

Designing Shoreland Stewardship Packets

A Guide for

Wisconsin Lake Organizations



Information about Waterfront Living



Keep the water clean

Share the waterfront with wildlife

Look inside to learn how

Prepared by Wisconsin Association of Lakes

June 2007



WISCONSIN ASSOCIATION OF LAKES, INC.

*A nonprofit group of citizens, organizations, and businesses working for
clean, safe, healthy lakes for everyone.*

4513 Vernon Blvd., Suite 101
Madison, WI 53705-4964
Phone: 800/542-5253 (WI) or 608/661-4313
Fax: 608-661-4314
e-mail: wal@wisconsinlakes.org
website: www.wisconsinlakes.org

Designing Shoreland Stewardship Packets

A Guide for Wisconsin Lake Organizations

Table of Contents

Introduction	2
Promote lake-friendly waterfront living	3
Creating Shoreland Stewardship Packets	4
Step 1. Folders to package materials.....	4
Step 2. Local materials	6
Step 3. Shoreland stewardship publications.....	7
Step 4. Distribution Methods.....	8
A. Hand distribution by lake organization volunteers	8
B. Distribution by realtors and developers	10
C. Direct mail from lists generated by county land records offices	13
Step 5. Evaluate Packet Effectiveness	14
Appendix A. Examples of Local Materials.....	17
Appendix B. Shoreland Stewardship Publications	33

Designing Shoreland Stewardship Packets

A Guide for Wisconsin Lake Organizations

Introduction

Shoreland areas surrounding lakes and rivers are popular places for development. Homes and resorts near the water provide an opportunity to boat, fish, swim, or just sit back and enjoy the view. Effects of this development are mixed.

The bad news is that our use and development of shorelands can negatively impact water quality and the creatures that rely on these fragile areas for their food and shelter. Many lakeshore property owners buy their lots because they enjoy nature, but then unknowingly harm shorelands and shallows by replacing natural vegetation with lawns, clearing brush and trees, importing sand to make artificial beaches, and installing expansive structures very close to the water's edge.

Small actions by individuals may seem to have little measurable effect in and of themselves, yet many small impacts by many individuals within the watershed cumulatively add up and affect the quality of our lakes. Sometimes impacts, such as dramatically changing land use patterns and increasing development density, are large and directly affect our lakes.

We see the negative consequences in:

- Reduced water quality as more polluted runoff makes its way into our lakes from roads, lawns, construction sites, storm sewers, and other sources.
- Increased recreational use conflicts.
- Loss of fish and wildlife.
- Altered lake character and experiences.
- Lower property values.



A lake reflects the land around it. The health of our waters and the way we care for our lakes is also a reflection of our values.

The good news is that we can reduce our impacts on both water quality and habitat near the water.

Waterfront property owners play a critical role in determining our lakes' future water quality and health in the way they manage their properties. A growing number of studies show that people prefer clean water and will pay more to live on lakes with better water quality. What you and your neighbors do to sustain or improve water quality will improve property values.

Wisconsin lake organizations play a vital role in defining the future of our lakes. Lake people living at the water's edge and the groups they form are uniquely poised to teach lake stewardship. For example, lake people can:

- Monitor lake health such as water quality, aquatic plant communities, fisheries, wildlife, and aquatic invasive species.
- Attest to lake changes.
- Provide community leadership for lake concerns.
- Work with local governments, community stakeholders, and other partners on many kinds of lake protection and improvement projects.
- Create a new vision of waterfront living by preserving or restoring natural shorelines, keeping the water clean, and sharing the waterfront with wildlife.

Promote lake-friendly waterfront living

Developing a shoreland stewardship packet is a great way for your lake organization to promote lake-friendly waterfront living. Newcomers to lake living often bring along their suburban or city notions of yard care. They may unknowingly destroy fragile natural areas that are vital parts of the lake ecosystem as they “tidy up the place.” Often people don't realize that special zoning rules apply to many land clearing and building activities in shoreland areas, or they are unsure who to call for permit applications and technical assistance.

Many Wisconsin counties have updated local shoreland land use ordinances to limit the negative impacts of development near the water. New emphasis has been placed upon mitigating or making up for the negative impacts of development. Buffering waterways with native vegetation and limiting impervious surfaces that are very close to the water are common mitigation methods. Many counties have also classified their lakes and rivers to tailor development rules by water class.

Waterfront property owners, local governments, economies, and taxpayers all benefit economically as a result of the amenities that shoreland zoning preserves: clean water, good fishing, healthy wildlife, scenic beauty, and enjoyable recreational experiences. Surveys of Wisconsin lakefront property owners and visitors consistently rate these as the amenities that attract them to the water. Wisconsin's lakes help support both the state and local economies. Protecting water quality, fish and wildlife habitat, and natural scenic beauty enhances opportunities for anglers, boaters, tourists, and the businesses that depend on Wisconsin's \$11+ billion dollar tourist industry.



Shoreland stewardship packets provide new waterfront property owners with:

- clear guidance on the local shoreland building rules and why the community has them.
- who to call for permit applications and technical assistance.
- tips on lake-friendly waterfront living.
- ways they can be involved in the lake community.

Raising the awareness level among new waterfront property owners through a “welcome wagon” approach is a friendly way to promote shoreland protection and a healthy lake community. This approach is just like the welcome wagon committees formed by civic and service organizations in many cities to offer new people helpful community information and resources. The welcome wagon approach will also help your lake organization build a good relationship with local lake people and others in the community.



The next section offers a set of procedures and resources to help your lake organization develop and distribute shoreland education packets¹.

The welcome wagon approach is a friendly way to share your lake community’s vision of waterfront living, build a good relationship with newcomers, and invite them to join your lake organization.

