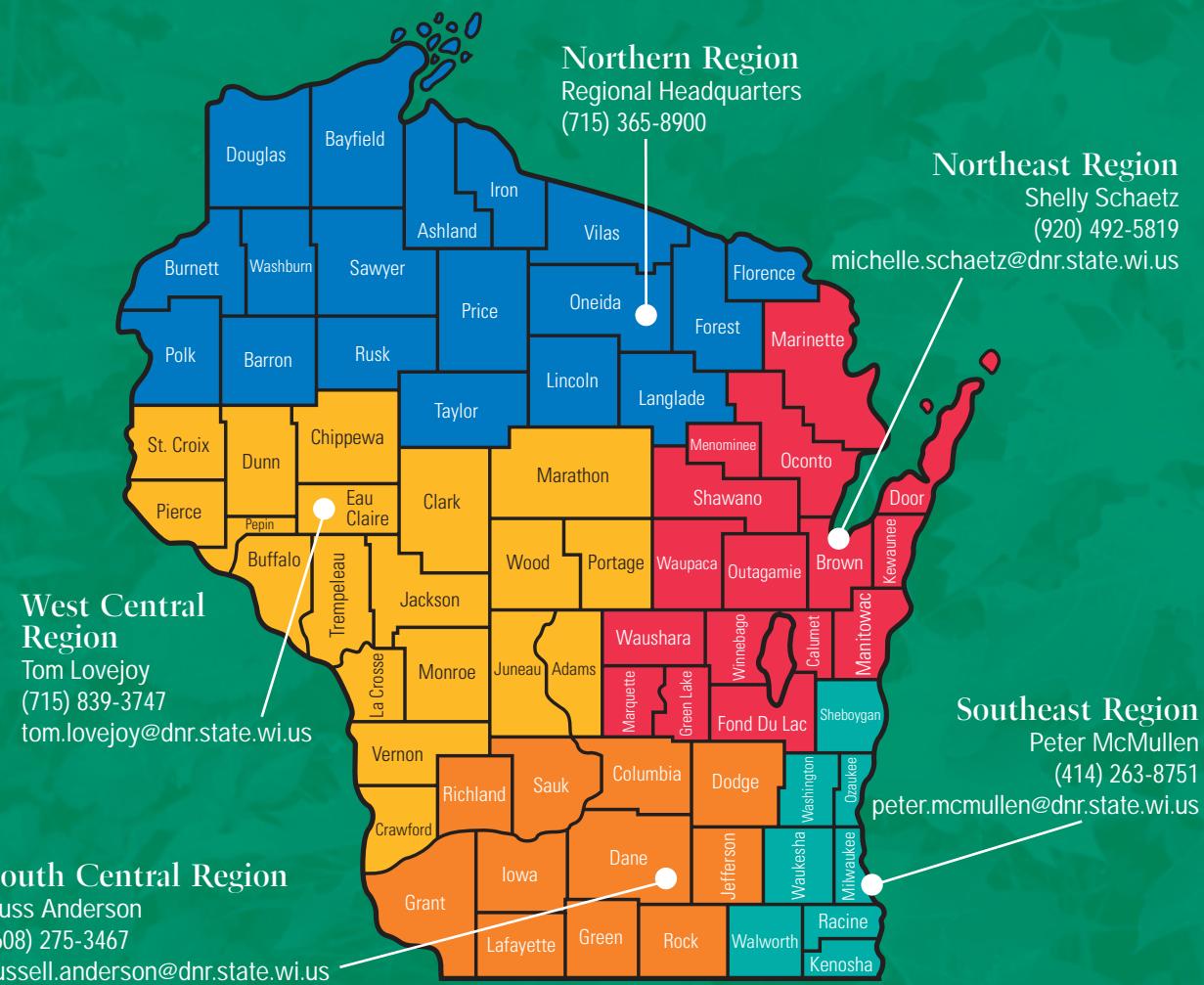


# Wisconsin Department Of Natural Resources Regional Land Use Contacts



Visit the *Smart Forestry for Smart Growth* Website  
[www.dnr.state.wi.us/org/land/forestry/smартgrowth](http://www.dnr.state.wi.us/org/land/forestry/smартgrowth)

The Wisconsin Department of Natural Resources provides equal opportunity in its employment programs, services and functions under an Affirmative Action Plan. If you have any questions, please write to Equal Opportunity Offices, Department of the Interior, Washington D.C. 20240.

This publication is available in alternate format (large print, Braille, audio tape, etc.) upon request.  
Call 608-267-7494 for more information.



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# Smart Forestry for Smart Growth

Let the Wisconsin  
Department  
of Natural Resources  
Division of Forestry  
Help Your  
Community  
Grow Smarter

Wisconsin's forests  
are ecological,  
economic,  
and  
social treasures.



