City of Green Lake Comprehensive Plan 2025-2045

Progress Update
November 2026



Guiding Statement

"In the year 2045 and beyond, residents envision the City of Green Lake to be a safe and friendly community that has valued natural and historical preservation of the lake community, utilizing "smart growth" to provide a variety of housing options and business development, recognized for parks and outdoor recreation, and an excellent School District".

Priorities

1. Achieving growth in population, employment, and business opportunities while remaining safe and friendly.
2. Expand housing options across all categories with a focus on the main priorities.
3. Protect and expand the "Lake Community Character" of the City.
4. Foster collaboration with neighboring jurisdictions.
5. Protect natural resources through enhanced management strategies to ensure the preservation of its natural beauty and water quality for future generations

10.2 Plan Implementation, Adoption & Updates

The City of Green Lake Plan Commission & City Council are responsible for carrying out and adhering to the Plan. Therefore, it is essential for both bodies to routinely review the goals of the Comprehensive Plan as a sound practice in effective planning.

10.1 Implementation & Progress

The Plan Commission and City Council, should use the Plan as a guide when making policy decisions and reviewing development opportunities. The goals, objectives, and policies serve as continual guidance meant to be applied on an ongoing, continuous basis. Ultimately, the Plan's success will be determined by fulfilling the key priorities and objectives supporting the plan goals.

Overview of Chapters/Goals

Issues & Opportunities
- Improve financial stability of the City.
- Increase public outreach/resident awareness.

Housing Goals
- Ensure a safe, efficient, updated housing stock that reflects the community's "Lake Character", while providing diverse housing choices to include type, size and price.
- Increase housing unit availability to address current and future owner and renter needs.
- Ensure affordable housing is available for residents.
- Connect current and future residents with available housing stock.

Transportation Goals
- Ensure a safe, efficient and sustainable local streets network.
- Promote and expand non-motorized transportation infrastructure and use.

Utilities & Community Facilities Goals
- Enhance telecommunications capacity within the City of Green Lake.
- Provide essential facilities and services to ensure the safety and general welfare of residents, businesses, and visitors.
- Assure availability of services and facilities to support the City's population/demographics

Agricultural, Natural & Cultural Resources Goals
- Assist in the protection of Big Green Lake and the surrounding watershed.
- Protect and conserve natural & cultural resources of the City and surrounding area.
- Expand recreational opportunities of Mill Pond and Big Green Lake.
- Protect the natural settings and character of the lake community.

Economic Development
- Expand Economic Development.
- Diversify local economy to offset seasonal fluctuations.
- Develop and expand revitalization and Economic Development partnerships.

Intergovernmental Cooperation
- Leverage local non-governmental organizations to assist with achieving community goals.
- Engage with East Central Wisconsin Regional Planning Commission (ECWRPC).
- Engage with Green Lake County and Town of Brooklyn to identify potential cooperative opportunities.
- Enhance communication and coordination efforts with the Green Lake School District.

Land Use
- Develop a "smart growth" approach to development and re-development in the City.
- Increase available land for future development in the City.
- Ensure compatible land use across City parcels and with lands adjacent to the City's border.

City of Green Lake Comprehensive Plan - Issues & Opportunities							
Goal: Improve financial stability of the City.							
Obj. #	**Objective**	**Priority**	**Pol. #**	**Policy**	**Timeframe**	**Responsible Entity**	**Progress Update Nov 2026**
#1	**Address City Tax Levy shortfall.**	1	1	Draft special legislation to address Levy challenges.	Short-term	City Government, State Elected Officials	*Ongoing.*
			2	Pursue passage of levy exceedance referendum as allowed by state statute.	Short-term	City Government, Consultant	*The City attempted a referendum twice and both times failed. At this time, the city will not be pursuing this avenue further.*
			3	Review and recommend modifications to municipal fees.	Short-term	City Government	*Ongoing.*
			4	Review and implement reductions in municipal services if warranted.	Short-term	City Government	***City Clerk's Office -*** *Reduced full-time staff by one. Reduced office hours to the public (Closed on Wednesdays).* ***Police Department -*** *Reduced full-time staff. As of January of 2026, the department did not fill the Patrol Sergeant position that was vacated (saving the city over $89,000). The SRO full-time position was made into a part-time position which was filled by a part-time officer already on staff,(saving the city an additional $92,000).*
#2	**Increase net new construction.**	1	5	Promote residential and commercial development within the City.	Ongoing	City Government	*A new Developer Guide was established to assist developers with processes and procedures in working through the approval process of the city. The guide is posted on the city's website.*
#3	**Develop a Capital Improvement Plan (CIP)and 10-year financial forecast.**	1	6	Develop a CIP and 10-year financial forecast for the purpose of operating and maintenance, and capital improvement both new and replacement.	Short-term	City Government	*A committee has been established to develop the CIP to include policy development, asset inventory, and a financial forecast. Currently the committee members are working on an asset inventory to include lifecycle replacements, and estimated costs. This is slated as a 2-year project with an estimated completion date of Jan 2028.*
#4	**Continue to research and establish alternative funding mechanisms.**	1	7	Develop an annual list of grant opportunities and potential Public/Private partnerships to assist in maximizing funds.	Mid-term	City Government	*The city currently qualifies for the Expenditure Restraint Program provided through the State of Wisconsin. Grant opportunities are sought when available . To date, no general funding grants are available.*

