continued agricultural uses in the Village is not likely since these areas are best suited for the future growth and development of Bellevue. However, agricultural lands should not be encouraged to develop where existing farmers wish to continue operations. As the Village grows outward, these lands should be allowed to develop to other land uses in an orderly, planned fashion. Agriculture is increasingly viable as an economic opportunity as it relates to development and its preservation can also help to achieve the cost-effective utilization of other lands.

The term “working lands” is used to identify these areas on the Future Land Use Map. This term is intentional as it not only represents the active agricultural status of many of these lands, but there may be future opportunities that rural farmers and landowners have for economic gain through the development of solar energy systems. Medium to large scale solar energy systems are becoming more commonplace in Wisconsin’s rural settings based on social and government demands for meeting climate change goals. Renewable energy projects such as these can assist greatly with achieving a more sustainable and resilient source of power.

Communities are very limited in their ability to regulate solar energy installations and, instead of discouraging them, the Village should consider lending its support for projects on agricultural lands that lie outside the extent of planned development over the next twenty years. Medium to large scale solar energy systems can have a lifespan ranging between 20 and 30 years and may fit very well as an ‘interim use’ of agricultural lands prior to succumbing to development. As such, the Village should review its current regulations to ensure that any unnecessary barriers to these types of projects do not exist.

A medium-scale solar energy system

Land Use Goals, Objectives, and Recommendations

Goal 1: To manage the future growth and land uses within the Village to ensure orderly balanced development that maintains or improves the quality of life of residents and maximizes the efficient provision of municipal services through continuous planning and the review and revision of regulations.

Objectives

1. Identify future growth areas for 5-year increments based on projected growth rates and the ability to efficiently provide services.
2. Strive for a compact, efficient land use pattern by promoting the infill development of existing vacant and underutilized lots.
3. Identify and reserve appropriate areas for future industrial and business park development and expansion and seek ways to better integrate these uses with nearby residential and retail uses.
4. Ensure the compatibility of adjoining land uses for both existing and future development.

Recommendations

1. Continue to update the Existing Land Use Map to monitor development patterns in the Village so that the Village is able to amend the Future Land Use Map and related policies as needed.
2. Use the existing and future land use maps to identify potential land use conflicts and explore ways to mitigate them.
3. Promote additional office, commercial, and industrial development but seek to retain the existing overall balance between residential and nonresidential land uses.
4. Encourage the infill of the existing residential and commercial areas.
5. Utilize the 5-year growth increments, along with the Village's Capital Improvement Program (CIP) to indicate where and when public services should be expanded.
6. Review and revise the Village's subdivision ordinance as necessary to reflect the concepts identified in the comprehensive plan.
7. Review all proposed unsewered development outside of the 5-year growth increments. If new unsewered lots are allowed, the road frontage and depth to the new structure should be minimized to provide for the cost-effective provision of public sewer and water when they become available.
8. Review and revise the Village's zoning ordinance as necessary to promote concepts from the comprehensive plan. Some of these concepts include mixed land uses, zero/minimal setback development, traditional neighborhood development, and neighborhood commercial nodes.
9. Use the Comprehensive Plan components and recommendations as a guide in the rezoning determination process.

Goal 2: Promote the concept of residential areas/neighborhood centers that integrate mixed land uses and a variety of transportation choices in an attractive manner.

Objectives

1. Identify locations to create unique areas which contains a mixture of land uses and serve as focal points for the community.
2. Provide for a mix of residential uses and housing types within neighborhoods through the establishment of flexible zoning standards and the promotion of planned developments.

Recommendations

1. Ensure that future residential development areas be based on the concept of walkable neighborhoods with varying housing types, neighborhood commercial uses, parks, and institutional uses.
2. Begin detailed planning for the Village Square area, working with landowners and adjacent neighborhoods as needed.
3. Consult the Village's Comprehensive Outdoor Recreation Plan to ensure the need and design of neighborhood parks is consistent with the Plan's recommendations.
4. Integrate natural features into new developments and parks as trails, bike paths, greenspace, etc. as is consistent with other Village plans.
5. Promote Traditional Neighborhood Development (TND) as a viable mixed-use development option.
6. Encourage the development of conservation by design style subdivisions along the Village's many ravines and other natural areas to create an interconnected trail network.
7. Coordinate the layout of new developments with the need for traffic circulation and dispersion, as well as bicycle and pedestrian facilities.
8. Require the use of streetscape design elements, such as street trees and sites for playgrounds within new subdivisions.
9. Encourage multi-family buildings to reflect (as much as possible) the characteristics and amenities associated with single-family residences.
10. Emphasize neighborhood connectivity for pedestrians, bicyclists, and vehicles.
11. Review and/or create appropriate road standards to allow for the utilization of narrow streets in combination with sidewalks and traffic calming techniques to slow vehicular traffic where necessary.

Goal 3: Support commercial and industrial development that enhances the Village's aesthetics and complements the Village's residential areas.

Objectives

1. Enforce design standards for commercial and industrial developments.
2. Discourage strip commercial development in favor of clustering commercial activities at designated nodes or selected locations that can service (and be walkable from) nearby neighborhoods where feasible.
3. Support the installation of solar energy systems of less than 100MW within the Village.

Recommendations

1. Encourage the development of neighborhood business districts to serve the surrounding neighborhoods along Eaton Road and South Huron Road as well as in the southern part of the Monroe Road (CTH GV) corridor.
2. Continue to utilize Bellevue's site review and design standards ordinance to ensure that new commercial and industrial developments contribute to the overall design of the Village.
3. Review existing ordinances to ensure unnecessary barriers do not exist for solar energy system installations less than 100MW in size.