Creating Shoreland Stewardship Packets

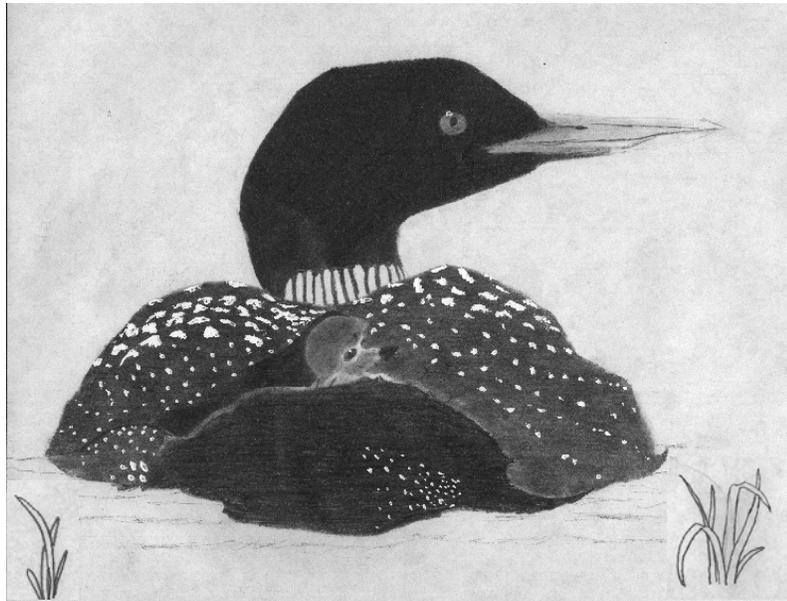
Step 1. Folders to package materials

A folder entitled *Information about Waterfront Living* is available for your lake group to use from Wisconsin Association of Lakes. Or, feel free to design your own folder cover with an emblem or image that’s meaningful to your lake community. Emblems can be printed as stickers that can then be placed on folders purchased at an office supply store. An example folder cover design follows.

¹ Also refer to the *Shoreland Friends Guidebook, Volume II* for additional guidance in developing a shoreland education program. The guidebook includes step-by-step instructions for shoreland educational planning and ideas for implementing and evaluating the educational plans.

Example cover design for shoreland stewardship packets

Information About
Waterfront Living



Keep the water clean
Share the waterfront with wildlife
Look inside to learn how

Step 2. Local materials

Locally developed materials provide a welcome and introduction to the packet, important local contacts, and other customized information. It's especially important to include specific information about the shoreland ordinance that applies to your lake and a list of local contacts to call for permits and technical assistance. Local materials for shoreland stewardship packets often include:

- a welcome or introduction letter.
- List of who to call for permits and technical assistance, and other local resources.
- Shoreland ordinance summary or a shoreland development guide (some counties have created booklets with illustrated summaries of shoreland building rules and other shoreland development guidance).
- Shoreland buffer restoration guidance.
- Best management practices for shoreland areas.
- Boating courtesy code.
- Information about the lake organization.

Examples of local materials used by lake communities in shoreland stewardship packets are included in Appendix A. Also refer to the CD accompanying this guide for more examples of locally produced materials.

Your county's UW-Extension, Zoning, or Land and Water Conservation Department staff may be able to help your lake group create the shoreland ordinance summary and the list of who to call for permits and technical assistance. Many counties have created shoreland development guides or other items that summarize land use and zoning rules in a user-friendly manner. If your county does not have materials suitable for your lake, enlist their help in developing these items. The staff at Wisconsin Association of Lakes can also help you develop these materials.

Local contacts

The following web sites are good references to help you find contacts for your county or region.

Department of Natural Resources staff and directory of regional offices\service centers:
<http://www.dnr.state.wi.us/staffdir/SearchDNREmp.asp>

DNR Waterfront Permit Contacts and links to every County Zoning Department:
<http://www.dnr.state.wi.us/org/water/wm/dsfm/shore/county.htm>

UW-Extension Basin Educators: <http://basineducation.uwex.edu/>

UW-Extension County Contacts: <http://www1.uwex.edu/ces/cty/>

Wisconsin Association of Lakes: www.wisconsinlakes.org

Wisconsin County Code Administrators (Zoning Departments): <http://www.wccadm.com>

Wisconsin Lakes Partnership and other DNR staff contacts by region:
<http://www.dnr.state.wi.us/org/water/fhp/lakes/contacts.htm>

Wisconsin Land and Water Conservation Association (County Land and Water Conservation Departments): <http://www.wlwca.org/>

Step 3. Shoreland stewardship publications

Choose additional publications that provide an overview of shoreland stewardship or lake-friendly waterfront living. UW-Extension and the Department of Natural Resources have created a number of helpful publications. Resist the urge to put every available free publication related to shorelands in the packet. Select a few concise publications (usually 4 or so) that address key issues in a way that resonates with your lake organization. Too much information is likely to result in packets being set aside to “read later.”

The most commonly used publications are:

- The Water’s Edge: Helping fish and wildlife on your waterfront property
- Protecting Your Waterfront Investment: 10 Simple Shoreland Stewardship Practices
- Shoreland Property - A Guide to Environmentally Sound Ownership
- A Fresh Look at Shoreland Restoration (Shoreland Stewardship Fact Sheet Series Number 1)
- Protecting and Restoring Shorelands (Shoreland Stewardship Fact Sheet Series Number 2)

- Protecting Our Living Shores (Shoreland Stewardship Fact Sheet Series Number 3)
- Wisconsin Native Plant Sources and Restoration Consultants
- Shoreline Plants and Landscaping
- Natural Shorelines: Restoration Stories
- Rain Gardens: A Household Way to Improve Water Quality in Your Community
- Rethinking Yard Care

See Appendix B for a more comprehensive list of shoreland stewardship publications and ordering information. Also refer to the CD accompanying this guide to view these popular publications.

Instead of a collection of these fact sheets, some lake groups opt to give newcomers a copy of the book, *Life on the Edge... Owning Waterfront Property*. This book was written by the Wisconsin Lakes Partnership to be a comprehensive resource for all waterfront property owners. It contains 22 chapters that review several waterfront living topics such as living with wildlife, aquatic plant management, septic system management, shoreland zoning and other land use regulations. Case rates are available for 42 or more copies at \$3.00 each (plus shipping & handling) from the UW-Extension Lakes Program office at UW-Stevens Point (715-346-2116), or Wisconsin Association of Lakes. To learn more about this book and check current pricing, visit: <http://www.uwsp.edu/cnr/uwexplakes/publications>

Step 4. Distribution Methods

A. Hand distribution by lake organization volunteers

When lake association volunteers see that a waterfront property sale has been made, distribute packets to the new property owners so they have information about shoreland living early on, before mistakes are made. The welcome wagon approach is a friendly way to share your lake community's vision of waterfront living, build a good relationship with newcomers, and invite them to join your lake organization.

