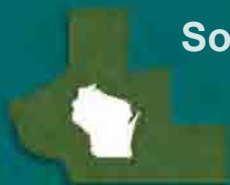


Town & City of Platteville

Smart Growth Comprehensive Plan

Grant County, Wisconsin

September 10th, 2010 Draft



Southwestern Wisconsin
Regional Planning
Commission



I. ISSUES AND OPPORTUNITIES

PLAN PURPOSE

This Comprehensive Plan represents a guide for the long-term growth and development of the City and Town of Platteville. It is intended to anticipate change and to plan for the preservation of the unique community resources identified by the community. The Plan includes a vision to guide future development, an inventory of the community's resources, an analysis of trends, a series of recommendations and an implementation strategy. To ensure that the entire community will embrace the plan, it incorporated a comprehensive public participation process, described below.

State Statutes (62.095) require that a Comprehensive Plan include the following nine elements: Issues and opportunities, housing, transportation, intergovernmental cooperation, land use, economic development, agricultural, natural and cultural resources, community facilities and implementation. Each of these elements is included in the plan.

Wisconsin's comprehensive planning law requires local governments that receive comprehensive planning grant funds to indicate how they will meet the following 14 statutory comprehensive planning goals:

1. Promotion of the redevelopment of lands with existing infrastructure and public services and the maintenance and rehabilitation of existing residential, commercial and industrial structures.
2. Encouragement of neighborhood designs that support a range of transportation choices.
3. Protection of natural areas, including wetlands, wildlife habitats, lakes, woodlands, open spaces and groundwater resources.
4. Protection of economically productive areas, including farmlands and forests.
5. Encouragement of land uses, densities and regulations that promote efficient development patterns and relatively low municipal, state governmental and utility costs.
6. Preservation of cultural, historic and archaeological sites
7. Encouragement of coordination and cooperation among nearby units of government.
8. Building of community identity by revitalizing main streets and enforcing design standards.
9. Providing an adequate supply of affordable housing for individuals of all income levels throughout each community.
10. Providing adequate infrastructure and public services and an adequate supply of developable land to meet existing and future market demand for residential, commercial and industrial uses.
11. Promoting the expansion or stabilization of the current economic base and the creation of a range of employment opportunities at the state, regional and local levels.
12. Balancing individual property rights with community interests and goals.
13. Planning and developing land uses that create or preserve varied and unique urban and rural communities.
14. Providing an integrated, efficient, and economical transportation system that affords mobility, convenience and safety, and that meets the needs of all citizens, including transit-dependant and disabled citizens.

Planning Area City and Town of Platteville

Map 1.1

- Local Road
- County Highway
- State Highway
- Federal Highway
- Stream

- 1.5 Mile Buffer
- City Boundary
- Municipal Boundary
- County Boundary

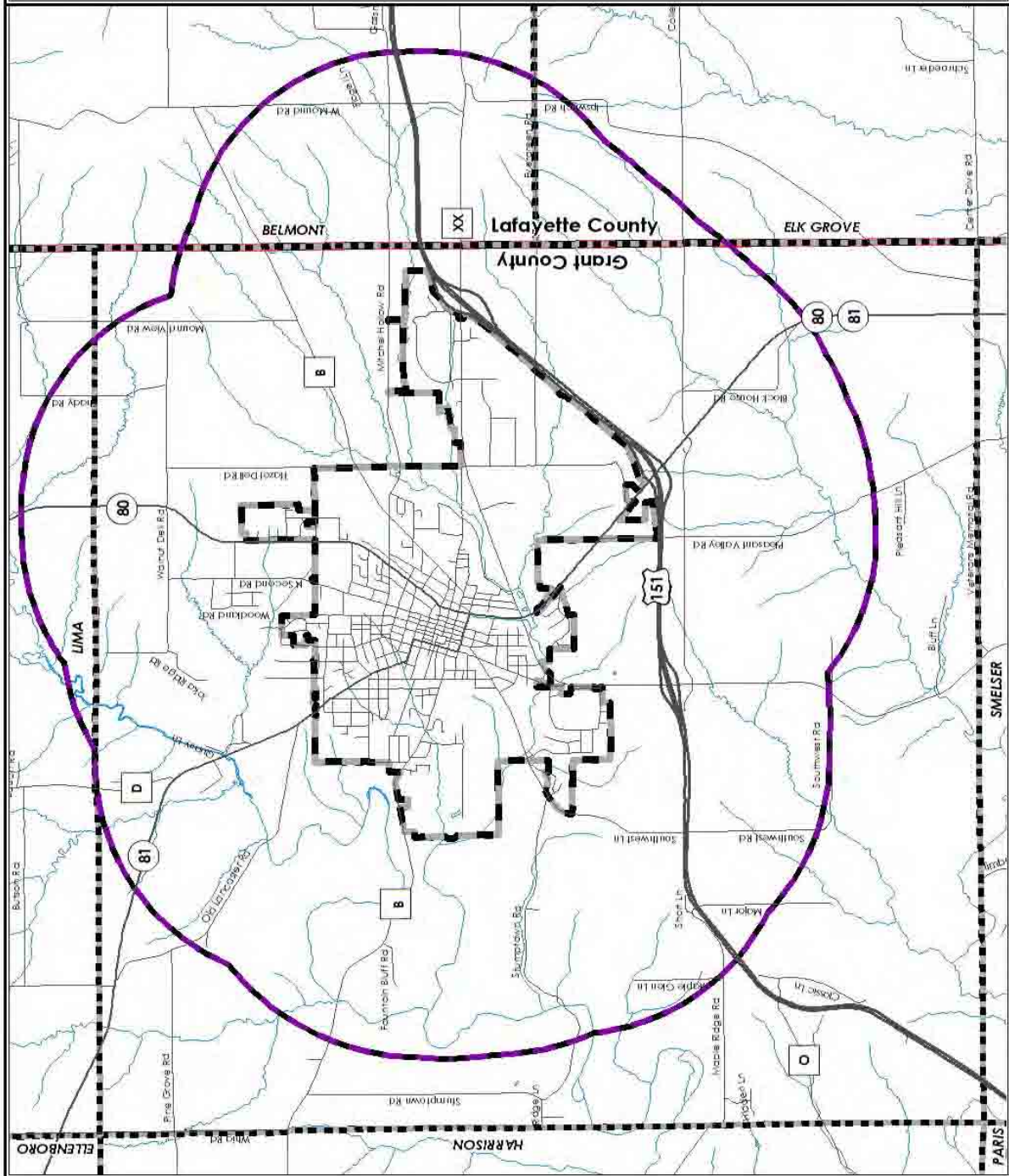


715 Pioneer Drive
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Source: City of Platteville
WISDOT SWREC Inventory
August 26, 2009

This map is a planning tool and is not intended to be used for any purpose other than the one for which it was prepared. It is not a legal document and does not constitute a contract.

DRAFT





Participants developed key area vision statements and goals and objectives at the second community-wide workshop

The Town and City of Platteville Smart Growth Comprehensive Plan includes specific goals, objectives and policies for each plan element that foster the implementation of each of the 14 comprehensive planning goals.

DESCRIPTION OF PLANNING AREA

The Town of Platteville, in Grant County is located in the southern portion of the "Driftless" or unglaciated area that occupies much of southwestern Wisconsin. The Town is characterized by rolling hills with steep slopes and deep valleys. The Town completely surrounds the City of Platteville. According to the 2000 Census, the Town of Platteville has a population of 1,343, and the majority of its land base is in agricultural production (see Map 1.1).

The City of Platteville, home to University of Wisconsin-Platteville and a regional retail service center, has a population of nearly 10,000. The City is approximately 75 miles from Madison and 20 miles northeast of Dubuque, Iowa. The City's historic Main Street and other cultural and historical sites attract visitors from the region. UW-Platteville, known for its engineering, industrial technology and agricultural programs, is the region's largest employer and has played a dominant role in shaping the region.