**As one of the principal stewards of Wisconsin's 16 million acres of public and private forestlands, the Department of Natural Resources Division of Forestry knows about the wise use and sustainable management of our shared resources.**

We also have a deep commitment to long-range planning and the managed growth of our forests, and we know that effective plans for the future start with good data and a comprehensive understanding of the issues at hand. In keeping with our motto,

"Service to People and their Resource," the Division of Forestry's **Smart Forestry for Smart Growth** initiative is designed to provide local communities with the information and support they need to draft smart plans that sustain their forest resources, strengthen their economies, and improve their quality of life for themselves and their children.

### What Is *Smart Growth*?

According to the American Planning Association, *Smart Growth* means, "using comprehensive planning to guide, design, develop, revitalize and build communities for all that have a unique sense of community and place, preserve and enhance valuable natural and cultural resources, equitably distribute the costs and benefits of development, expand the range of transportation, employment and housing choices in a fiscally responsible manner, value long-range, regional considerations of sustainability over short-term incremental geographically isolated actions, and promote public health and healthy communities."



### Data

The Division of Forestry has data on the economic, ecological, and social impacts of forests at many scales. If your community includes large forest tracts, several small wooded parcels, or even a few street trees, we may be able to provide you with data you can use to draft your comprehensive plan. Links to data and data sources can be found on our website.



### Who To Contact

If you have questions about forests and comprehensive planning, would like more information, or want to know how you can become an advocate for your community's forest resources, please contact the Department of Natural Resource's land use representative for your part of the state. Regional land use representatives are familiar with comprehensive planning, and can provide you with further information and the name of your county's Division of Forestry **Smart Forestry for Smart Growth** contact. For the name, number, and email address of your regional land use contact, please refer to the back cover of this brochure.

### Local *Smart Forestry For Smart Growth* Division of Forestry Contacts

The Division of Forestry has identified a local Department of Natural Resources forestry contact for every county in the state. Local **Smart Forestry for Smart Growth** contacts, all of whom are professional field foresters working in the state, county, and private forests of the areas they represent, have expert knowledge of your local forests. If you have questions about planning for the future of your forests, our local foresters are ready to help.

### *Smart Forestry For Smart Growth*

For more than 100 years, Wisconsin's foresters have been helping people and communities sustainably manage their forestlands. Today, the Division of Forestry is ready to help your community incorporate the ecological, economic, and social benefits of forests into your comprehensive plan. In Wisconsin, healthy forests support healthy communities, and *Smart Growth* planning should support thriving forests.

Wisconsin  
leads the nation  
in forest product  
manufacturing  
capital expenditures,  
ranks second  
in annual payroll,  
and second  
in total forest  
products  
employment.

While the forest products industry is important throughout Wisconsin, 42% of forest products jobs are actually located in southeastern Wisconsin – the least heavily forested portion of the state.



## The Division Of Forestry's Role In Local Comprehensive Planning

The planning process that was created by Wisconsin's comprehensive planning law is essentially a local one. Neither the Department of Natural Resources nor the Division of Forestry has a mandated role in any local comprehensive planning effort. The Division of Forestry does, however, have data, information, programs, subject area experts, and local foresters available to help your community draft and implement a comprehensive plan.

## How Can Forestry Help?

The Division of Forestry has created the *Smart Forestry for Smart Growth* initiative to help communities consider forest resources throughout the comprehensive planning process. We have data on forests and forest management to provide background for your plan and information on policies and programs that can be used by local communities to draft their plan and implement its goals. Our foresters have expert knowledge of local forests and programs that can help maintain and enhance them.

## Information

At the Division of Forestry, we are committed to providing communities and their planners with useful information about forests and comprehensive planning. Further information on the following topics, along with others, will be available under *Smart Growth* at our website, or by contacting the Division of Forestry directly.

- Using Forestry Data
- Fire Wise: Planning for Forests and Public Safety
- The Economic Impacts of Forests
- Urban Forestry
- Forest Conservation: Forest Legacy and the Managed Forest Law
- Forests and the Nine Comprehensive Plan Elements



## Wisconsin's Smart Growth Legislation

Between 1999 and 2001, the state of Wisconsin adopted some of the most significant changes to its planning and land use laws since enabling land use master planning in the early 1940s. The new comprehensive planning law requires that every town, village, city, county, and regional planning commission in the state make decisions consistent with an adopted comprehensive plan by 2010. Although the law requires that a comprehensive plan consider nine main areas, or elements, communities are given wide leeway in drafting plans that meet their individual needs, goals, and values. Wisconsin's comprehensive planning process encourages community leaders to join with citizens in exploring the existing condition of their community, imagining the community they want to become in the future, and developing a plan to bring that vision to life.