People have relationships with and do things for other people they know and respect. Local stories from neighbors are more relevant, powerful, and sometimes far more meaningful than messages coming from a more removed source. Putting large issues in the context of your local lake brings the importance and relevance close to home. You don't need to be an expert in lake science or lake laws to distribute shoreland stewardship information for your lake. You do need to know why your lake is important to you, what you appreciate about your lake, and be able to communicate your experience and passion for the lake to other people.

Conversation Starters

The following worksheet can be used to help your lake group's welcome wagon committee build a script to help remember key points when delivering packets to newcomers. Emphasizing personal stories and connections you have to the lake in a peer-to-peer dialogue is a great way to build connections between your lake organization and new waterfront property owners. Consider ways to illustrate the meanings and attachments you associate with your lake. Spend some time thinking about what makes your lake special and important to you. Write down experiences or images that you associate with your lake. Answers to these questions will help form your talking points when you deliver the packets to new waterfront property owners.

Worksheet

Why did you decide to live on this lake?

What prompted you to become active in your lake organization?

What has changed since you've been on the lake? What has stayed the same? Are these changes positive or negative?

What are you doing to help your lake?

What future do you envision for your lake? What do you hope your lake will look like in the future?

B. Distribution by realtors and developers

Realtors and developers are usually the first ones that potential waterfront property buyers come in contact with in the lake setting and their first exposure to messages about waterfront living. Realtors and developers can do a lot to help sell a new vision of waterfront living. Ask these area businesses to help your group distribute shoreland stewardship packets at their offices and at real estate closings. Local businesses often want to be viewed as helpful to the community. Stress the value of providing their clients with accurate shoreland development information that gives them an edge over their competition, plus the unique business niche they can achieve as a lake-friendly business.

The following talking points may be helpful to use when you meet with area realtors and developers to enlist their help in distributing your lake group's shoreland stewardship packets.

Why are healthy lakes important to our community?

Talking Points:

- Wisconsin's waters belong to everyone, including future generations; and we all share the responsibility of caring for our public waters.
- Whether we boat, paddle, fish, swim, visit our lakes for their natural scenic beauty, or own waterfront property— healthy lakes are important to us all.
- Tourism is one of Wisconsin's top three industries (along with agriculture and manufacturing).
 - Boating, fishing, enjoying natural scenic beauty and wildlife are consistently rated as top tourist activities².
 - Tourism generated nearly \$13 billion in travel expenditures and nearly 330,000 jobs in 2006³.
 - Fishing alone generates over \$2 billion and 30,000 jobs⁴.

² Scheler, D., Marketing Research Coordinator at Wisconsin Department of Tourism. 2001.

³ Davidson-Peterson Associates. 2006. *The Economic Impact of Expenditures by Travelers on Wisconsin*. Wisconsin Department of Tourism.

⁴ Davidson-Peterson Associates. 2001. *Economic Impact of Traveler Expenditures on Wisconsin*. Wisconsin Department of Tourism.

- Good water quality is correlated with high property values (and vice versa). Healthy lakes are a major source of tax revenue for our community. How will this change if our lakes become unappealing? Here are a few specific examples of economic research results:
 - An improvement of 3 feet in the depth of water clarity would result in \$11 to \$200 more per foot of shoreline property value, potentially generating millions of dollars in increased value per lake, according to a 5-year Maine study of 900 lakefront properties on 34 lakes. Likewise, declining water clarity accounted for a 10% to 20% drop in selling price⁵.
 - A 2003 Minnesota study used Minnesota lakes and data to replicate the Maine economics study. The implicit prices of water quality were determined and calculations were made to illustrate the changes in property prices on the Minnesota study lakes if a 3-foot change in water clarity occurred. Expected property price changes for these lakes are in the magnitude of tens of thousands to millions of dollars. The evidence shows that managing the quality of lakes is important to maintaining the economic assets of this region⁶.
 - A 2005 UW-Whitewater study analyzed the importance of Delavan Lake to the local economy. This study showed that the lake contributed \$77 million annually to the economy and generated 812 jobs. The rehabilitation of water quality raised average lakeshore property values by about \$177,000 between 1987 and 2003. Increased lakeshore property values reduced real estate tax bills for non-lake property owners by \$178 per year. Degradation of Delavan Lake's water quality to pre-restoration levels would reduce economic activity by \$5-6 million annually⁷.

⁵ Maine Department of Environmental Protection Lake Assessment Program. 2000. *More on Dollars and Sense: The Economic Impact of Lake Use and Water Quality*. Schueler, T.R. and H.K. Holland, editors. 2000. *The Practice of Watershed Protection*. The Center for Watershed Protection, Ellicott City, MD.

⁶ Krysal, Charles, E. Marsh Boyer, C. Parson and P. Welle. 2003. *Lakeshore Property Values and Water Quality: Evidence from Property Sales in the Mississippi Headwaters Region*. Submitted to the Legislative Commission on Minnesota Resources by the Mississippi Headwaters Board and Bemidji State University.

⁷ Eiswerth, Mark, R. Kashian and M. Skidmore. 2005. *What is the Value of a Clean and Healthy Lake to a Local Economy?* Prepared for the Delavan Lake Improvement Association by the Fiscal and Economic Research Center at the University of Wisconsin-Whitewater.

- The value of shoreline frontage in Vilas County increased an average of 7-12% when town zoning rules were upgraded (waterfront lot widths were increased from a minimum of 100 feet to 200 feet of water frontage). This was the finding of a University of Wisconsin study that evaluated data collected on 892 lakefront properties in 7 Vilas County towns from 1986-1995. The study concluded that the zoning requirement— by preserving clean water and natural scenic beauty— generated an economic gain that more than offset the economic loss resulting from the constraints on development.⁸
- A 2004 University of Wisconsin-Madison study of more than 1,100 Vilas County lakefront property sales from 1997-2001 showed that more protective shoreland zoning regulations (more stringent rules than statewide minimum standards) generally had a positive influence on property values. The researchers concluded that waterfront property owners value lake protection by showing a willingness to exchange the rights and money associated with maximum development potential to live on a healthier lake. The researchers' results also suggest that environmental protection is valuable economically because it enhances the worth of land surrounding protected lakes.⁹

⁸ Spalatro, F. and B. Provencher. 2000. *Analysis of Minimum Frontage Zoning to Preserve Lakefront Amenities*. University of Wisconsin-Madison Dept. of Agricultural and Applied Economics.