European miners were attracted to Platteville back in the 1820's by the rich lead deposits. In 1827, the settlement was called Platte River and later changed to Lebanon and then to Platteville. By the fall of 1828, the area had about 150 inhabitants. The region's economy grew quickly once mineral lead was discovered in the area.

The Town was planned in a practical way with an emphasis on access to the Town's mine entrances. The County Board organized Platteville Township, containing 36 square miles in 1849. Throughout the 1800's, the Town continued to flourish; Platteville was incorporated in 1880. In 1895, the population of the Town was 4,254 and the City, 3,321. When the price of ore became too low for profitable operation of mining, agriculture became the economic mainstay of the area.

COMMUNITY PLANNING PROCESS AND PUBLIC PARTICIPATION PLAN

The public participation approach used a visioning process to develop the comprehensive plan. Visioning is a process in which the community builds consensus on a description of their preferred future - the set of conditions they want to see in the future. The community developed a vision for the future and a series of goals, objectives and strategies to guide the future of the City and Town. The visioning process began with an issue identification that took place during a kick-off community wide workshop. This preliminary step of issue identification narrowed the range of discussion to

those issues most important to the community.

During the second community workshop, participants chose an issue area (housing, land use, intergovernmental cooperation, etc.) in which to focus their efforts, and they developed a set of goals and objectives to guide the future of the community in terms of that particular area. This information guided a project steering committee and other interested citizens in developing specific policies for each issue area. These policies and strategies were developed and refined during the steering committee meetings, all of which were open to the public.

The comprehensive planning process included the public participation components listed below.

- Creation of a project steering committee with representatives from the Town and City, the business community, the University, UW-Extension, the Southwestern Wisconsin Regional Planning Commission, the local school district, and representatives from community organizations, charged with assisting in outreach, public participation efforts and providing input on goals, objectives and strategies, programs and policies.
- Two community-wide workshops to develop a vision and identify goals, objectives, and policies to guide the future development of the City and Town.
- Interviews with key stakeholders in the community to solicit their views on the significant issues in the City and Town.
- Focus group with high school students to elicit input on planning issues and the future of the community.
- Ten project steering committee planning meetings open to the public.
- Two joint public hearings on the draft plan and the revised plan.
- One public hearing in the City on the final plan.
- One public hearing in the Town on the final plan.

Kick-off Community Workshop

The kick-off community workshop was intended to build momentum for the planning process, solicit citizen input and facilitate consensus about a general vision for the future development of the City and Town. During this first meeting, participants identified the unique qualities of the community and the key issues and concerns of residents. Community residents brainstormed ideas and engaged in a discussion about the future of the City of Platteville and the Town of Platteville. During this kick-off workshop, participants answered the following questions: What do we want to preserve in the community? What do we want to change in the community? What do we want to create in the community? The answers to these questions were used to develop a general vision. By the end of the first workshop, participants prepared a community vision statement that provided a framework for the entire planning process.

Second Community Workshop

At the second community-wide workshop, community members developed key area vision statements, and goals and objectives for key areas. Key areas included each element of the Smart Growth law: housing, economic development, transportation, community utilities, agricultural, natural and cultural resources, intergovernmental cooperation and land use.

Other Public Participation Efforts

Stakeholder interviews were conducted to elicit further input on key community issues. A focus group was conducted with high school students to elicit their ideas on the future of the community.

Series of Steering Committee Meetings

Once the community developed their goals and objectives, the steering committee met to de-



Concert-goers in the downtown City Park take in an outdoor open house of design ideas and recommendations for the City's Historic Downtown Streetscape Plan. Public input played a valuable role in the development of this plan, which was adopted by the City in December 2001

velop a series of specific policies, programs and recommendations to implement these goals. Each steering committee meeting focused on a single-issue area. The major focus of each meeting was to review and revise specific goals, objectives and strategies.

Public Hearings

The Draft Comprehensive Plan was presented to the community at a public hearing for feedback and included the overall general vision statement, the key area visions, the goals and strategies, maps and recommendations for policies and programs to implement the goals. This hearing was intended to elicit comments from everyone on each plan component and was an opportunity for citizens to offer opinions and suggestions regarding the overall Draft Comprehensive Plan.

The Revised Comprehensive Draft Plan incorporated comments and concerns that emerged during the first public hearing. A second public hearing was held on the Revised Comprehensive Draft Plan to elicit additional community feedback. Two final public hearings were held: one with the City and one with the Town. The Comprehensive Plan was prepared for adoption by both the City and Town governing bodies.

2008-09 Plan Update: Community Survey

In 2008, the Town and City of Platteville began the updating process of the Comprehensive Plan by conducting a Community Survey. The Community Survey was a census survey that included all Town residents, City residents, and UW-Platteville students. The Survey was made available both online and in paper format. Results from the survey were displayed on the web for review and were incorporated into the Plan Update process.

OVERALL VISION STATEMENT

The Platteville community is a safe, accessible place with a small town atmosphere that values open space, education, recreation, culture, and wellness for all its citizens. The community is a regional center for business and higher education. The community embraces, promotes, and preserves its history, agricultural economy, and scenic rural landscape. The community's focus is on planned growth, affordable housing, economic development, and sustainability initiatives.

KEY AREA VISIONS STATEMENTS

Housing

The community is committed to striking a balance in preserving its historic and established neighborhoods, protecting the environment, and supporting development of an adequate supply of single-family and multi-family housing that meets the diverse housing needs of the Community.

Agricultural, Natural, and Cultural Resources

The City and Town of Platteville will recognize, develop, and preserve historic, scenic, natural, and cultural resources; hold in trust its surrounding rural, scenic areas and farmland for generations while providing the opportunity for planned development.

Economic Development

Platteville has a diverse economic base and uses its assets, such as the educational systems, natural resources, skilled workforce, safe environment and history and traditions, to stimulate economic development.

Transportation

Create a safe and accessible multi-modal transportation network for all users.

Utilities and Community Facilities

Platteville provides a variety of park facilities and recreational opportunities for all citizens. The community has quality facilities for public safety and government agencies to promote the health, leisure, and education services.

Intergovernmental Cooperation

The City, Town, UW-Platteville, School District, and County all work jointly for the health and welfare of all their citizens. Each governmental unit appreciates, respects, and is fully aware of the unique role and strengths of the other, resulting in a better quality of life for all Platteville area residents.

Land Use

Platteville is committed to providing sustainable, planned development that provides affordable housing, green space, and commercial and retail uses in appropriate locations.

BACKGROUND INFORMATION

The following tables illustrate general background information for the City and Town of Platteville. Each of the chapters that follow includes more detailed background information specific to each planning element.

Demographic Trends and Projections

Table 1.1 below details population trends from 1990 to 2000, years for which there is available US Census data in the City and Town of Platteville and its surrounding jurisdictions. In that period of time, the Town of Platteville gained 82 residents and experienced a 6.5 % increase in population between 1990 and 2000. The City gained 127 persons in 10 years, resulting in a 1.3% growth rate. The Southwestern Wisconsin Regional Planning Commission (SWWRPC) completed population projections, based on the 2000 Census, in August 2001. High and low projections are illustrated in the tables below. Under the low projection, the Town was projected to grow from 1,343 people to 1,440 in 2010, a 7.2% growth rate. The City was projected to grow at about 2.4% over the next ten years. Between 2000 and 2020, the Town was projected to grow by 14.4% to 1,536 persons and the City, by 4.7% to 10,459. The Town of Platteville was projected to experience the highest 20-year growth rate of all surrounding communities.

Under the high projection, the City was projected to grow to 10,658 by 2020, a 6.7% growth rate. The Town was projected to grow to 1,565 by 2020, a 16.5% increase in population.