## Why Are Forests Important To Wisconsin?

Wisconsin's forests are ecological, economic, and social treasures. Forests provide raw materials for the forest products industry and a setting for the tourism industry, two leading sectors of both state and local economies. Forests also provide a venue for hunting, fishing, hiking, and countless other recreational activities enjoyed by Wisconsinites and visitors alike. Wisconsin's forests sustain our water resources and provide habitat for a wide variety of plants and animals, including threatened and endangered species that make their homes nowhere else. Forests also balance the effects of global warming and air pollution by producing oxygen and storing carbon. Ultimately, Wisconsin's forest resources contribute to the quality of life that we cherish, and help to create the landscape that we are proud to call home.



Wisconsin's  
16 million acres  
of forests cover  
46 percent  
of the state's  
land area.

## The Forests Where We Live

In our cities and villages, trees do more than just beautify parks and front yards. A tree canopy softens the blow of a downpour, allowing rain to soak more slowly into the ground. When runoff is minimized, so are flooding, pollution, and the sedimentation of rivers and lakes. Trees provide shade in summer and insulation in winter, reducing air conditioning bills by up to 25 percent and heating bills by 10 to 20 percent. Trees also increase property values; for instance, people shop longer on streets with abundant foliage, and businesses in wooded developments report higher productivity and reduced rates of absenteeism. Urban forests, like all forests, make tremendous economic, environmental, and aesthetic contributions to our communities.



## Seeing The Forest For The Trees – Forestry And Your Comprehensive Plan

Forests represent one of our state's most important land uses; they are a defining feature of individual communities and entire regions, but in many areas they are also being threatened. Significant areas of forestland are converted to other uses every day, and large tracts of contiguous forest are being fragmented in ways that may compromise the viability of ecosystems and of the state's forest economy. Wisconsin's comprehensive planning law can be used as a framework to help local governments manage forests to meet the needs of current and future generations. Comprehensive plans that ignore forests could, however, have serious negative impacts on the sustainability of Wisconsin's forest resource. Because forest resources are potentially affected by each of the nine required comprehensive plan elements, they should be considered throughout the plan and throughout the planning process. Whether your community is a town, village, city, or county, it is important to include a vision for the future of your forests in your comprehensive plan.

In 1996,  
Milwaukee's  
urban forest  
saved its citizens  
more than 17 million  
dollars through  
flood control,  
reduced energy  
demand,  
and cleaner air.

## Who Should Care About Forests And Smart Growth?

### LOCAL OFFICIALS

The comprehensive planning process is about developing a vision for your community and creating a plan to put that vision into action. The plan you create will serve as a guide to direct development for years to come. By using today's comprehensive planning process to protect forests and urban green space, you can ensure that your community and its forests will remain healthy both tomorrow and long into the future.



### PLANNERS AND CONSULTANTS

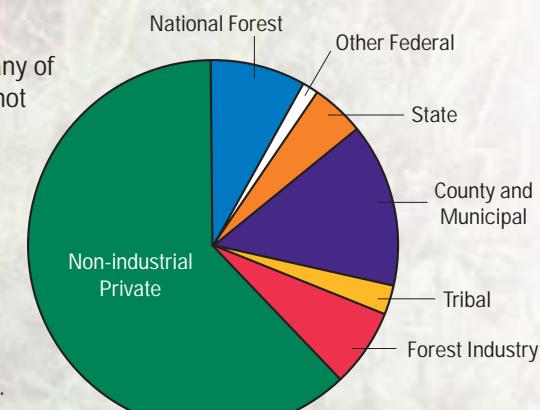
Across the state of Wisconsin, forests represent a key and often overlooked land use; forests provide countless economic benefits and are an important amenity for residents and visitors alike. The planning profession strives to create pertinent, useful, and comprehensive plans to help guide the development of our communities, and in Wisconsin, no plan can be truly comprehensive unless it addresses forest resources.

### FOREST LANDOWNERS

Most of Wisconsin's forestland is owned by private landowners; in fact, 57 percent of the 16 million acres of forested land in the state is owned by about 260,000 private individuals. Private forest landowners know how important forests are, and are often the best advocates for forests when local land use decisions are being made.

### PRIVATE CITIZENS

Research shows that many of Wisconsin's citizens do not realize how dependent they and their neighbors are on forests for wood products, employment, and recreation. The forests of Wisconsin are a shared resource, and their protection is everyone's responsibility.



Forest Ownership in Wisconsin

Forest products and forest-based recreation account for roughly 12 percent of the Gross State Product and 18 percent of the jobs in Wisconsin.