⁹ Papenfus, M. and B. Provencher. 2005. *A Hedonic Analysis of Environmental Zoning: Lake Classification in Vilas County, Wisconsin*. University of Wisconsin-Madison Dept. of Agricultural and Applied Economics.

C. Direct mail from lists generated by county land records offices

Identification and distribution to new property owners works well when a county has automated land records that track properties in the shoreland area. With automated land records, periodic lists of waterfront property transfers can be readily generated. Some departments generate lists of new sales for other reasons, and may be willing to share these lists. Monthly lists are ideal so packets can be distributed relatively soon after sale.

For other counties, property transfers must be checked one-by-one to see if they are waterfront. Real property listers and county land records departments may be willing to print monthly lists. Additional steps, such as identifying waterfront parcels individually, may need to be completed by department staff or volunteers participating in the shoreland education program. The resulting lists can be used to generate mailing labels for sending packets and follow-up evaluations.

Generating Mailing Lists

Process for generating new waterfront property owner mailing lists

1. Create a list of parcel numbers from a list of recent real estate transfers.
 2. Sort parcel numbers to select only waterfront owners.
 - check locations of parcel numbers on plat maps (parcel maps) by hand, or
 - check whether the water frontage query was completed on the real estate transfer form, or
 - query waterfront parcels in a Geographic Information System (GIS).
 3. Use the selected parcel numbers to generate mailing addresses from the tax assessment roll in the Real Property Lister's or County Treasurer's office.
-

Combining automated land records with hand distribution is also an option. Once a list of new property owners is generated by the county land records office, the list can be categorized by lake, and lake association volunteers then distribute the packets in person. The packets should be mailed to new property owners at the lakes that have no lake association volunteers. Follow-up evaluations can be mailed to all packet recipients from the initial list generated by the county land records office.

Your county's UW-Extension, Zoning, or Land and Water Conservation Department staff may be able to help your lake group explore this option with the Land Records or Land Information office.

Step 5. Evaluate Packet Effectiveness

A simple follow-up survey should be used to evaluate shoreland packet effectiveness. Meaningful feedback will help your lake group fine tune materials in the packets, delivery methods, and other aspects of your efforts.

If your group will be hand delivering the packets to new waterfront property owners, include an evaluation form with your other packet materials. Be sure to ask recipients to fill out and return the survey when you meet with them. Ask realtors to do the same if they are helping your group hand out the packets.

If packets will be mailed using automated lists from the county, a follow-up survey could be mailed within a few weeks after the packets are sent out using the same mailing list that was used for packet distribution. Survey mailing lists could also be developed from addresses compiled by lake association volunteers or realtors offices.

The following is an example survey. Response rates will be much better if the survey is short and easy to complete, and if a self-addressed stamped envelope is also provided with the survey. A small token to show your appreciation for completing the survey can be a nice touch.

Example Survey

Place survey at the top of packet. Two tea bags and an instruction card are attached.

Waterfront Property Owner Survey

Instructions



Step 1. Take a break. (You probably need one anyway). Find a comfortable chair facing the lake. Sit down, put up your feet, read through the information in this packet, and enjoy a cup of tea.

Step 2. Please complete and return this brief survey. Your feedback is important to us and will help us to evaluate the way we distribute information to new waterfront property owners. Your address will not be placed on a mailing list for other purposes.

Step 3. Earn your reward. Your biggest reward will be knowing how to do the right thing for the lake. We would also like to offer you this cup as a welcome gift and to thank you for reading through the packet.



Waterfront Property Owner Survey

You recently received a packet titled, *Information About Waterfront Living*. We would appreciate your feedback about this material. Please fill out and return this survey to help us improve the information we provide to new waterfront property owners. A pre-addressed, stamped envelope is provided for your convenience.

1. Did you read the packet of information you received about waterfront living?

- Yes
- No.
- Some.

2. Was the information helpful?

- Yes
- No.
- Some.

3. What do you remember from the information?

4. Prior to reading through this packet, how would you rate your knowledge level about waterfront living topics?

Very low	Low	Med-level	High	Very high

5. How much did the information in this packet increase your knowledge level about waterfront living topics?

Not at all	A little	Somewhat	A lot

6. Do you plan to manage your waterfront property differently as a result of receiving this information? (Please check one)

Yes, I plan to. If yes, what changes will you, or did you, make?

No.

7. Please check ways you prefer to receive messages about waterfront property issues (Check all that apply).

Written Materials

Mailings

Others (please list):

Local meetings

Website

Workshops

DVD

8. Please list specific subjects you would like to receive more information about.

9. Do you have other suggestions to improve these materials, or the way they are distributed to new waterfront property owners?

Thank you, we appreciate your input!

Appendix A. Examples of Local Materials

Appendix A includes the following examples (refer to the CD that accompanies this guide for other examples):

1. Welcome\introductory letters.
2. Lists of who to contact for permits and other waterfront property questions.
3. Example summaries of county shoreland zoning rules.

Example welcome letter

Dear Shoreland Owner;

Greetings! You are the proud owner of property along one of Wisconsin's many jewels; its lakes and rivers. Along with the many benefits of living on the water's edge also come distinct responsibilities. We would like to take this opportunity to invite you to become a steward of your shoreland property. Areas near water are special places of tremendous importance to natural scenic beauty, biological diversity and water quality protection.

As you may know, Wisconsin's lakes and streams are being developed at an ever-increasing pace. Some forms of shoreland development can be harmful to the very things that attract us there in the first place— clean water, healthy wildlife, good fishing, and natural scenic beauty.

To help you protect your valuable shoreland, we offer this free information packet that you can use to manage your property in a way that will preserve valued waterfront features, and enhance the economic value of your property.

We also recommend the book, *Life on the Edge...Owning Waterfront Property*. This excellent reference contains most of the answers to many questions you may have about everything from: how to landscape around a new home to protect water quality and wildlife, to putting in a well and septic system, to figuring out which regulations apply to activities on and near the waterfront. An order form is enclosed.

Please take a few minutes to look through this information. We hope you refer to it often. Please feel free to contact us or the local contacts listed in this folder if you have any questions.

Sincerely,

Example welcome letter

Welcome to the lake!

Congratulations on your recent purchase of shoreland property!

We bet that peace and quiet, clean water, and beautiful scenery are among the reasons you invested in property on a Wisconsin Lake. We invite you to learn more about the vital shorelands and shallows: special places of tremendous importance to water quality protection, natural beauty, and habitats for fish and other wildlife.