Table 1.1 Population Trends for Platteville and Surrounding Jurisdictions

MCD Name	1980	1990	2000 Census	Numeric Change 1990-2000	% Change 1990-2000
Town of Ellenboro	-	521	608	87	16.7%
Town of Harrison	-	544	497	-47	-8.6%
Town of Lima	-	691	721	30	4.3%
Town of Paris	-	709	754	45	6.3%
Town of Platteville	1,309	1,261	1,343	82	6.5%
Town of Smelser	-	736	756	-7	-0.9%
Village of Dickeyville	-	902	1,043	141	15.6%
Cuba City	-	1,863	1,945	82	4.4%
City of Platteville	9,580	9,862	9,989	127	1.3%

Source: U.S. Census Bureau, Census 2000

Table 1.2 Population Projections for Platteville and Surrounding Jurisdictions

Geographic Area	% Change	Population Estimates							Cen- sus
	2000- 2007	2007	2006	2005	2004	2003	2002	2001	2000
Grant County	1.6%	48,792	48,815	49,063	49,181	49,198	49,260	49,528	49,597
Cuba City city	6.8%	1,813	1,823	1,838	1,864	1,880	1,896	1,912	1,945
Dickeyville village	0.4%	1,039	1,042	1,039	1,043	1,042	1,036	1,046	1,043
Ellenboro town	1.5%	599	598	596	597	600	593	602	608
Harrison town	-1.4%	504	503	499	500	498	492	497	497
Lima town	-3.9%	749	743	745	741	733	725	714	721
Paris town	4.4%	721	721	722	744	742	734	742	754
Platteville city	3.4%	9,645	9,649	9,678	9,730	9,793	9,852	9,926	9,989
Platteville town	-2.1%	1,371	1,374	1,336	1,340	1,296	1,300	1,309	1,343
Smelser town	-1.5%	767	768	765	759	763	760	751	756

Note: The April 1, 2000 Population Estimates Base reflects changes to the Census 2000 population resulting from legal boundary updates as of January 1 of the estimates year, other geographic program changes, and Count Question Resolution actions. All geographic boundaries for the July 1, 2009 population estimates series are defined as of January 1, 2009.

Source: U.S. Census Bureau 2008

Table 1.3 illustrates the age profile, compiled from the 2000 Census. The median age in the City of Platteville is several years lower than that of the Town at 30.6 compared to 37.8 for the Town. This compares to a median age of 35.3 nationally and 36 for the State of Wisconsin.

Overall, the City has a younger population with 57% of the population under 34 years of age, compared to 45% in the Town. Nearly 24% of Town residents are 55 years or older, compared to nearly 16% of City residents. Twenty-one point six percent of Wisconsin residents are 55 and over.

Table 1.3 Age Profile City and Town of Platteville

Age	City Number	City Percent	Town Number	Town Percent
under 5 years	319	3.2	69	5.1
5 to 9 years	371	3.7	107	8.0
10 to 14 years	437	4.4	114	8.5
15 to 19 years	1,657	16.6	124	9.2
20 to 24 years	2,781	27.8	72	5.4
25 to 34 years	834	8.3	126	9.4
35 to 44 years	919	9.2	211	15.7
45 to 54 years	859	8.6	202	15.0
55 to 59 years	316	3.2	91	6.8
60 to 64 years	266	2.7	72	5.4
65 to 74 years	561	5.6	88	6.6
75 to 84 years	440	4.4	50	3.7
85 years and over	229	2.3	17	1.3
Median Age	23.0		37.8	

Source: U.S. Census Bureau, Census 2000

Education

Table 1.4 details educational attainment of City and Town residents 25 years and over, as compiled from the 2000 Census. Over 80% of City and Town residents have a high school degree or more. Seventeen point 3 percent of City residents have a graduate degree, as do 13.4% of Town residents.

Table 1.4 Educational Attainment City and Town of Platteville

	City of Platteville	Town of Platteville
Persons 25 years and over	4,459	869
Less than 9th Grade Education	252	57
9th to 12th Grade, no diploma	287	48
High School Graduate	1,260	321
Some College, no degree	883	160
Associates Degree	239	44
Bachelor's Degree	816	125
Graduate Degree	772	114
Percent High School Grad. or Higher	87.9%	87.9%
Percent Bachelor's Degree or Higher	34.5%	27.5%

Source: U.S. Census 2000

Income

Table 1.5 presents adjusted gross income figures for the City and Town. These statistics are compiled by the Wisconsin Department of Revenue and are based on actual tax returns. Between 2004 and 2006, income in the City increased by about 12%, from \$33,589 to \$37,603. In the Town, income increased by about 11%, from \$39,518 to \$43,734.

Table 1.5 Income Trends Adjusted Gross Income (AGI): City and Town of Platteville

Year	Population	Returns	AGI - Total	AGI - Per Return
2004				
City	10,109	3,895	130,828,100	33,589
Town	1,380	520	20,549,283	39,518
2005				
City	10,118	3,946	140,845,629	35,693
Town	1,389	524	23,101,098	44,086
2006				
City	10,065	4,005	150,601,079	37,603
Town	1,418	547	23,922,523	43,734

Source: Wisconsin Department of Revenue, 2006

Employment

Table 1.6 indicates that the largest percentage of employed persons in both the City and Town of Platteville work in the management, professional and related occupations category, followed by the sales and office category and the service occupations category.

Employment forecasts for local municipalities and counties are not available. However, the Wisconsin Department of Work Force Development has prepared statewide employment forecasts for major industry divisions. Table 1.7 shows the projected percent change by industry title between the years 2006 and 2016. Table 1.8 shows the projected percent change by industry title between the years 2006 and 2016 for the southwestern region of the state. The top five growth industries are Education and Health Services, Information/ Professional/ Services, Leisure and Hospitality, Financial Activities, and Construction/ Mining/ Natural Resources.

Table 1.9 shows occupations in the southwestern Wisconsin region with the largest forecast growth between the years 2006 and 2016. The top five growth occupations for the region are Healthcare Support, Healthcare Practitioners and Technical, Personal Care and Service, Computer and Mathematical, and Community and Social Services.

Table 1.6 Occupation

OCCUPATION	City	% of Total	Town	% of Total
Employed Persons 16 years and over	5,139		720	
Management, Professional & Related Occupations	1,900	37.0%	242	33.6%
Service Occupations	942	18.3%	133	18.5%
Sales & Office Occupations	1,287	25.0%	157	21.8%
Farming, Forestry, and Fishing Occupations	149	2.9%	14	1.9%
Construction, Extraction & Maintenance Occupations	278	5.4%	58	8.1%
Production, Transportation, Material Moving Occupations	583	11.3%	116	16.1%

Source: U.S. Census Bureau, Census 2000

Table 1.7 Employment Forecasts State of Wisconsin 2006-2016

Industry Title	Percent Change
Total, All Nonfarm Industries	8.0%
Total, Without Self-Employed and Unpaid Family Workers	8.3%
Natural Resources and Mining	-4.0%
Construction	10.0%
Manufacturing	-1.5%
Wholesale Trade	7.5%
Retail Trade	0.5%
Transportation and Warehousing	10.7%
Utilities	-4.3%
Information	3.0%
Financial Activities	11.9%
Professional and Business Services	17.7%
Education and Health Services, Including State and Local Government	4.3%
Leisure and Hospitality	11.5%
Other Services (Except Government)	10.4%
Government	2.4%
Self-Employed and Unpaid Family Workers, All Jobs	4.5%

Source: Wisconsin Department of Workforce Development, 2009

Table 1.8 Employment Forecasts for Southwest Wisconsin 2006-2016 by Industry
(Grant, Green, Iowa, Lafayette, Richland, and Rock counties)

Industry Title	Percent Change
Total All Industries	6.5%
Construction/Mining/Natural Resources	9.9%
Manufacturing	-5.6%
Trade	2.0%
Transportation and Utilities	8.2%
Financial Activities	10.3%
Education and Health Services	15.0%
Leisure and Hospitality	11.4%
Information/Professional/Services	14.2%
Government	2.9%