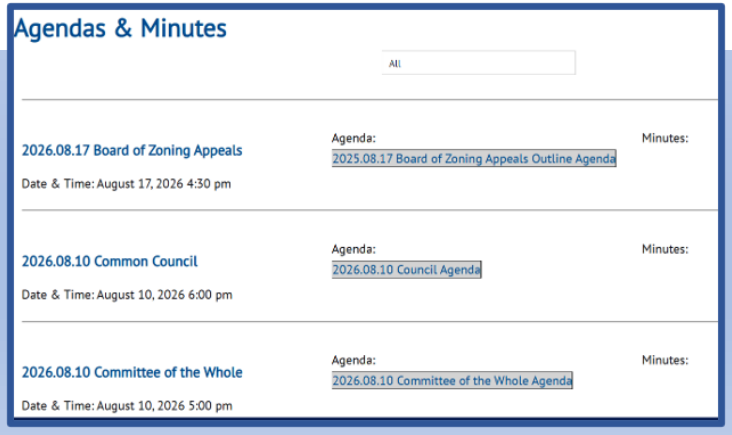
City of Green Lake Comprehensive Plan - Issues & Opportunities							
Goal: Increase public outreach/resident awareness.							
Obj. #	**Objective**	**Priority**	**Pol. #**	**Policy**	**Timeframe**	**Responsible Entity**	**Progress Update Nov 2026**
#1	**Enhance public information delivery.**	1	1	Update City Website and add content.	Short-term	City Government	*Update was completed in Jan 2026 to include a total refresh of the site. Added new categories to include new Planning Section and documents, new and updated Park information, reformatted Agenda and Meeting information (Meeting Minutes section forthcoming).*
#2	**Grow City E-Newsletter subscription.**	1	2	Promote existence of the newsletter.	Short-term	City Government	*The E-News letter has grown to 630 subscribers. 20 newsletters have been published as of Nov. 2026.*
#3	**Update City website.**	1	3	Update City Website information and ensure content is current.	Short-term	City Government	*The city's website was updated in January 2026. Contents are reviewed on an on-going basis.*

SUBSCRIBE

to the City's monthly e-newsletter by filling out the form.

Quick Links

- 2025-2045 Comprehensive Plan
- Overview of Priorities & Goals
- Smart Growth
- Developer Guide
- City Municipal Code
- Zoning Map
- Future Land Use Map
- Application/Petition for PUD
- Application for Conditional Use Permit
- Application & Procedures for Plan Commission Meeting Agenda Item
- Building Inspector/Zoning Administrator Webpage



City of Green Lake Comprehensive Plan - Housing

GOAL: Ensure a safe, efficient, updated housing stock that reflects the community's "Lake Character", while providing diverse housing choices to include type, size and

Obj. #	Objective	Priority	Pol. #	Policy	Timeframe	Responsible Entity	Progress Update November 2026
#1	**Encourage a broad range of housing types.**	1	1	Update Zoning Ordinance plus Land Division Ordinance to allow for current best-practices.	Short-term	Municipal Government	*On September 14, 2026 the Common Council approved a new Ordinance #878-2026.09 regarding specific residential planned unit development (Cottage Court Housing) and amended Title 13, Chapter1 Ordinance #877-2026.09 of the Municipal Code regarding Accessory Dwelling Units.*
			2	Solicit developers which offer different housing products (ex. senior housing, cottage courts, etc.)	Medium-term	City Staff, Municipal Government, Local Realtors, Bankers	*Ongoing*
#2	**Support Housing rehabilitation.**	1	3	Leverage federal, state, county, and local funding programs to assist homeowners struggling with housing maintenance and/or repair.	Ongoing	Municipal Government	*Ongoing*
#3	**Identify potential land parcels close to existing services.**	2	4	Invite housing development along important arterials, especially within the two TID districts.	Short-term	Plan Commission, Local Developers	*Land parcels have been identified for potential development in the future.*
#4	**Inform residents of affordable housing programs.**	2	5	Share program information on the City website, invite appropriate agencies to City-sponsored events to speak on funding opportunities.	Ongoing	Municipal Government	*Ongoing*
#5	**Support mixed-use developments.**	2	6	Highlight PUD flexibility to potential developers.	Ongoing	Municipal Government	*A Developer Guide has been established and is utilized in discussions with future developers highlighting PUD flexibility.*

City of Green Lake Comprehensive Plan - Housing

Goal: Increase housing unit availability to address current and future owner and renter needs.

Obj. #	Objective	Priority	Pol. #	Policy	Timeframe	Responsible Entity	Progress Update November 2026
#1	**Encourage in-fill development on under utilized, substandard or vacant sites.**	1	1	Create a list of vacant parcels currently available.	Short-term	Municipal Government	*A parcel map has been developed noting vacant lots within the city limits.*
			2	Update Zoning Code to enable in-fill development.	Short-term	Municipal Government	*On September 14, 2026 the Common Council approved a new Ordinance #878-2026.09 regarding specific residential planned unit development (Cottage Court Housing) that enables in-fill development opportunities.*
#2	**Encourage diversity of housing options.**	1	3	Support the development of mixed-use,multi-family, and single-family options.	Ongoing	Municipal Government	*When opportunity arises, communication with builders and developers occurs regarding the need for diverse housing stock to include workforce and affordable housing.*
#3	**Create housing awareness**	2	4	Establish relationships with potential developers.	Medium-term	Municipal Government	*Ongoing*
			5	Develop relationships with landowners of vacant and developable land.	Medium-term	City Staff, Municipal Government, Local Realtors, Bankers	
			6	Utilize City website for resident information and awareness.	Ongoing	City Staff	*The E-Newsletter has been a great resource for resident information and awareness in addition to the City's updated website.*
#4	**Collaborate with realtors and developers**	2	7	Leverage TIF and other funding opportunities to attach development.	Medium-term	Municipal Government	
			8	Develop affordable housing programs (i.e. First-time buyer, rehab, energy assistance.	Medium-term	Municipal Government, NGO, County Government, State Agencies	









City of Green Lake Comprehensive Plan - Housing

Goal: Ensure affordable housing is available for residents.