The materials in this packet provide helpful information about lake-friendly waterfront living. They include practical approaches for enjoying your property while keeping lake health, wildlife habitat, and your friends and neighbors in mind. We hope that you find these materials useful as you make decisions about how you will develop and care for your property.

Local information

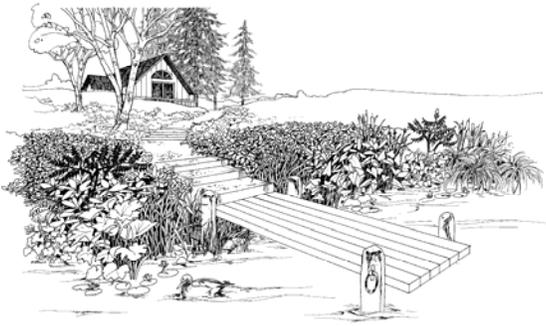
- Shoreland development guide: a user-friendly summary of county shoreland zoning rules and best management practices.
- Contacts for your waterfront property questions: a list of who to call for permits, technical assistance, and others who can help address questions you may have.

Publications

- The Water's Edge: Helping fish and wildlife on your waterfront property
- Protecting Your Waterfront Investment: 10 Simple Shoreland Stewardship Practices
- Protecting and Restoring Shorelands
- Owning Waterfront Property— A Checklist
- Rethinking Yard Care

Please take a few moments to fill out and return the enclosed survey. We appreciate your input in evaluating whether this information is useful to you, and how best to get it to you!

Thanks for your help!



**Rusk County
Who's Who**

**Contacts for your Waterfront Property
Questions**

Questions About.....

Who to Call.....

✓ Alterations to your shoreline or buffer	Zoning Department
Aquatic Plants / Algae	DNR Water Management Specialist
Boating / Fishing / Licensing	DNR Service Center
✓ Building/Remodeling	Zoning Department and Township
Local Lake Association	UWEX – Lakes Program
✓ Cutting Trees and Shrubs	Zoning Department
✓ Dividing Land	Zoning Department
Drinking Water Testing	County Health Department
✓ Driveways	Township or County Highway Department
✓ Erosion	LWCD or DNR Water Mgt. Specialist
✓ Fences	Zoning Department or Township
✓ Floodplain	Zoning Department
✓ Garages / Boathouses	Zoning Department
✓ Grading and Excavating	Zoning Department
Lot Lines	County Surveyor
✓ Piers and Docks	DNR Water Management Specialist
Quiet Hours / Boat and Jet Ski Use	Town Board or Lake Association
✓ Recycling	Recycling Department or Township
✓ Septic Systems/Sanitary Requirements	Zoning Department
✓ Shoreline Buffer Restoration	Land and Water Conservation Department
✓ Setbacks and Shoreline Protection	Zoning Department
✓ Wetlands	DNR Water Management Specialist
Yard Care	Land and Water Conservation Department

IMPORTANT: A ✓ next to an activity means that a permit may be required or specific guidelines must be followed. Please contact the appropriate agency for more information.

DNR Service Center / Water Management Specialist: (715) 532-3911

Rusk County Zoning Department: (715) 532-2156

Rusk County Land and Water Conservation Dept. (LWCD): (715) 532-2162

Rusk County Health Department: (715) 532-2299

Rusk County Highway Department: (715) 532-2633

Rusk County Recycling: (715) 532-2167

Rusk County Surveyor: (715) 532-2165

Lake Organization and Town Chair phone numbers are on the other side.

Rusk County Town Chair Directory

Atlanta	Donald Quade	(715) 868-5495
Big Bend	John Stencil	(715) 353-2897
Big Falls	Matt Zimmer	(715) 532-3585
Cedar Rapids	Robert Johnson	(715) 322-5680
Dewey	Peter Groothusen	(715) 532-5981
Flambeau	Jay Peavey	(715) 532-6921
Grant	Tom Riegel	(715) 532-6505
Grow	Larry Thompson	(715) 532-6862
Hawkins	Wayne Mabie	(715) 585-6629
Hubbard	Terry DuSell	(715) 532-3765
Lawrence	Bob Nawrocki	(715) 322-5514
Marshall	Joe Lorence	(715) 532-5077
Murry	Ronald Willoughby, Sr.	(715) 868-1120
Richland	Leon Selonke	(715) 385-7700
Rusk	Steve Zmrazek	(715) 353-2347
South Fork	Michael Eckes	(715) 585-6537
Strickland	Marvin Kraczek	(715) 859-2223
Stubbs	Art Dixon	(715) 868-6844
Thornapple	Dick Trott	(715) 868-6965
True	Dennis Lelm	(715) 322-5666
Washington	Roger Lehman	(715) 595-4435
Wilkinson	Keith Swenson	(715) 353-2520
Willard	Roger Gierke	(715) 452-5895
Wilson	Raymond Sirinek	(715) 354-3530

Rusk County Lake Associations Directory

Amacoy Lake Property Owner's Association

Dan Ruiters (715) 868-7774

Flambeau Lake Association

Gary Gaier (715) 532-0444

Island Chain of Lakes Management District (Island, McCann, Clear and Chain)

Tom Frank

Island Chain of Lakes Property Owner's Association (Island, McCann, Clear and Chain)

Wayne Pawlak (715) 353-2296

Pine Lake Association

Bill Jarvis (715) 967-2432

Potato Lake Association

Jim Sterchy (715) 353-2238

Sand Lake Association

David Stanton (763) 497-5884

Sawdust Lakes Association (Pulaski, Boot and Round Lake)

Carol Loehnis (715) 835-7198 or (715) 868-7198

UWEX-Lakes Program: (715) 346-2116

Rusk County Shoreland Zoning Summary

This summary does not represent the entire contents of the Rusk County Shoreland Zoning Ordinance or other applicable rules. For more detailed requirements, contact the Rusk County Zoning Office or refer to the Rusk County ordinances.