Source: Wisconsin Department of Workforce Development, 2009

Table 1.9 Employment Forecasts for Southwest Wisconsin 2006-2016 by Occupation
(Grant, Green, Iowa, Lafayette, Richland, and Rock counties)

Occupation Title	Percent Change
Total All Industries	6.5%
Management	3.7%
Business and Financial Operations	11.1%
Computer and Mathematical	19.4%
Architecture and Engineering	3.4%
Life, Physical, and Social Science	8.0%
Community and Social Services	15.8%
Legal	10.0%
Education, Training, and Library	6.9%
Arts, Design, Entertainment, Sports, and Media	6.5%
Healthcare Practitioners and Technical	21.7%
Healthcare Support	22.2%
Protective Service	6.7%
Food Preparation and Serving Related	11.3%
Building and Grounds Cleaning and Maintenance	11.1%
Personal Care and Service	19.9%
Sales and Related	3.5%
Office and Administrative Support	3.6%
Farming, Fishing, and Forestry	3.6%
Construction and Extraction	8.3%
Installation, Maintenance, and Repair	5.0%
Production	-2.9%
Transportation and Material Moving	1.8%

Source: Wisconsin Department of Workforce Development, 2009

Housing

The tables below show trends in the growth of housing units since 2000. The tables show additions and deletions of 1-, 2- and 3-family homes, homes gained and lost due to annexation, and the net change in housing units. Between 2000 and 2007, the City added between ten and 44 units per year. Forty-four units were added in 2007.

The Town of Platteville added three units in 2002 and a high of 22 new units back in 2003. The Town lost eight homes due to annexation over the past seven years.

Table 1.10 Housing Units City of Platteville

Year	Additions				Deletions				Annexations		Total		Net Change
	1 Family	2 Family	3+ Family	Mobile	1 Family	2 Family	3+ Family	Mobile	Gained	Lost	Adds	Dels	
2000	11	6	2	0	2	0	0	0	0	0	18	2	16
2001	13	0	10	0	1	0	0	0	0	0	23	1	22
2002	7	2	4	0	1	2	0	0	1	0	13	3	10
2003	11	3	0	0	0	0	0	1	0	0	14	1	13
2004	12	8	4	0	5	0	0	0	2	0	24	5	19
2005	12	6	18	0	2	2	0	0	3	0	36	4	32
2006	13	8	0	0	0	0	0	0	1	0	21	0	21
2007	7	14	27	0	4	0	0	0	1	0	48	4	44
Total	86	47	65	0	15	4	0	1	8	0	197	20	177

Source: State of Wisconsin Demographics Services Center, 2008

Table 1.11 Housing Units Town of Platteville

Year	Additions				Deletions				Annexations		Total		Net Change
	1 Family	2 Family	3+ Family	Mobile	1 Family	2 Family	3+ Family	Mobile	Gained	Lost	Adds	Dels	
2000	3	1	1	0	0	0	0	1	0	0	5	1	4
2001	5	0	0	0	1	0	0	0	0	0	5	1	4
2002	5	0	0	0	0	0	0	2	0	0	5	2	3
2003	24	0	0	0	2	0	0	0	0	0	24	2	22
2004	11	0	0	0	0	0	0	6	0	2	11	6	5
2005	21	0	0	0	0	0	0	0	0	5	21	0	21
2006	8	0	0	0	0	0	0	0	0	0	8	0	8
2007	8	0	0	0	1	0	0	0	0	1	8	1	7
Total	85	1	1	0	4	0	0	9	0	8	87	13	74

Source: State of Wisconsin Demographics Services Center, 2008

II. HOUSING

INTRODUCTION

It is important for a community to provide adequate and safe housing for all its residents, with emphasis placed on the creation of functional and socially open neighborhoods. As stages of life, health, family, marital status, and financial circumstances change, so do housing needs. A person should be able to live, work and retire in the same community and not be forced to look outside the community for new housing.

The impact of many “local” development activities are felt beyond local borders, sooner or later. For example, cars from a new subdivision or shopping area do not stop at any one jurisdictional border and school districts have a hard time planning for the influx of students coming from the new residential developments approved by the multiple towns, cities, and villages that make up the district.

Impacts add up. One house or tavern or one convenience store might have a slight impact, but each undeniably demands services, generates travel, creates economic activity, and adds to the tax base. The impacts of these small decisions persist both through time and over time, combining with one another to change a community.

Different land uses generate demands for different services. As for housing, while population and density may determine the aggregate level of demand, the configuration and location of dwelling units may determine how, where, and at what cost services may be delivered. Sewer, water, schools, streets, traffic and noise regulation, and police and fire protection are among the services that must typically be provided to residential areas. Because local governments can also regulate land-use, they have a means by which they may intervene, and to some extent, pattern the effective demand and costs for these services. Housing is a major land use category in most communities and typically, in most small cities. It is a major source of revenue and the reason why housing is critical in comprehensive plans.

The Platteville community has developed goals and objectives to ensure an adequate supply of safe housing for all income levels. The plan also recognizes the need to maintain the safety of the existing housing stock and encourage energy conservation in all construction. This element and the Economic Development, Transportation and Land Use Elements are clearly interrelated and should be considered in unison as the City and Town adopt policies and review development proposals in the future. The goals and objectives related to housing are oriented toward achieving the Vision as determined by the Platteville community:



HOUSING VISION STATEMENT

The Community is committed to striking a balance in preserving its historic and established neighborhoods, protecting the environment, and supporting development of an adequate supply of single-family and multi-family housing that meets the diverse housing needs of the Community.

HOUSING GOALS AND OBJECTIVES

Goal 1: Provide an adequate supply of quality rental housing units to meet the needs of the community.

Objective 1.1: Encourage the University to add more public and private housing on campus and become involved in providing additional rental housing.

Objective 1.2: Encourage private developers to provide additional rental housing.

Goal 2: Maintain and improve the quality and condition of existing housing.

Objective 2.1: Encourage and support property maintenance and the maintenance of housing stock throughout the community.

Objective 2.2: Encourage and support neighborhood groups and others, as they may organize regarding issues and concerns specific to the individual neighborhoods.

Objective 2.3: Promote neighborhood beautification programs.

Goal 3: Protect the historic character of historic homes and neighborhoods.

Objective 3.1: Encourage and develop interest in the preservation of historic properties.

Goal 4: Provide thorough planned development a variety of housing choices in terms of type and cost.

Objective 4.1: Encourage more affordable and low income housing.

Objective 4.2: Expand design standards to include additional housing types.

Objective 4.3: Respond to senior housing demands and other segments (low income) of the housing market which are underserved.

Goal 5: Provide opportunities for additional single-family development to maintain an adequate supply of single-family housing.

Objective 5.1: Protect residential areas from incompatible uses through effective land use and design controls.

Objective 5.2: Consider alternate residential forms such as cluster development and neo-traditional neighborhoods (see Glossary). Promote neighborhood beautification programs.

Housing Issues Near the University

In the fall of 2008, the Council President and City Manager formed a task force to investigate the housing and parking issues near the University of Wisconsin Platteville. The task force consisted of local housing developers, representative from the University, City Staff and residents that lived near the University. The following housing ideas were recommended:

"1) Modify the regulations regarding the maximum allowable number of tenants in a housing unit. The current limit of four unrelated individuals per unit is completely arbitrary. Instead, the maximum number of occupants would vary based on the characteristics of the property. Specifically, the number could be increased based on the number of bedrooms, total square feet of the unit, and the amount of parking available. The number could also be based on the distance from campus.

2) The University has indicated they have no desire to provide additional housing facilities in the foreseeable future. However, there may be some potential that the University could provide land for the private development of housing and/or parking facilities for housing. This would most likely occur on the edges of the campus in areas that are not planned for administrative or educational facilities. One potential situation would be to redevelop the land southeast of the stadium in a project that would coincide with the planned entrance road to campus. This development area would be on land that is currently partially on-campus, and partially off-campus.