Obj. #	Objective	Priority	Pol. #	Policy	Timeframe	Responsible Entity	Progress Update November 2026
#1	**Encourage development of workforce housing (60% to 120% or area Median Household Income (MHI).**	1	1	Promote smaller housing units by decreasing minimum dwelling unit size.	Short-term	City Staff, Municipal Government	*On September 14, 2026 the Common Council approved a new Ordinance #878-2026.09 regarding specific residential planned unit development (Cottage Court Housing) and amended Title 13, Chapter1 Ordinance #877-2026.09 of the Municipal Code regarding Accessory Dwelling Units.*
			2	Research "Best Practices" for smaller lot lines and consider updating the current Zoning Code.	Short-term	City Staff, Municipal Government	*Completed. Research was conducted from July 2025-Nov 2025. A presentation was made to the Plan commission and city council in November 2025*
			3	Support Planned Unit Development.	Ongoing	City Staff, Municipal Government	*Ongoing*
#2	**Encourage development of 4-16 unit apartment buildings.**	2	4	Update Zoning Code to enable housing variety within zoning districts. Streamline re-zone process to make it easier, quicker, and less expensive.	Short-term	City Staff, Municipal Government	*On September 14, 2026 the Common Council approved a new Ordinance #878-2026.09 regarding specific residential planned unit development (Cottage Court Housing) and amended Title 13, Chapter1 Ordinance #877-2026.09 of the Municipal Code regarding Accessory Dwelling Units.*
#3	**Collaborate with local developers.**	2	5	Leverage TIF and grants for incentives of desired development.	Ongoing	Municipal Government	*Ongoing*
			6	Develop public / private partnerships.	Ongoing	City Staff, Municipal Government, Local Realtors, Bankers	*Ongoing*
#4	**Pursue alternative infrastructure design.**	2	7	Implement a "Complete Streets" philosophy that reduces right-of-way requirements while incorporating non-motorized transportation elements.	Medium-term	City Staff, Municipal Government	
#5	**Pursue alternative housing solutions (i.e. ADU's, small homes, cottage courts, etc.**	2	8	Update Zoning Code to allow cottage courts, smaller lot sizes and smaller dwelling units.	Short-term	City Staff, Municipal Government	*Completed. On September 14, 2026 the Common Council approved a new Ordinance #878-2026.09 regarding specific residential planned unit development (Cottage Court Housing) and amended Title 13, Chapter1 Ordinance #877-2026.09 of the Municipal Code regarding Accessory Dwelling Units.*

City of Green Lake Comprehensive Plan - Housing

Goal: Connect current and future residents with available housing stock.

Obj. #	Objective	Priority	Pol. #	Policy	Timeframe	Responsible Entity	Progress Update November 2026
#1	**Encourage multi-family development.**	1	1	Coordinate with developers and incent construction of 4 to 16 unit apartment/townhome style housing.	Ongoing	City Staff, Municipal Government	*Ongoing*
#2	**Work with banks and real estate professionals to attract first-time home buyers.**	1	2	Develop first-time home buyer programs, (i.e. closing costs, down payment assistance, energy assistance).	Medium-Term	City Staff, Municipal Government	
#3	**Develop housing alternatives so "filtering" can occur (seniors downsizing and relocating in the community freeing up inventory).**	1	3	Encourage Senior Housing options.	Ongoing	City Staff, Municipal Government	*Ongoing*
			4	Encourage construction of starter homes.	Ongoing	City Staff, Municipal Government	*On September 14, 2026 the Common Council approved a new Ordinance #878-2026.09 regarding specific residential planned unit development (Cottage Court Housing) and amended Title 13, Chapter1 Ordinance #877-2026.09 of the Municipal Code regarding Accessory Dwelling Units. Cottage Court Housing and ADU's are alternative housing opportunities for seniors and first home buyers.*

City of Green Lake Comprehensive Plan-Transportation

GOAL: Ensure a safe, efficient and sustainable local streets network.

Obj. #	Objective	Priority	Pol. #	Policy	Timeframe	Responsible Entity	Progress Update Nov 2026
#1	**Review road facilities to track condition and potential deterioration.**	1	1	Utilize annual road tours plus the Pavement Surface Evaluation and Rating (PASER) system for road maintenance and project budgeting.	Ongoing	Municipal Government	*Ongoing*
#2	**Update Street Improvement Plan.**	1	2	Based on PASER Ratings and other contributing factors.	Ongoing	Director of Public Works	*Ongoing*
#3	**Implement a "Dig Once" Policy.**	1	3	Coordinate and budget below ground utility construction with street reconstruction projects.	Ongoing	Director of Public Works	*Ongoing*
#4	**Require Developers to adhere to City street standards.**	1	4	Use Review process to determine appropriate design and materials used.	Ongoing	Municipal Government	*Ongoing*
#5	**Create a Complete Streets Policy.**	2	5	Work with City Consultants to create Complete Streets Policy	Short-term	Municipal Government, Consultant	
			6	Perform trail projects such as bike lanes with inexpensive paint to determine feasibility.	Medium-term	Municipal Government	
#6	**Continue open communication and coordination with other entities.**	1	7	Director of Public Works continues communication and coordination with Green Lake County and WISDOT representatives regarding potential projects and funding opportunities.	Ongoing	Municipal Government, Director of Public Works	*On-going*
#7	**Seek additional funding for transportation projects.**	1	8	Utilize Local Road Improvement Program (LRIP), Metering System Identifier (MSID), and Surface Transportation Program (STP)-Local Funding Programs.	Ongoing	Director of Public Works, Municipal Government	*Ongoing*

What is *PASER*?

PASER — Pavement Surface Evaluation and Rating — is the standard 1–10 scale used by Wisconsin DOT and municipalities across the Midwest to rate road condition and prioritize maintenance. Here's how it works and why it matters.



City of Green Lake Comprehensive Plan-Transportation

GOAL: Promote and expand non-motorized transportation infrastructure and use.