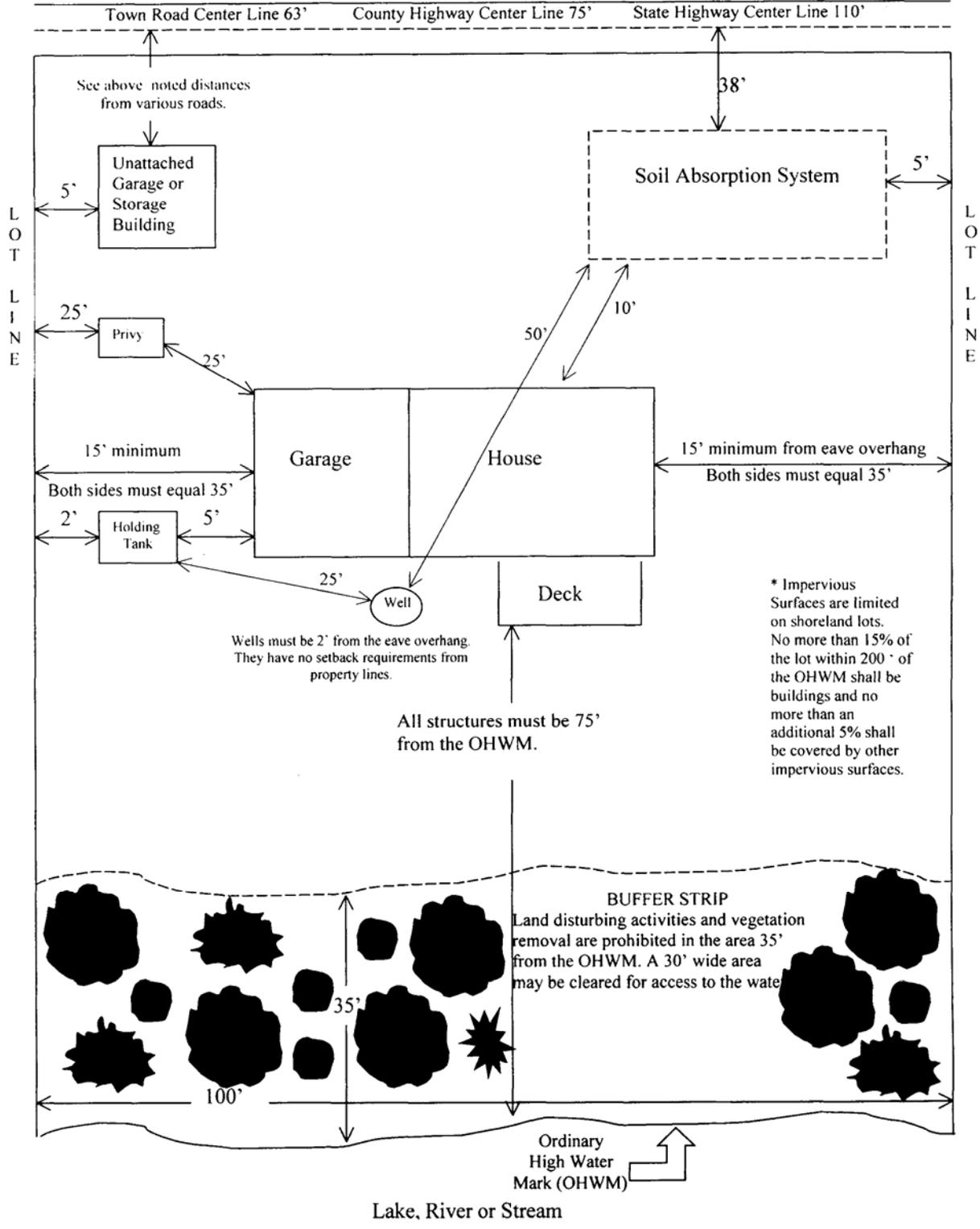
Lakes and streams are an important part of our past, our present and our future. All navigable waters of the State of Wisconsin belong to the public and are protected so that all people, for all generations, can use and enjoy them.

The Rusk County Shoreland Zoning Ordinance applies to all areas of Rusk County that are within 1000' of any lake, pond, or flowage, or within 300' of any river or stream. The intent of the shoreland ordinance is to protect water quality, wildlife habitat, fish spawning grounds, natural beauty and lake and river ecosystems. The greatest challenge of the ordinance is to balance the "public trust", that is required to protect that which belongs to everyone, and the "rights" of property owners, to be able to use their land in a responsible way. The land and water will still be here even after we have moved on. Many activities that occur around lakes and streams can be detrimental to the waterway. Because of this,

Permits are required for most activities and specific requirements are set forth, including:

- **Setbacks:** Certain setbacks must be met from roads, waterways, lot lines, floodplains, wells and septic systems in order to protect health, safety and water quality. All structures have required setbacks. Structures include any human-made object with form, shape and utility.
- **Subdivisions:** Minimum lot sizes are required for newly created parcels, in order to provide for safe and orderly building placement and access.
- **Sanitary Regulations:** Rules for proper wastewater disposal (septic systems) address proper siting, design, installation, inspection and maintenance of all septic systems in order to protect public and environmental health.
- **Land Disturbing Activities:** Grading, filling, dredging, ditching and excavating are limited in order to prevent erosion and destruction of fish and wildlife habitat. The regulations also protect neighboring properties.
- **Vegetation Removal:** Removal of existing trees and vegetation should always be kept to a minimum. No excavation or vegetation removal shall be done in the area within 35' from the shoreline. This area, known as the Vegetative Buffer area, offers an area for reducing and filtering runoff before it gets to the water and also offers habitat for fish and wildlife. Only a 30' wide area may be cleared for access to the water.
- **Nonconforming Structures:** Nonconforming structures are those structures that do not meet certain setbacks but were built prior to the ordinance being in effect. There are more restrictive limitations on the expansion and improvements of nonconforming structures in order to reduce the impact that these structures have on water quality or public health and safety factors.
- **Impervious Surfaces:** These are areas where precipitation is essentially unable to infiltrate into the soil. Impervious surfaces are limited because of the negative impacts that unfiltered stormwater has on our lakes and rivers and neighboring properties.
- **Stairways and Walkways:** Stairways and walkways may be permitted in areas less than 75' from the shoreline in order to provide safe access and to protect the shoreline because of steep slopes or wet, unstable soils.
- **Development in Wetlands:** Development in wetlands is strictly limited in order to protect water quality, flood storage areas, stormwater filtering areas and fish and wildlife areas.
- **Uses:** Conditional Use Permits may be required for certain "uses" of a property which may not be in conjunction with surrounding uses, such as commercial uses, motels and multi-family dwellings.