3) Modify the zoning and development regulations regarding the allowable density of housing in areas near the campus. Some areas should be allowed to have a higher density and taller buildings than currently allowed. These areas would be designated in an updated plan following some adopted criteria, such as:

a. The proximity to campus educational or administrative buildings. The closer to campus, the higher the allowable density.

b. The availability of off-street parking, either on the same lot as the development, or in the vicinity of the development.

c. The amount of existing renter-occupied housing in the area, and/or the proximity to owner-occupied housing in the area.

d. If the development is located in a historic district or not.

e. Higher quality architecture could also be granted a higher density and/or a taller building.

f. The availability of on-site management may also be a consideration when allowing higher density housing.

4) Modify the zoning regulations in areas further from campus to restrict the number of rental properties. This would be done to encourage the preservation of the existing primarily owner-occupied neighborhoods.

5) Investigate options for providing financial assistance for housing in the transition zone. This would encourage the construction of additional housing, and also encourage the improvement of existing properties." (Source: City of Platteville, "Memo: UWP Transition Task Force", 2008)

See **Appendix A** for all of the task forces recommendations regarding housing and parking.

Housing Inventory

In the early 20th century, Americans chose their homes based on the source of a square meal. By the end of the century, they were able to choose homes more freely. With ever-thinning ties to factories and farms, Americans have an unprecedented freedom of choice on where to live, work, and play. They have exercised these freedoms nationwide in ways broadly reflected by the 2000 Census. Land use and housing are essential elements in a comprehensive environs analysis. Implications of residential land use in the joint community are presented in the land use analysis chapter. This section of the analysis is concerned with the size of the existing housing stock as well as a description of the area's housing stock in terms of basic housing unit characteristics.

Lacking access to any comprehensive housing condition data, this inventory relies on the Bureau of the Census data from both 1990 and 2000 to provide a reasonably accurate measure of the conditions with respect to key housing factors.

Table 2.1 below provides an overview of current household tenure by household size in both the City and Town of Platteville. Currently over 50 percent of the total occupied housing units in the City are owner-occupied. Nearly 78 percent of the occupied units in the Town are owner-occupied.

When discussing the rate at which an area is growing, it is not only important to consider the speed at which growth is occurring but also the location within a given geographic region where growth is taking place. The location of growth provides insight as to future development, as well as indicating the causative factors. Tables 2.2 and 2.3 illustrate growth in housing units over the past ten years in both the City and Town.

The Town of Platteville has gained between 5 and 24 units annually over the past seven years. The City has added an average of 25 new units per year, with a high of 48 new units in 2007 and a low of 13 new units in 2002. The net change in housing units in the City has averaged about 22 new units per year, with a high of 44 in 2007 and a low of 10 units in 2002.

Table 2.1 Tenure by Household Size

	City of Platteville		Town of Platteville	
	Number	Percent	Number	Percent
<i>Owner Occupied Housing Units</i>	1,724	100.0%	369	100.0%
1-person household	400	23.2%	50	13.6%
2-person household	670	38.9%	145	39.3%
3-person household	260	15.1%	61	16.5%
4 -person household	265	15.4%	65	17.6%
5 -person household	91	5.3%	28	7.6%
6-person household	23	1.3%	12	3.3%
7 or more person household	15	0.9%	8	2.2%
<i>Renter Occupied Housing Units</i>	1,588	100.0%	106	100.0%
1-person household	666	41.9%	26	24.5%
2-person household	462	29.1%	35	33.0%
3-person household	198	12.5%	21	19.8%
4 -person household	191	12.0%	9	8.5%
5 -person household	48	3.0%	9	8.5%
6-person household	10	0.6%	2	1.9%
7 or more person household	13	0.8%	4	3.8%

Source: 2000 U.S. Census

Table 2.2 Housing Units: Net Change, 2000-2007- Town of Platteville

	2000	2001	2002	2003	2004	2005	2006	2007	Total
Additions:									
1 Family	3	5	5	24	11	21	8	8	85
2 Family	1	0	0	0	0	0	0	0	1
3+ Family	1	0	0	0	0	0	0	0	1
Mobile	0	0	0	0	0	0	0	0	0
Deletions:									
1 Family	0	1	0	2	0	0	0	1	4
2 Family	0	0	0	0	0	0	0	0	0
3+ Family	0	0	0	0	0	0	0	0	0
Mobile	1	0	2	0	6	0	0	0	9
Annexations:									
Gained	0	0	0	0	0	0	0	0	0
Lost	0	0	0	0	2	5	0	1	8
Total									
Total Additions	5	5	5	24	11	21	8	8	87
Total Deletions	1	1	2	2	6	0	0	1	13
Net Change	+4	+4	+3	+22	+5	+21	+8	+7	+74

Source: State of Wisconsin Demographics Services Center, 2008

Table 2.3 Housing Units: Net Change, 2000-2007- City of Platteville

	2000	2001	2002	2003	2004	2005	2006	2007	Total
Additions:									
1 Family	11	13	7	11	12	12	13	7	86
2 Family	6	0	2	3	8	6	8	14	47
3+ Family	1	10	4	0	4	18	0	27	64
Mobile	0	0	0	0	0	0	0	0	0
Deletions:									
1 Family	2	1	1	0	5	2	0	4	15
2 Family	0	0	2	0	0	2	0	0	4
3+ Family	0	0	0	0	0	0	0	0	0
Mobile	0	0	0	1	0	0	0	0	1
Annexations:									
Gained	0	0	1	0	2	3	1	1	8
Lost	0	0	0	0	0	0	0	0	0
Total Additions	18	23	13	14	24	36	21	48	197
Total Deletions	2	1	3	1	5	4	0	4	20
Net Change	16	22	10	13	19	32	21	44	177

Source: State of Wisconsin Demographics Services Center, 2008

Table 2.4 Housing Occupancy

	City of Platteville		Town of Platteville	
	Number	Percent	Number	Percent
TOTAL HOUSING UNITS	3,482	100.0%	493	100.0%
Occupied housing units	3,312	95.1%	475	96.3%
Vacant housing units	170	4.9%	18	3.7%
For seasonal, recreational, or occasional use	12	0.3%	3	0.3%

Source: 2000 U.S. Census

Table 2.5 Housing Units in Structure

	City of Platteville		Town of Platteville	
	Number	Percent	Number	Percent
TOTAL HOUSING UNITS	3,482	100.00%	488	100.00%
Units in structure:				
1-unit, detached	2,027	58.20%	357	73.20%
1-unit, attached	80	2.30%	-	-
2 units	320	9.20%	15	3.10%
3 or 4 units	174	5.00%	2	0.40%
5 to 9 units	210	6.00%	-	-
10 to 19 units	177	5.10%	-	-
20 or more units	489	14.00%	-	-
Mobile home	8	0.20%	114	23.40%
Boat, RV, van, etc.	-	-	-	-

Source: 2000 U.S. Census

Both the Town and City have comparable occupancy rates (Table 2.4) with very few units utilized on a seasonal basis (15 units).

Both the Town and the City are dominated by single-unit, detached dwellings (see Glossary). The town is over 96% single-unit structures when mobile homes are included in this category. While the City has 60.5% single-unit homes, it has a large number of these structures (2,107). Due to the influence of the University on the housing market, 39.5% (1,378 units) of the housing structures contain more than one unit (Table 2.5).

Median housing value for owner-occupied units is significantly higher in the Town versus the City (\$116,100 to \$88,100 respectively). This disparity is partially attributed to fewer number of homes and to the fact that over 25% of the Town's homes are valued over \$150,000 while only 11.2% of the City's are over \$150,000 (Table 2.6).

The Platteville Housing Market

It is not enough to regulate land on the basis of the supply and demand of public services. Responsible public welfare includes providing citizens with decent housing and fair treatment. Local government regulation should attempt to ensure that no one is excluded from this goal.