Obj. #	Objective	Priority	Pol. #	Policy	Timeframe	Responsible Entity	Progress Update Nov 2026
#1	**Continue to improve non-motorized transportation infrastructure.**	1	1	Review/update Bicycle Master Plan.	Mid-term	Municipal Government	
#2	**Increase access to recreation walking/biking and trails.**	1	2	Create and connect trails to Green Lake County system.	Short-term	Municipal Government, Green Lake County, DNR, WisDOT	
			3	Establish interconnectivity walkways between neighborhoods during the development process.	Ongoing	Municipal Government, Developers	*Ongoing*
			4	Continued collaboration with parties to plan and implement routes.	Short-term	Municipal Government, Green Lake County, Greenways, WisDOT	
#3	**Educate motorist, bicyclists, and pedestrians.**	2	5	Share information from WISDOT and other entities regarding 'Rules of the Road' safe winter driving, etc.	Ongoing	Municipal Government	*Ongoing*
#4	**Improve sidewalks.**	2	6	Inventory and develop plan for maintenance and repair.	Ongoing	Director of Public Works, Municipal Government	*Ongoing*
#5	**Increase bicycle & pedestrian crossings off of HWY 23 and County Rd A.**	2	6	Engage WIDOT on at grade intersection improvements at Princeton Road, North Lawson Dr and CTH A /STH49 intersections.	Mid-term	Director of Public Works, Municipal Government, Wisconsin DOT	







City of Green Lake Comprehensive Plan - Utilities & Community Facilities

Goal: Enhance telecommunications capacity within the City of Green Lake.

Obj. #	Objective	Priority	Pol. #	Policy	Timeframe	Responsible Entity	Progress Update Nov 2026
#1	**Address Current & Future Telecommunications Infrastructure.**	1	1	Update Chapter 13 Zoning Article J establishing standards for modern telecommunications (i.e. cellular towers, fiber optic, etc.).	Short-term	Municipal Government, Consultant	
#2	**Promote work from home capabilities in Green Lake.**	1	2	Inventory broadband capabilities within the community and identify gaps for discussion with providers.	Short-term	Municipal Government, County Broadband	

City of Green Lake Comprehensive Plan - Utilities & Community Facilities

Goal: Provide essential facilities and services to ensure the safety and general welfare of residents, businesses, and visitors.

Obj. #	Objective	Priority	Pol. #	Policy	Timeframe	Responsible Entity	Progress Update Nov 2026
#1	**Provide adequate and effective Police and Fire protection to all areas of the city.**	1	1	Continue to track and review police, fire and emergency response data on an annual basis.	On-going	Police Dept., Fire District, Municipal Government	*On-going*
#2	**Maintain/Increase Fire and Rescue Personnel Levels.**	1	2	Develop recruitment and retention programs to attract more volunteer fire personnel.	Mid-term	Fire District, Municipal Government, County Emergency Management	*Currently the Fire Chief reviews personnel planning efforts and reports to the Fire Commission on a monthly basis. The Green Lake Brooklyn First Responders are continually updating their efforts on recruitment and retention of personnel. Berlin EMS provides ambulance service to the city of Green Lake.*
			3	Review Personnel Plans to improve efficiencies for daytime response.	Mid-term	Fire District, Municipal Government, County Emergency Management	*Volunteer staffing levels are at an all time low within the Green Lake area. Interlocal agreements are in place to help with appropriate response times.*
#3	**Maintain a water distribution system that is capable of supplying and distributing water to all residents and businesses of the City.**	1	4	Review on an annual basis capital improvement projects and personnel service levels. Develop and establish long-range CIP.	Mid-term	Municipal Government, Public Works Director, Consultant	*At the present time, the PW Director and City Council review on an annual basis capital improvement projects and personnel service levels. A committee has been established to develop the CIP to include policy development, asset inventory, and a financial forecast. Currently the committee members are working on an asset inventory to include lifecycle replacements, and estimated costs. This is slated as a 2-year project with an estimated completion date of Jan 2028.*

#4	**Maintain a sanitary sewer system that has the capacity to serve the needs of existing and future residents by properly maintaining the existing system and planning for new development.**	1	5	Review on an annual basis capital improvement projects and personnel service levels. Develop and establish long-range CIP.	Mid-term	Municipal Government, Public Works, Consultant	*At the present time, the PW Director and City Council review on an annual basis capital improvement projects and personnel service levels. A committee has been established to develop the CIP to include policy development, asset inventory, and a financial forecast. Currently the committee members are working on an asset inventory to include lifecycle replacements, and estimated costs. This is slated as a 2-year project with an estimated completion date of Jan 2028.*
#5	**Maintain clean and safe parks, beaches, and boat launch areas.**	1	6	Continue to update the City's Comprehensive Outdoor Recreation Plan (CORP) Review on an annual basis capital improvement projects and personnel service levels. Develop and establish long-range CIP.	On-going	Municipal Government, Public Works Director, Park and Recreation Committee	*The Parks, Recreation and Tree Committee are in the process of reviewing accomplishments from the last CORP and updating goals and objectives and capital improvement projects for the new 2027-2032 CORP.*
#6	**Communicate with the Green Lake School District regarding new development to assist with their planning of staff, programs, etc.**	1	7	Continue communication.	On-going	Municipal Government-School District	*On-going*
#7	**Assist with water rescue operations as requested.**	1	8	Continue to assist Green Lake County with water rescue capability which include equipment's and personnel when needed.	On-going	Municipal Government Fire District	*On-going*



City of Green Lake Comprehensive Plan - Utilities & Community Facilities							
Goal: Assure availability of services and facilities to support the City's population/demographics.							
Obj. #	**Objective**	**Priority**	**Pol. #**	**Policy**	**Timeframe**	**Responsible Entity**	**Progress Update Nov 2026**
#1	**Maintain access to local healthcare facilities.**	1	1	Work with healthcare systems and providers to maintain/expand their presence in Green Lake.	Ongoing	Municipal Government, County Health Department	*On-going*
#2	**Expand Senior Housing Options**	1	2	Seek development of independent living facilities and managed care facilities providing age in place capability.	Ongoing	Municipal Government	*On-going*
#3	**Continue collaboration with non-profit organizations to provide childcare and youth services to the community.**	1	3	Work with local non-profits to provide youth and childcare availability and access.	Ongoing	Municipal Government, NGO/Non-Profit Organizations	*Continued partnership and support with the Boys and Girls Clubs that provides quality youth programs and services.*