RUSK COUNTY SETBACK MAP
 Rusk County Zoning Office, 311 East Miner Avenue, Suite N110, Ladysmith, WI 54848
 Phone: 715-532-2156 * Fax: 715-532-2194 * E-mail: ctesky@centurytel.net



Appendix B. Shoreland stewardship publications

Small quantities of publications are generally available free of charge from the Dept. of Natural Resources (DNR) and UW-Extension. There may be a charge for larger quantities. Known publication charges are listed. There may be additional shipping and handling charges.

Many of these publications are available by online order through the UW-Extension web site: <http://learningstore.uwex.edu/> or by calling UW Cooperative Extension Publications toll free at 1-877-947-7827.

Another helpful UW-Extension Publications web site is:
<http://clean-water.uwex.edu/pubs/index.htm>

Many publications are also available through local DNR offices. Be sure to have publication number ready. For a listing of DNR Service Centers in your area, see:
<http://www.dnr.state.wi.us/org/caer/cs/ServiceCenter/locations.htm>

General Shoreland Management

The Water's Edge: Helping fish and wildlife on your waterfront property.
DNR Publication # FH-428-2004 \ UWEX Publication # GWQ040. This is a colorful, comprehensive brochure that describes the importance of shoreline habitat and good water quality, as well as things that waterfront property owners can do to help fish and wildlife. Available from your local DNR Service Centers or UWEX.

To download or order, see:

<http://www.dnr.state.wi.us/org/water/wm/dsfm/shore/property.htm> or
<http://clean-water.uwex.edu/pubs/shore.htm>

Protecting Your Waterfront Investment: 10 Simple Shoreland Stewardship Practices.

UW-Extension Publication # GWQ040 / DNR Publication # WT-748. Healthy watersheds make healthy lakes and higher property values. This colorful 20-page booklet shows how property owners can take simple steps to curb pollutants, cut runoff, and capture and cleanse pollutant-carrying runoff before it reaches a waterway.

To download or order, see: <http://clean-water.uwex.edu/pubs/shore.htm> or:
<http://www.dnr.state.wi.us/org/water/wm/dsfm/shore/publications.htm>

Shoreland Property - A Guide to Environmentally Sound Ownership.

This full color booklet provides information about purchasing, protecting, and enhancing your waterfront property.

To download or order, see: <http://clean-water.uwex.edu/pubs/shore.htm>

Owning Waterfront Property: A Checklist.

This is a 4-page brochure produced by the Wisconsin Lakes Partnership, Wisconsin Environmental Initiative, and others. It provides a checklist of simple best management practices for new waterfront property owners to consider what will benefit their property and the environment. It also provides a list of where to get more detailed land use, zoning, and lake protection information. Available from Wisconsin Environmental Initiative (WEI) at 608-280-0360 for \$0.24 each. Its text is also available on WEI's website (click on the Ag. / Land Use tab): www.wi-ei.org

Pier Planner.

Available from local DNR Service Centers. For a downloadable format, visit (and click on Pier Planner hypertext):

<http://www.dnr.state.wi.us/org/water/fhp/waterway/piers.shtml>

Sensible Shoreland Lighting.

UW-Extension Publication # GWQ031. This booklet describes the problem of light pollution, suggests ways to establish less obtrusive lighting options, and gives tips for talking with neighbors about sensible lighting. For a downloadable format, see:

<http://www.uwsp.edu/cnr/uwexplakes/humanimpact/> or
<http://clean-water.uwex.edu/pubs/shore.htm>

Your Lake And You!

This is a newspaper-size brochure produced by the North American Lake Management Society (NALMS). It describes simple steps that waterfront property owners can take in the home, yard, and community to protect lakes. Available from the NALMS office (608/233-2836, or visit: www.nalms.org) for \$0.75 each.

The Shoreland Stewardship Fact Sheet Series

A Fresh Look at Shoreland Restoration (Series Number 1).

UW-Extension Publication # GWQ027 \ DNR Publication # FH-429-2003. This is a colorful 4-page brochure that provides an introduction to shoreland stewardship and the benefits of shoreland restoration, including some helpful suggestions.

To download or order, see: <http://clean-water.uwex.edu/pubs/shore.htm> or:
<http://www.dnr.state.wi.us/org/water/wm/dsfm/shore/publications.htm>

Protecting and Restoring Shorelands (Series Number 2).

UW-Extension Publication # GWQ038 \ DNR Publication # WT-748-2003. This full color 8-page brochure provides an overview of shoreland restoration considerations, including habitat and aesthetics, site characteristics, and first steps to take. To

download or order, see: <http://clean-water.uwex.edu/pubs/shore.htm> or:
<http://www.dnr.state.wi.us/org/water/wm/dsfm/shore/publications.htm>

Protecting Our Living Shores (Series Number 3).

UW-Extension Publication # GWQ039 \ DNR Publication # WT-764-2003. This full color 6-page brochure provides an overview of the importance of shoreland protection with additional focus on beneficial native plants, plus the habitat needs of fish such as small mouth bass and other wildlife.

To download or order, see: <http://clean-water.uwex.edu/pubs/shore.htm> or: <http://www.dnr.state.wi.us/org/water/wm/dsfm/shore/publications.htm>

Shoreland Restoration

Wisconsin Native Plant Sources and Restoration Consultants.

UW-Extension Publication # GWQ041 \ DNR Publication WT-802. This publication provides a list of nurseries that sell native plants and seeds for shorelands, wetlands, and woodlands. It also includes information about restoration and native ecosystems.

To download or order, see: <http://clean-water.uwex.edu/pubs/shore.htm> or: <http://www.dnr.state.wi.us/org/water/wm/dsfm/shore/publications.htm>

Natural Shorelines: Restoration Stories.

This colorful, 16-page booklet shows before-and-after photos from a number of shoreland restoration projects. It provides a description of each site's design, the types of native plants used, costs, and lessons learned. Examples are provided for wet, dry, sunny, shady, and sandy-soil conditions. Available from Harmony Environmental at \$0.50 each (715/268-9992), or from Wisconsin Association of Lakes (800/542-5253 toll-free in Wisconsin only, or 608/661-4313).

Restoring Your Shoreland - A Guide to Shoreland Planting Packets.

Available from local DNR Service Centers. For a listing of DNR Service Centers in your area, visit: <http://www.dnr.state.wi.us/org/caer/cs/ServiceCenter/locations.htm>

Shoreland Restoration: A Growing Solution Step-by-Step Guide

Brochure is available from Harmony Environmental at \$0.30 each (715/268-9992). Videos with an accompanying Step-by-Step Guide brochure are also available from UW-Extension, Publication # GWQ032 at \$10.00 each.