A housing market is loosely defined as a chain of dwelling units that may be substituted for one another. For the consumer in a given geographic area, this means the number of dwellings that he or she can afford which have similar characteristics or that have different characteristics with which trade-offs may be reasonably made. The more consumers in a given geographic area, the more diverse that area's housing market is likely to be. Future residents of the City and Town of Platteville will require a mixture of housing types to meet individual requirements of preference, age, family size, and income. This will be necessary in order that each family and individual can find suitable housing at a location convenient to jobs, recreation, and commercial facilities. One of the determinants of the demand for housing is the rate of household formation. Household formation is a function of the life cycle. The life cycle includes persons growing up and leaving home, marriages, births, divorces, and deaths. These factors will affect household size which determines housing needs and therefore plays a role in the demand for housing. Household size can be an indication of household formation. Nationally, household size has been on the decline. This has been due to an increase in single-person households, and to couples that have delayed having children. Table 2.7 provides a summary of all households in the City and Town.

Table 2.6 Housing Value – Owner-Occupied Housing Units

	City of Platteville		Town of Platteville	
	Number	Percent	Number	Percent
Specified Owner-Occupied Units	1,633	100.0%	211	100.0%
Value:				
Less than \$50,000	97	5.9%	5	2.4%
\$50,000 to \$99,999	911	55.8%	78	37.0%
\$100,000 to \$149,999	443	27.1%	74	35.1%
\$150,000 to \$199,999	124	7.6%	27	12.8%
\$200,000 to \$299,999	50	3.1%	25	11.8%
\$300,000 to \$499,999	8	0.5%	2	0.9%
\$500,000 to \$999,999	-	-	-	-
\$1,000,000 or more	-	-	-	-
Median (dollars)	\$88,100	-	\$116,100	-

Source: 2000 U.S. Census

Table 2.7 Household Size

	City of Platteville		Town of Platteville	
	Number	Percent	Number	Percent
Total Households	3,312	100.0%	475	100.0%
1-person household	1,066	32.2%	76	16.0%
2-person household	1,132	34.2%	180	37.9%
3 -person household	458	13.8%	82	17.3%
4 -person household	456	13.8%	74	15.6%
5-person household	139	4.2%	37	7.8%
6-person household	33	1.0%	14	2.9%
7 or more person household	28	0.8%	12	2.5%
Average household size	2.31	-	2.81	-
Average family size	2.86	-	3.11	-

Source: 2000 U.S. Census

The City's average household size was 2.43 in 1990 and by 2000 had declined to 2.31, while the Town's was 2.95 and 2.81 respectively. The decline in household size is in line with national and state trends. The addition of two multi-family dwelling units and ten mobile homes has been a contributing factor to smaller household size as mobile homes and multi-family housing normally house relatively small families.

Housing Affordability

In April of 1999, the City of Platteville adopted a Comprehensive Housing Needs Assessment and Action Plan (HNA). The purpose of the HNA plan was "to identify the housing supply and demands, document existing housing conditions, and provide a guide to meet those demands and improve existing conditions." That plan is appended by reference to this Comprehensive Plan and part of the "housing element" and its recommendations are contained, in part, in the "implementation element" of this Comprehensive Plan. The HNA projects future housing demands for the City to the year 2010.

According to the 2000 census, the total number of housing units in the combined City/Town community is 3,965, as shown in Table 2.8 below. Within these housing units, 5,347 people are in owner-occupied units and 3,625 are housed in rental units. Table 2.9 shows the City/Town breakdown of household populations. Obviously, the large university student population contributes significantly to the City's high percentage renter population.

Table 2.8: Housing Occupancy, Tenure and household Size

	City of Platteville		Town of Platteville	
	Number	Percent	Number	Percent
Total Housing Units	3,482	100.0%	483	100.0%
Occupied housing units	3,312	95.1%	475	96.3%
Vacant housing units	170	4.9%	18	3.7%
For seasonal, recreational, or occasional use	12	0.3%	3	0.6%
Homeowner vacancy rate (%)	1.1	-	0.8	-
Rental vacancy rate (%)	4.5	-	3.6	-
Housing Tenure: occupied housing units	3,312	100.0%	475	100.0%

Owner occupied housing units	1724	52.1%	369	77.7%
Renter occupied housing units	1,588	47.9%	106	22.3%
Average Household Size: Owner occupied housing unit	2.49	-	2.86	-
Renter occupied housing unit	2.11	-	2.65	-

Source: 2000 U.S. Census

Table 2.9 Household Populations

	City of Platteville		Town of Platteville	
	Number	Percent	Number	Percent
Population in occupied housing units	7,636	100.0%	1,336	100.0%
Owner occupied housing units	4,292	56.2%	1,055	79.0%
Renter occupied housing units	3,344	43.8%	281	21.0%
Per occupied housing unit	2.31	-	2.81	-

Source: 2000 U.S. Census

Table 2.10 Age of Housing

	City of Platteville	Town of Platteville
Total Housing Units	3,485	488
Year Structure Built	-	-
1999 to March 2000	38	4
1995 to 1998	194	36
1990 -1994	194	25
1980 -1989	245	62
1970 -1979	696	161
1960 -1969	504	48
1940 -1959	540	28
1939 or earlier	1,074	124

Source: U.S. Census Bureau, Census 2000

Table 2.11: Number of Housing Units by Year Built - City of Platteville

Year Built	Owner-Occupied	Rental	Vacant	Total	Percent of Total
1990-1999	93	115	42	3,312	8.0%
1980-1989	124	170	7	301	9.5%
1970-1979	310	300	29	639	20.2%
1960-1969	233	239	17	489	15.5%
1950-1959	227	146	4	377	11.9%
1940-1949	72	36	11	119	3.8%
1939 and earlier	665	522	48	1,231	39.1%
Total	1,631	1,413	116	3,160	100.0%

Source: U.S. Census Bureau, 1990 Census and 2000 Census

In general, the existing housing stock in the joint community can be characterized as aging, as shown in Table 2.10. Using 1990 census data for the combined City/Town, there were 3,662 total housing units of which, in 1990, 67% were constructed prior to 1970. More recent data pertinent

only to the City finds an additional 152 units were constructed in the decade between 1989 and 1999. With respect to this data, 67% of City housing units were constructed prior to 1970 and are at least 30 years old as illustrated in Table 2.11.

Future Demand for Housing

Tables 2.12 and 2.13 show the number of housing units needed by the year 2020. Population projections were developed by the Southwest Wisconsin Regional Planning Commission and used as the basis for analysis of future housing demand. The City of Platteville is projected to add about 670 people by 2020 and the Town, 225 new residents by 2020, bringing the City's population to 10,658 and the Town's to 1,565. New housing units are based on these projections.

According to the 1999 HNA, housing is needed for all income ranges. It also seems apparent that new construction should be targeted toward the higher income ranges. This, through the upgrading process, should open up those houses affordable to the lower income categories that have been previously occupied by higher income households. However, there are available lots for upper income and speculative homes priced in that range that have had difficulty selling. Therefore, it is assumed that the upper income residents are content living in homes that are affordable to income groups below them, which reduces the number of affordable units in other income brackets. In addition, many of the middle and upper/middle income households do not wish to purchase an existing older home. The purchase price of these homes may be within their affordability guidelines, but repairs inherent in older homes often price the homes out of their reach.

The report finds that, based on requests for housing and what has been selling, that new construction should be targeted to middle to upper/middle income brackets by constructing homes in the \$90,000 to \$110,000 range.