Green Lake County

HEALTH & HUMAN SERVICES

BOYS & GIRLS CLUB
OF THE TRI-COUNTY AREA

City of Green Lake Comprehensive Plan-Agriculture, Natural & Cultural Resources							
Goal: Assist in the protection of Big Green Lake and the surrounding watershed.							
Obj. #	**Objective**	**Priority**	**Pol. #**	**Policy**	**Timeframe**	**Responsible Entity**	**Progress Update Nov 2026**
#1	**Continue to support Green Lake Association in their goals and initiatives of water quality sustainability.**	1	1	Continue collaboration, communication and support with DNR and Green Lake Association to identify and implement best practices to ensure the health of Big Green Lake.	Ongoing	Municipal Government, WDNR, Green Lake Association	*Ongoing*
#2	**Support GLA's Water Quality Program for Big Green Lake.**	1	2	Support GLA's best practices for monitoring and management of water quality.	Ongoing	Municipal Government, WDNR, Green Lake Association	*Ongoing*
#3	**Increase Public Awareness of environmental factors that impact Big Green Lake.**	2	3	Share environmental and conservation information about Big Green Lake.	Ongoing	Municipal Government, Green Lake Association	*One project in progress. Recently GLA and the City's Parks and Recreation Board entered into a MOU to design and install educational trail signs along Lawson trail to Hattie Sherwood Park.*





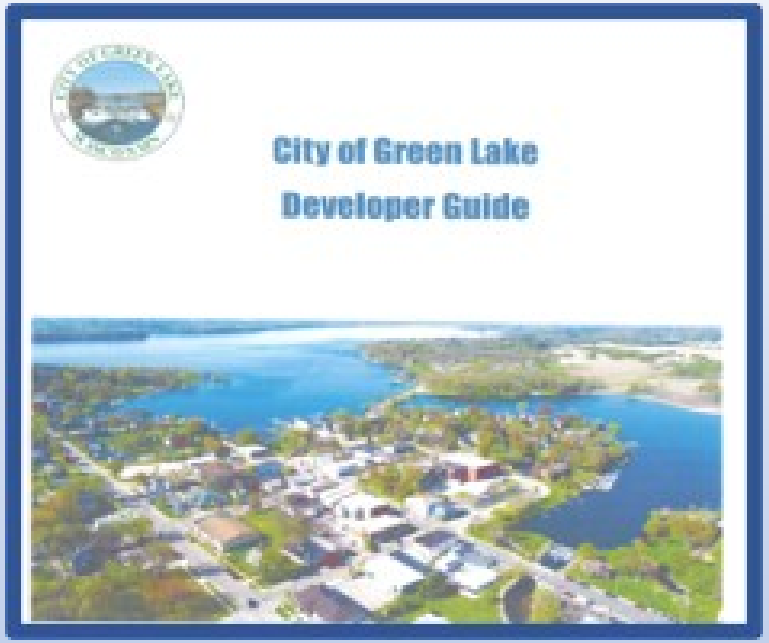


City of Green Lake Comprehensive Plan-Agriculture, Natural & Cultural Resources							
Goal: Protect and conserve natural & cultural resources of the City and surrounding area.							
Obj. #	Objective	Priority	Pol. #	Policy	Timeframe	Responsible Entity	Progress Update Nov 2026
#1	**Protect environmentally sensitive areas such as wetlands from urban type development.**	1	1	Review and update Land Use plans and Codes accordingly.	Short-term	Municipal Government	
#2	**Support preservation of open space and scenic view sheds with establishment of environmental corridors.**	1	2	Review and update Land Use Plans and Codes accordingly and establish environmental corridors for preservation.	Short-term	Municipal Government	
#3	**Review and update Stormwater Management Plan.**	1	3	Ensure future development does not disrupt natural drainage ways paying attention to protecting areas that are vital for the City's ground water.	On-going	Municipal Government	
#4	**Collaborate with local, regional, and state agencies supporting environmental protection.**	1	4	Collaborate and request updated annual reports with agencies such as DNR and Green Lake Land Conservancy to increase awareness.	On-going	Municipal Government, DNR, Green Lake Land Conservancy	
#5	**Support the preservation of older buildings and their history to ensure they are treasured links with the past.**	1	5	Explore alternative funding mechanisms to support business owners to refurbish buildings through the Main Street Program.	Short-term	Municipal Government, Main Street, Business Owners	

City of Green Lake Comprehensive Plan-Agriculture, Natural & Cultural Resources							
Goal: Expand recreational opportunities of Mill Pond and Big Green Lake.							
Obj. #	**Objective**	**Priority**	**Pol. #**	**Policy**	**Timeframe**	**Responsible Entity**	**Progress Update Nov 2026**
#1	**Review/evaluate options for improving access to the pond and lake including wharf extensions, and working with business owners to pursue options for future public access.**	1	1	Review existing conditions and review opportunities at development phases.	On-going	Municipal Government, WDNR	*Ongoing*
#2	**Promote current and emerging outdoor recreational uses of Mill Pond and Big Green Lake.**	1	2	Work in partnership with agencies to review and inventory recreational uses, and expanded recreational opportunities for Mill Pond and Big Green Lake.	Short-term	Municipal Government, Green Lake Association	
#3	**Support planning efforts for Mill Pond Master Plan**	1	3	Support non-profits and water agencies in a strategy plan to restore and ensure the environment health, and usability of Mill Pond for future generations.	Short-term	Municipal Government, WDNR, Green Lake Association, Community Groups	
		1	3	Support non-profit and water agencies efforts to survey and provide data collection of Mill Pond including depth, plant life, and aquatic species.	Mid-term	Municipal Government, Community Groups, WDNR, Green Lake Association	
		1	4	Support non-profit and water agencies in evaluating the economic impact to the City in effort to drive tourism growth and growth.	Mid-term	Municipal Government, Community Groups, WDNR, Green Lake Association	







