



WISCONSIN ASSOCIATION OF LAKES, INC.

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

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“Up North” is up for sale and its future is up to you

If your image of “Up North” includes tracts of forest dotted with high quality lakes and good fishing, and a beautiful retreat from traffic and suburbia, growing pressure from developers and legislative initiatives may threaten your special place.

Quietly, real estate investment companies, such as the Seattle based Plum Creek Timber Company, have acquired hundreds of thousands of acres in Northern Wisconsin. These lands are a company investment, and little by little, like the slow release of a pressure valve, they are being sold, and are often subdivided by developers.

Assembly Bill 299 would eliminate all shoreland zoning requirements for land that is annexed by a city or village. If passed, this bill would do away with shoreland protection standards for annexed areas, allowing high density development close to the water. High density development can negatively affect our special Northern lakes by altering their scenic beauty and character, destroying fish and wildlife habitat, increasing polluted runoff, and reducing water quality.

Will cities and villages value and require shoreland standards that protect water quality, fish and wildlife habitat, natural scenic beauty, and enhance private property values? Or will short term interests of investment companies and developers permanently transform the “Up North” experience from a special place into a familiar urban space?

The decisions made today will determine how “Up North” will develop. We are not against development; we are for smart development that will keep lakes clean, safe, healthy, and preserve everyone’s— anglers, boaters, tourists, and the businesses that depend on them—enjoyment of the water.

The Wisconsin Association of Lakes feels AB 299 is likely to undermine property values and threaten the near shore environment; we oppose this bill. Please contact your state Senator, and let him/her know you want him/her to protect your lake by voting against AB 299.

Sincerely

Peter T. Murray
Executive Director