Table 2.12: Projected Housing Units – City of Platteville

Year	Population Per HH	New Population	Future Housing Units	Average DU/ Acre	Additional Acres
2000	2.3				
2005	2	167	83.5	4	20.88
2010	2	167	83.5	4	20.88
2015	2	167	83.5	4	20.88
2020	2	168	84	4	21.00
Total		669	334.5		83.63

Table 2.13 Projected Housing Units – Town of Platteville

Year	Population Per HH	New Population	Future Housing Units	Additional Acres
2000	3			
2005	3	56	18.67	
2010	3	56	18.67	
2015	3	57	19.00	
2020	3	57	19.00	
Total		226	75.33	

HOUSING POLICIES AND RECOMMENDATIONS

No single area of concern in community development will receive greater attention in the near future than housing. Of the land devoted to urban development, no single land use involves greater acreage than residential land use.

Not listed in order of priority

1. Protect existing housing stock through effective code enforcement.
2. Rental property owners, renters and the University should work together to comply with City rental housing codes.
3. Design new residential areas to foster quality growth and development of the community.
4. Locate new residential development in areas that can be served conveniently and economically by municipal facilities and utilities
5. The City and Town should cooperate with the University and other interested parties in the identification and development of sites suitable for student housing keeping in mind its impact on surrounding neighborhoods.
6. Review local zoning regulations for requirements that prohibit or unnecessarily restrict property owners from updating their dwellings.
7. Identify problem properties to prevent the ill effects of neighborhood blight. Provide continued enforcement of the rental inspection code.
8. Review and revise as needed the parking code for residential areas.
9. Connect neighborhoods visually and physically by roads, walkways, and open space and other appropriate means.
10. Amend the zoning ordinance to permit neo-traditional neighborhoods (see Glossary) and cluster development.
11. The City should support dissemination of educational materials, and forums promoting historic preservation
12. Adjust the zoning code to allow smaller lot sizes for new subdivisions and thus make available the opportunity for additional development, taking into consideration the impact on existing neighborhoods.
13. Ensure that housing development standards are clear, specific, and objective.
14. Only allow developments that are adequately designed with respect to topographical and drainage conditions of the proposed area and encourage environmental protection.
15. Provide open space within new residential developments to preserve areas of visual and/or environmental quality.

Student Housing

The University of Wisconsin Platteville plays a significant role in housing. Because many students live off-campus, there is a high demand for rental housing. This creates economic opportunities for land owners and challenges on the existing single-family owner-occupied housing near campus.

Neighborhood Character

To maintain the desirability of neighborhoods, the City and Town must ensure the maintenance of streets, sidewalks, street lighting, public parks, and other community facilities throughout the City

and Town. To enhance and maintain neighborhood character, the following policies should be implemented:

Historic Preservation

The City of Platteville features several historic buildings and historic districts. It is important that new development near these buildings and within these districts respect the existing architectural character. This can be accomplished by emphasizing building and site layout, materials, and proportions.

Housing Diversity

The City should encourage development of neighborhoods that mix detached with attached dwellings (see Glossary), single-family and multi-family, various lot sizes, and rental with owner-occupied units to provide greater property value stability, diversity, and distribution of population and traffic. The range of housing choices will allow the City to meet the needs of all income levels, age groups and persons with special needs.

Rural Character

The City and Town have a strong desire to both maintain rural character and preserve unique natural resources in the area. The following recommendation will assist in accomplishing this objective:

Action Plan

The table below lists the specific actions required to implement the policies within the Housing element.

Action	Responsibility	When	Funding Sources and Implementation Approach
Explore WI Smart Growth Dividend Aid Program	City Planner/Plan Commission	2005	DOA
Zone additional land for multi-family housing	City Planner/Plan Commission		
Add a multi-family only zoning district to the zoning ordinance.	City Planner/Plan Commission		
Investigate a zoning change that would require a certain percentage of rental housing as part of all residential developments.	City Planner/Plan Commission		
Add a small-lot district to the zoning ordinance.	City Planner/Plan Commission		
Consider changes to the parking requirements for residential areas.	Historic Preservation Committee		
Provide educational materials and forums promoting historic preservation to homeowners/property owners.			



III. AGRICULTURAL, NATURAL & CULTURAL RESOURCES

INTRODUCTION

Visitors are drawn to Platteville by the natural beauty of the area and the rural landscape of farms and rolling hills. Maintaining these natural assets is critical to Platteville - both to tourism and to Platteville residents. Platteville's location in a rural, open setting is consistently identified as one of the unique features which residents value. This plan provides for open landscapes to maintain the quality of life, diversity, and community character.

Historic places and buildings are assets that make Platteville unique and cannot be replaced. Preserving the historic character of Platteville is critical to maintaining its identity. The uniqueness of the historic buildings downtown provides the community with a marketing advantage. Historical distinctions cannot be recreated. Understanding the irreplaceable value of historic resources and committing to their preservation is an important undertaking, one which Platteville residents have agreed is necessary.

By giving consideration to its natural and cultural environment, this plan encourages the community to "live with-in its means," making planning decisions that are environmentally sound and reasonably beneficial to the entire community.

AGRICULTURAL, NATURAL & CULTURAL RESOURCES VISION STATEMENT

The City and Town of Platteville will recognize, develop, and preserve historic, scenic, natural, and cultural resource; hold in trust its surrounding rural, scenic areas, and farmland for generations, while providing the opportunity for planned development.

AGRICULTURAL RESOURCE GOALS AND OBJECTIVES

Goal 1.1: To preserve the most productive farmland in the Town for continued agricultural use, and protect the existing farm operations from conflicts with incompatible uses.

Objective 1.1A: Promote programs that preserve agricultural lands.

Agricultural Resources Inventory

While growth and economic development in the City and Town of Platteville has many positive aspects, development pressures pose a serious threat to the agricultural resources, rural character, and small town lifestyle that most residents of the community value. As new non-farm residents

move into the City and the surrounding Town, natural resources and traditional agricultural practices are threatened.

Historically, agriculture has been the largest and most important single industry in the community. Table 3.2 illustrates the Town of Platteville's dependence on the agricultural sector in 1990. Table 3.3 shows land cover and soil quality. Agriculture is a very important "export" industry for the area. It brings in dollars from outside of the community and has formed much of the basis for other sectors in the area's economy. Farming supports many agricultural-related businesses and services. However, the size of the agricultural sector is not likely to increase and most of the new income and employment in the area has come from the expansion of the private non-farm wage and salary sector and this is likely to continue.

Statewide, the number of farms and farm population has been decreasing, as illustrated in Table 3.4. However, the average farm operation is typically larger now than in the past and much more capital intensive. It appears that the cost-price squeeze is tighter now than in the recent past, making farming a more difficult venture.

Some removal of land from agricultural uses is unavoidable. Roads need to be built and people need places to live, work and play. Considering that Agriculture needs land in order to operate and that land is one commodity that cannot be manufactured, it seems logical to make some effort to ensure that there will be farmland available in the future.

Development that does occur in rural areas should be encouraged to locate in such a manner so as to not take prime farmland (see Glossary) out of production or cause difficulties to established farming operations.

Table 3.2: Dependence on Agriculture – Town Platteville

	1990	2000
Total Population	1,261	1,343
Percent of 1990 Population Living:		
On farms	21.80%	16.00%
In urban areas	78.20%	84.00%
Employed Adults Working on Farms:		
Number	109	64
Percent	15.60%	8.90%
Households with any Farm Income, 1989:		
Number	91	-
Percent	19.1	-
Percent of Total Income in Town from Farming, 1989	5.70%	-
Average Net Farm Income per Farm Household, 1989	\$9,745	-

Source: Program on Agricultural Technology Studies (PATS) 2003, US Census 2000

Table 3.6: Farmland Sales, 1990-2008 – Town of Platteville

	1990-1997	1998-2008
Number of Parcels Sold	40	38
Acres Sold:		
Total	3,812	5,427
Continuing in Agriculture	3,373	4,504
Converted out of Agriculture	439	923
Average Value of Sales (\$/Acre):		
Total	\$846	\$3,177
Continuing in Agriculture	\$846	\$3,177
Converted out of Agriculture	N/A	N/A
Total Farmland Acres	17,253 (in1990)	16,366 (in 1998)
% Sold and Converted	2.54%	5.64%

Source: PATS & Department of Revenue 2009

Farmland Protection

Because farming plays an important role throughout the economy of Grant County and the Platteville environs, farmland should be protected. Farming operations support a wide variety of retail businesses. By maintaining a policy of protecting farmland, the community can encourage prosperity for individual farmers and the local commercial interests that depend on the agricultural economy.