Yard Care and Environment Series

Shoreline Plants and Landscaping.

UW-Extension Publication # GWQ014 \ DNR Publication WT-461-94. This 16-page booklet describes the benefits of natural landscaping instead of lawns along shorelines and streambanks, and provides an extensive list of trees, shrubs and ground layer plants suitable for lands bordering streams and lakes in Wisconsin.

To download or order, see: <http://clean-water.uwex.edu/pubs/home.htm#yard>

Rethinking Yard Care.

UW-Extension Publication # GWQ009 \ DNR Publication # WT-526. This is an 8-page brochure that describes the impacts of nonpoint source pollution and suggests simple best management practices homeowners can use to help protect the environment. To download or order, see: <http://clean-water.uwex.edu/pubs/home.htm#yard>

Lawn and Garden Fertilizers.

UW-Extension Publication # GWQ002 \ DNR Publication # WT-528. This 4-page brochure describes how improper fertilizer applications can degrade water quality and offers suggestions for proper fertilizer use.

To download or order, see: <http://clean-water.uwex.edu/pubs/home.htm#yard>

Controlling Runoff and Erosion

Rain Gardens. A Household Way to Improve Water Quality in Your Community.

UW-Extension Publication # GWQ034 \ DNR Publication # WT-731. This booklet offers a basic introduction on how rain gardens help protect water quality, and general step-by-step instructions on how to build a rain garden in your yard. To download or order, see: <http://clean-water.uwex.edu/pubs/home.htm#yard> or: <http://dnr.wi.gov/org/water/wm/nps/rg/index.htm>

Rain Gardens: A how-to manual for homeowners.

UW-Extension Publication # GWQ037 \ DNR Publication # WT-776. This is a detailed manual that covers rain garden sizing and site, construction details and planting and maintenance. It includes 11 conceptual planting designs with plant species lists. To download or order, see: <http://clean-water.uwex.edu/pubs/home.htm#yard> or: <http://dnr.wi.gov/org/water/wm/nps/rg/index.htm>

Erosion Control for Home Builders.

UW-Extension Publication # GWQ001 \ DNR Publication # WT-457. This brochure describes methods of preventing soil erosion during home construction, including a look at lawn sodding and seeding, silt fences and a sample erosion control plan. To download or order, see: <http://clean-water.uwex.edu/pubs/storm.htm>

Brown Water, Green Weeds: Familiar Signs of Runoff Pollution.

UW-Extension Publication # GWQ003 \ DNR Publication # WT-459. This 4-page brochure includes information about the effects of runoff pollution on water quality and wildlife. Sediments and nutrients cause many of the problems we see in streams and lakes.

To download or order, see: <http://clean-water.uwex.edu/pubs/storm.htm>

Runoff and impervious surfaces: a three part series

Rain and Snow - Where Do They Go and What Do They Take With Them?

This color fact sheet describes how streams and fisheries are affected by impervious (hard) surfaces and land use.

Impervious Surface - An Environmental Indicator.

This fact sheet describes the results of increased impervious surfaces and community actions that can be adopted to address them.

Siting Rural Development - To Protect Lakes and Streams and Decrease Road Costs.

This fact sheet explores the existing road system in Wisconsin and its cost per person and offers specific tools for minimizing pollutant sources and pollutant delivery to lakes and streams.

All three fact sheets in this series are available from the Center for Land Use Education (715/346-3783). For a downloadable version, see:

<http://www.uwsp.edu/cnr/landcenter/pubs.html>

Shoreland ordinances

Lake Classification Fact Sheet Series.

This fact sheet series addresses several aspects of county lake classification. Fact sheets at the beginning of the series describe the basic classification process and terms. The remainder of the fact sheets provide background and management ideas for common shoreland issues. The fact sheets are available on line at <http://www.uwsp.edu/cnr/uwexlakes/factsheets/> or from Wisconsin Association of Lakes (800/542-5253 toll-free in Wisconsin only, or 608/661-4313).

- #1 – What is Lake Classification
- #2 – The Value of Good Water Quality
- #3 – Lake Classification Grants for Counties - A New Opportunity
- #4 – Shore Buffer Areas - “Woodsmen Spare That Tree”
- #5 – Shoreline Buffer Zones and Setbacks
- #7 – Land Disturbance Management and Impervious Surface Area Standards
- #8 – Nonconforming Development and the Vital Shore
- #9 – Managing Nonconforming Uses, Lots and Structures
- #10 – Shallow Areas, The Near Shore Zone and Human Impacts
- #11 – Managing Piers & Wharves
- #12 – Lakeshore Development - It All Adds Up!
- #13 – Guiding Lakeshore Development Through Lot Size and Side Yard Standards

- #14 – The Key to Lake Protection
- #15 – Guiding Lakeshore Development: Conservancy Development
- #16 – Looking Beyond the Lakeshore: Watershed Management
- #17 – Landowner Initiatives: Conservation Easements
- #18 – Mitigation
- #19 – Habitat Management and Natural Beauty Protection
- #20 – Local Boating and Recreation Use Management
- #21 – Shoreland Zoning and Water Quality Protection
- #22 – Boathouses

Why Protect Shoreland Areas?

Wisconsin DNR Publication # WZ-009-94. This 4-page brochure briefly explains statewide minimum shoreland regulations and the rationale behind them. Available from your local DNR Service Center or on-line at:

<http://www.dnr.state.wi.us/org/water/wm/dsfm/shore/property.htm>

Also available from Wisconsin Association of Lakes (800/542-5253 toll-free in Wisconsin only, or 608/661-4313).

Exotic Species

A Field Guide to Aquatic Exotic Plant and Animals

This 10-panel color brochure describes common Midwest aquatic exotics and offers a checklist to help minimize their spread.

Purple Loosestrife Watch, Eurasian Water Milfoil Watch, Round Goby Watch, Ruffe Watch, Zebra Mussel Watch.

Identification cards with color pictures folded to 2¼ X 3½ inches.

Available from DNR Service Centers.

All the above listed are available from DNR Service Centers, UW-Extension, or UW Sea Grant Program offices. See: <http://www.uwex.edu/erc/invasives.html> or

<http://www.seagrant.wisc.edu/ais/Default.aspx?tabid=359> or

<http://www.dnr.wi.gov/invasives/aquatic/>