City of Green Lake Comprehensive Plan-Agriculture, Natural & Cultural Resources							
Goal: Protect the natural settings and character of the lake community.							
Obj. #	Objective	Priority	Pol. #	Policy	Timeframe	Responsible Entity	Progress Update Nov 2026
#1	**Define Lake Community Character.**	1	1	Identify critical elements that reflect the lake character desired.	Ongoing	Municipal Government, WDNR, Green Lake Association	*Ongoing*
		1	2	Develop guidelines for development and redevelopment.	Short-term	Municipal Government, Community Members	*Completed . In December of 2025 a Developer Guide was established emphasizing the importance to maintain the lake character.*
		1	3	Evaluate Zoning Ordinance and plan review processes to integrate lake character elements.	Ongoing	Municipal Government	*In December of 2025 a Developer Guide was established emphasizing the importance to maintain the lake character. (A guide for design standards is forthcoming.)*



City of Green Lake Comprehensive Plan-Economic Development							
Goal: Expand Economic Development.							
Obj. #	**Objective**	**Priority**	**Pol. #**	**Policy**	**Timeframe**	**Responsible Entity**	**Progress Update Nov 2026**
#1	**Review and update Economic Development Strategic Plan.**	1	1	Identify responsible individuals/organizations.	Short-term	Municipal Government	
			2	Inventory developable sites.	Short-term	Municipal Government	
			3	Draft Development Request for Proposal (RFP).	Short-term	Municipal Government	
#2	**Grow Tax Base.**	1	4	Implement Economic Development Plan.	Short-term	Municipal Government	
#3	**Review financial incentives the City/County/State can offer to ensure a diverse market and local economy. Leverage Existing TIDs.**	1	5	Review alternative funding mechanisms that support Economic Development.	Short-term	Municipal Government	
		1	6	Review Affordable Housing Extension opportunities as TIDs close.	Long-term	Municipal Government	
#4	**Bring Focus to Economic Development in the City.**	1	7	Evaluate options to provide dedicated resources to focus on Economic Development in Green Lake.	Short-term	Municipal Government	

City of Green Lake Comprehensive Plan-Economic Development							
Goal: Diversify local economy to offset seasonal fluctuations.							
Obj. #	**Objective**	**Priority**	**Pol. #**	**Policy**	**Timeframe**	**Responsible Entity**	**Progress Update Nov 2026**
#1	**Attract year-round businesses.**	2	1	Identify and pursue year-round businesses.	Ongoing	Municipal Government, Main Street	*Ongoing*
		2	2	Identify supply chain providers to non-seasonal businesses and develop approach strategy.	Ongoing	Municipal Government	*Ongoing*
#2	**Keep the downtown area attractive in all seasons to encourage business development.**	1	3	Review and conduct annual assessments of downtown area to include store fronts, sidewalks, streets, and lighting.	Ongoing	Municipal Government, Main Street	*Ongoing*
#3	**Attract and maintain industry for local employment opportunities that do not adversely affect adjoining lands, the residential character or the environment.**	2	4	Conduct annual assessments of Business Park and develop outreach strategies for new businesses.	*Ongoing*	Municipal Government	*Ongoing*

WISCONSIN ECONOMIC DEVELOPMENT



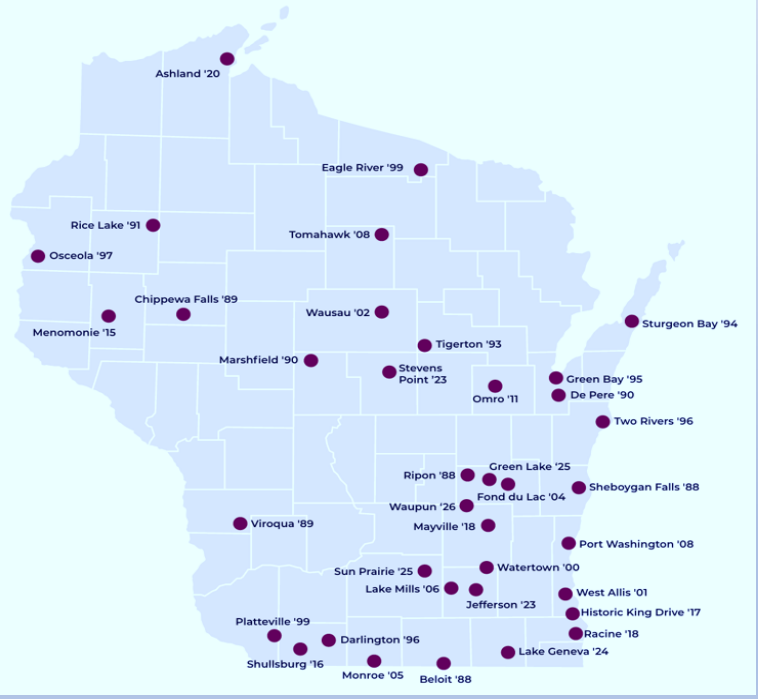


City of Green Lake Comprehensive Plan-Economic Development							
Goal: Develop and expand revitalization and Economic Development partnerships.							
Obj. #	**Objective**	**Priority**	**Pol. #**	**Policy**	**Timeframe**	**Responsible Entity**	**Progress Update Nov 2026**
#1	**Build local, regional and state Economic Dev. Relationships**	1	1	Engage with Green Lake County Economic Development Commission (GLCEDC) on Countywide and local economic development initiatives.	Short-term / Ongoing	Municipal Government	
			2	Engage with Wisconsin Economic Development Corporation (WEDC) regional personnel related to best practices and funding opportunities.	Short-term / Ongoing	Municipal Government, Main Street	*Several local meetings have occurred with WEDC in establishing best practices and funding for businesses within the city.*
			3	Participate in WEDC Main Street Community Forums and training sessions.	Short-term / Ongoing	Municipal Government, Main Street	*WEDC held a training session in Fall 2025 with local businesses and agencies.*
			4	Establish quarterly Main Street report/discussion.	Short-term / Ongoing	Municipal Government, Main Street	*Several reports were made to the Common Council in 2025/26. Just recently a new Main Street representative has been selected by the Chamber.*

MAIN STREET AMERICA™

Coordinating Program

WISCONSIN MAIN STREET



City of Green Lake Comprehensive Plan-Intergovernmental Cooperation

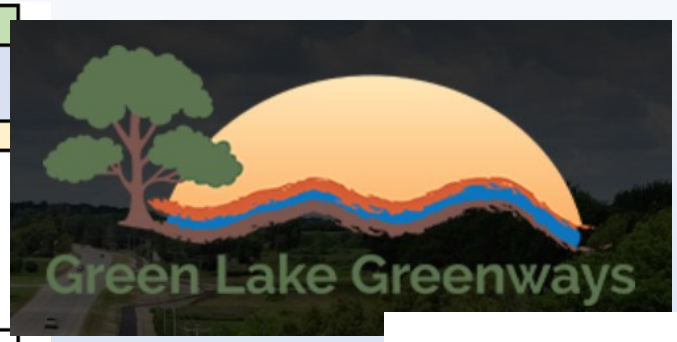
Goal: Leverage local non-governmental organizations to assist with achieving community goals.

Obj. #	Objective	Priority	Pol. #	Policy	Timeframe	Responsible Entity	Progress Update Nov 2026
#1	Increase awareness of local Non-Governmental and Non-profit organizations mission and services.	1	1	Keep updated contact list for each local group and organization.	Short-term	Municipal Government	
#2	Improve communication and coordination with Local Non-governmental and Non profit groups and organizations(NGO's) to eliminate duplication of efforts.	1	2	Establish semi-annual meeting with local leadership to discuss planned and ongoing activities.	Ongoing	Municipal Government, Local (NGO) Leadership	*Ongoing*
			3	Identify and prioritize shared community goals.	Ongoing	Municipal Government, Local (NGO) Leadership	*Ongoing*

City of Green Lake Comprehensive Plan-Intergovernmental Cooperation

Goal: Engage with East Central Wisconsin Regional Planning Commission (ECWRPC).

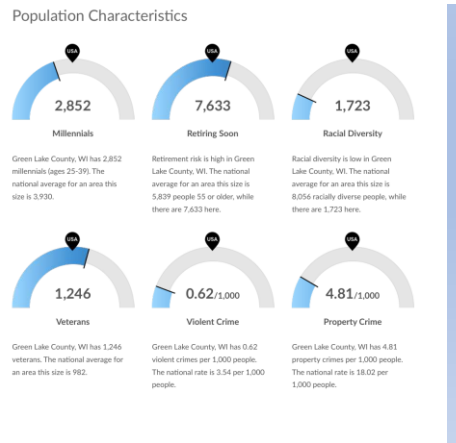
Obj. #	Objective	Priority	Pol. #	Policy	Timeframe	Responsible Entity	Progress Update Nov 2026
#1	Evaluate services provided by ECWRPC.	1	1	Contact ECWRPC to discuss organization, services and membership.	Short-term	City Staff	
#2	Evaluate ECWRPC Membership.	1	2	Discuss membership benefits and participation with Green County.	Short-term	City Staff	
			3	Discuss membership benefits and participation with Green Lake City Council.	Short-term	City Staff	
#3	Engage ECWRPC for Services.	2	4	Prioritize services projects.	Short-term	Municipal Government, ECWRPC	
			5	Contract ECWRPC for services.	Short-term	Municipal Government, ECWRPC	



GREEN LAKE CONSERVANCY

TOWN★SQUARE COMMUNITY CENTER

East Central Wisconsin Regional Planning Commission
ECWRPC



City of Green Lake Comprehensive Plan-Intergovernmental Cooperation

Goal: Engage with Green Lake County and Town of Brooklyn to identify potential cooperative opportunities.

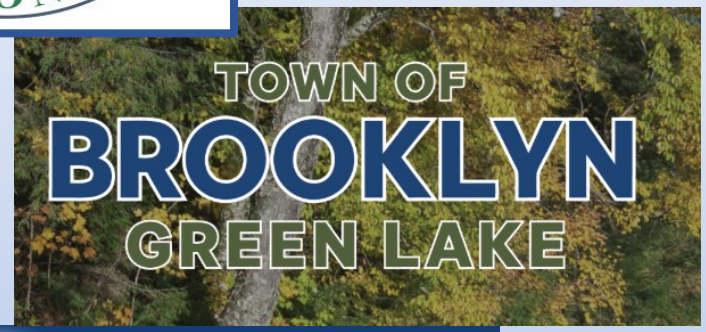
Obj. #	Objective	Priority	Pol. #	Policy	Timeframe	Responsible Entity	Progress Update Nov 2026
#1	**Reduce duplicated services and potential purchasing savings.**	1	1	Identify services provided by government entities.	Short-term	City Staff, County Staff, Town of Brooklyn Staff	*Several meeting took place with Town of Brooklyn Board and City of Green Lake representatives in 2025/2026 to identify services that could be streamlined. No action was taken as no potential savings were identified.*
			2	Evaluate services and public bids/purchasing requirements (i.e. financial, service level, etc.)	Short-term	City Staff, County Staff, Town of Brooklyn Staff	
			3	Evaluate Wisconsin Innovation Grant potential.	Short-term	City Staff, County Staff	
#2	**Engage with Green Lake County Economic Development Committee.**	1	4	Attend GLCEDC meetings.	Ongoing	City Staff/Elected Official	*Ongoing*
			5	Request to participate in committee as a City representative.	Short-term	City Staff/Elected Official	
			6	Identify and prioritize shared economic development goals.	Ongoing	City Staff/Elected Official	*Ongoing*

City of Green Lake Comprehensive Plan-Intergovernmental Cooperation

Goal: Enhance communication and coordination efforts with the Green Lake School District.

Obj. #	Objective	Priority	Pol. #	Policy	Timeframe	Responsible Entity	Progress Update Nov 2026
#1	**Share in the discussion of upcoming capital improvement projects that could eliminate duplication efforts .**	1	1	Establish and review a CIP and long- term capital improvement plans.	Mid-term	Municipal Government, Green Lake School District	*A committee has been established to develop the CIP to include policy development, asset inventory, and a financial forecast. Currently the committee members are working on an asset inventory to include lifecycle replacements, and estimated costs. This is slated as a 2-year project with an estimated completion date of Jan 2028.*



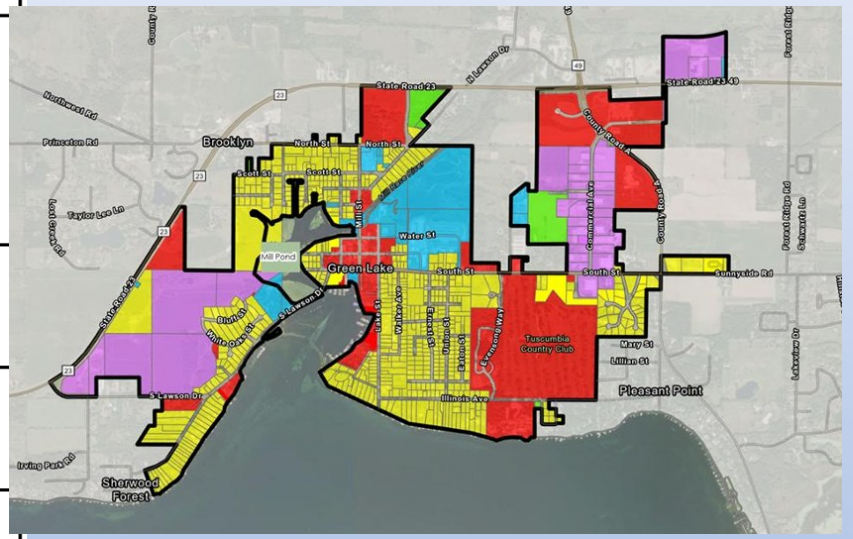






City of Green Lake Comprehensive Plan - Land Use							
Goal: Develop a "smart growth" approach to development and re-development in the City.							
Obj. #	**Objective**	**Priority**	**Pol. #**	**Policy**	**Timeframe**	**Responsible Entity**	**Progress Update Nov 2026**
#1	**Identify under-utilized or vacant parcels within the City for potential development.**	1	1	Develop an inventory and map of vacant parcels with overlays (natural protections areas, wetlands, existing residential and zoning areas, etc.)for potential development.	Short-term	Municipal Government	
#2	**Identify land parcels on the perimeter borders and arterial highways and streets for future medium density development.**	1	2	Develop an inventory and map of vacant parcels with overlays (natural protections areas, wetlands, existing residential and zoning areas, etc.)for potential medium density type development.	Short-term	Municipal Government	
#3	**Secure the County Highway Department Property.**	1	3	Engage Green Lake County on the future of County Highway Department property plans.	Short-term	Municipal Government, Green Lake County	
			4	Generate a redevelopment plan with community input for the existing Highway Department Property.	Mid-term	Municipal Government, Green Lake County	
#4	**Develop and maintain land use controls such as zoning and subdivision ordinances and consistently administer land use regulations ensuring consistent community results.**	1	5	Review on an annual basis ordinances and Planning Commission Standards for approval of land use applications.	On-going	Municipal Government	

City of Green Lake Comprehensive Plan - Land Use							
Goal: Increase available land for future development in the City.							
Obj. #	**Objective**	**Priority**	**Pol. #**	**Policy**	**Timeframe**	**Responsible Entity**	**Progress Update Nov 2026**
#1	**Expand geographic boundary of the City.**	1	1	Identify lands for potential expansion of City boundary.	Short-term	Municipal Government	
			2	Evaluate annexation opportunities.	Mid-term	Municipal Government	
			3	Evaluate Border Agreement opportunities.	Short-term	Municipal Government	



City of Green Lake Comprehensive Plan - Land Use							
Goal: Ensure compatible land use across City parcels and with lands adjacent to the City's border.							
Obj. #	Objective	Priority	Pol. #	Policy	Timeframe	Responsible Entity	Progress Update Nov 2026
#1	Generate a consolidated Land Use Map.	1	1	Obtain Land Use maps for Town of Brooklyn.	Short-term	Municipal Government, Town of Brooklyn	
			2	Identify potential conflicting land uses within the City of Green Lake.	Short-term	City Staff, Elected Official	
			3	Identify potential conflicting land uses with adjacent Town of Brooklyn.	Short-term	City Staff, Elected Official	
#2	Resolve potential land use conflicts.	1	4	Coordinate Land Use and Zoning discussion with Town of Brooklyn.	Mid-term	Municipal Government, Town of Brooklyn	
			5	Review Plat Review guidelines/process.	Short-term	City Staff, Consultant	
#3	Protect and enhance the community's lake character.	1	6	Review and update ordinances and guidelines that protect and enhance the community's lake character.	Short-term	Municipal Government	
#4	Sync Land Use with Zoning.	1	7	Update Zoning Maps to reflect future land use.	Short-term	City Staff, Municipal Government	



The course has been established…let's set sail.