When farming operations cease to exist, due to retirement or consolidation, the assumption that the land will continue to be used for agricultural purposes is not always accurate. The farming sector will likely strive to maintain the preservation of prime farmland (see Glossary), however there will also be a tendency on the part of individual landowners to consider abandoning their farm operations because of development pressures and the significant increase in land values associated with these pressures. In addition, larger farming operations or corporations may see fit to offset economic downturns by developing or selling off acreage considered expendable.

Table 3.3 Land Cover and Soil Quality-Town of Platteville

Area of Town (sq. mi.)	32.3
Percent Land Cover, 1991-1993:	
Row Crops	43.6%
Forages	35.0%
Grassland	5.3%
Total Farmland	83.3%
Urban	0.7%
Forests	14.9%
Wetlands	0.1%
Estimated Crop Yield Potential of Farmable Soils:	
Corn (bushels/acre)	140
Forages (tons/acre)	4

Source: PATS, 2003

Table 3.4: Trends in Farm Numbers, 1990-2009 – Town of Platteville

	1990	1997	2002	2009
Estimated Farm Numbers	114	112	382	240
Estimated Farms per Square Mile	-	3.5	-	-
Dairy Farm Numbers	42	29	22	-
Dairy Farms per Square Mile	1.3	0.9	0.7	-

Source: PATS & DNR, 2009

Table 3.5: Changes in Farmland on Tax Rolls, 1990-2008 – Town of Platteville

	1990	1997	2008
Acres of Farmland on Tax Rolls (including improvements)	17,253	16,882	15,443
Percent of Town Land Taxed as Farmland	-	81.3%	-

Source: PATS & Grant County Tax Description Office, 2009

An extensive portion of the planning area, in addition to lands currently located within the City limits, is located in the Town. Agriculture is shown in areas best utilized for the production of cash crops and dairying, and should be protected from urban development because of its value as an irreplaceable resource within the planning environs. One of the plan's goals is to protect these areas of agricultural heritage and prevent the conversion, or at least premature conversion, of farmland to non-agricultural uses. The plan also recognizes the right of the farmer to gain a profit from his or her land. The community will support land use design approaches to achieve this balance of conservation and development objectives:

AGRICULTURAL RESOURCE POLICIES AND RECOMMENDATIONS

Not in Order of Priority

1. Encourage the continuation of existing farm operations in Platteville by recognizing their importance to the local economy and the rural quality of life in Platteville by supporting local programs and activities that connect the community to agriculture.
2. Encourage the design of subdivisions that preserve prime farmland (see Glossary), based on criteria outlined in the Land Use Element of the Plan.

Planned Growth

The potential for a high return on farmland conversion presents an incentive to resist reinvestment and sell out to development interests. By shifting and concentrating development away from agricultural areas towards areas adjacent to existing urban services, the joint community can effectively serve to reduce development uncertainty in the outlying portions of the planning area. This type of development approach will provide stability to landowners who wish to continue farming and will likely encourage reinvestments in, and expansion of, existing agricultural operations. This approach will also provide developers with the knowledge that adequate buffering will be maintained from large scale and sometimes aesthetically offensive agricultural operations. Further, concentrating development adjacent to existing public utilities will reduce the public costs of development, limit destruction of the environment, and reduce the effects of "urban sprawl."

Sprawl is costly to taxpayers because of the expense involved in extending public utilities to service a relatively small number of residents. In addition, new residents in rural areas will likely demand better police, fire, and ambulance protection as well as improved public sewers, public water, trash service, and better roads - benefits which they have typically received in urban areas. By



contrast, concentrating development is less expensive, more efficient, protects farmland and reduces conflicts between incompatible uses. Because modern farming techniques and practices are noisy, dusty, and in the case of livestock operations, odor producing, residential development should be encouraged to locate in concentrated areas adjacent to municipalities. Over the past few decades, state and national trends have indicated a move toward larger farming operations. Much of this phenomenon can be attributed to technical advances in the farming industry that allow farmers to utilize greater amounts of acreage and produce better and more abundant crops. The changes in farming practices result in farmers' use of heavy machinery, incorporation of numerous chemicals in the production of crops, and irregular working hours during certain periods of the year. Farming operations also generate by-products, such as animal and chemical waste. Just as it would not be appropriate to locate residential developments adjacent to industrial areas, non-farm residential and commercial development should be discouraged from locating in agricultural areas whenever possible.

An influx of residential uses into predominately agricultural areas would also make expansion of existing agricultural business difficult because of the incompatibilities of competing uses. In addition, the increased traffic, eventual repair or upgrading of rural roads, lack of sanitary facilities, and unnecessary destruction of farmland caused by development would all be costly burdens - both economically and environmentally to the Platteville community. Because the planning area outside of the City limits is predominantly undeveloped and agricultural in nature, emphasis is placed on discouraging indiscriminate growth and utilizing the existing infrastructure and extensions from the City for new growth.

AGRICULTURAL RESOURCES - PLANNED GROWTH POLICIES AND RECOMMENDATIONS

Not in order of priority

3. Require implementation of Best Management Practices (Wisconsin DNR) in agricultural, urban, and industrial land use activities.
4. Provide support and create incentives for private landowners who wish to protect their land, using conservation easements and other land protection tools.
5. Initiate and foster the use of land trusts that can work with private landowners to protect land and help them to realize the tax benefits of protecting their land.
6. Development that does occur in rural areas should be encouraged to locate in such a manner so as to not take prime farmland (see Glossary) out of production or cause difficulties to established farming operations.



AGRICULTURAL, NATURAL & CULTURAL RESOURCES VISION STATEMENT

The City and Town of Platteville will recognize, develop, and preserve historic, scenic, natural, and cultural resource; hold in trust its surrounding rural, scenic areas, and farmland for generations, while providing the opportunity for planned development.

NATURAL RESOURCE GOALS AND OBJECTIVES

Goal 1.2: To restore, preserve, and protect the natural landscape, including features such as wildlife habitats, streams, ponds, woodlands, open spaces, floodplains, and steep slopes. To maintain and protect groundwater and surface water quality.

Objective 1.2A: Identify, restore, and preserve the natural landscape as listed above.

Objective 1.2B: Support the adoption of a stormwater plan and ordinance to include activities that will protect groundwater and surface water quality.

Objective 1.2C: Support the enforcement of rules on sewage systems, and encourage better enforcement of rules governing hazardous waste disposal and manure handling.

Objective 1.2D: Support all resource extraction activities be conducted in a way that minimizes their impact on the surrounding environment and that a reclamation plan is in place.

Objective 1.2E: Restore and preserve the natural landscape features as listed in the Natural Resource Goal 1.2.

NATURAL RESOURCES INVENTORY

Applied Ecological Services identified, mapped, and described the ecological condition of important natural resource elements of the lands in the City and Town of Platteville. These resource elements included streams and their associated fisheries, wetlands, forested communities, remnant native prairie, productive agricultural lands and soil resources, wildlife habitat and habitat for endangered plant and animal species, groundwater resources, unique geological setting with dramatic relief and rock outcroppings, and scenic beauty and open space.

Geology

The City and Town of Platteville are located in the physiographic region of Wisconsin known as the Western Upland, comprising the western and southwestern portions of the State. Located in much of this region is a unique geological feature known as the Driftless Area, which also spans parts of neighboring Iowa and Minnesota. This region is unique because it was spared the grinding, homogenizing action of a series of great continental ice sheets that advanced over much of the North American continent and it lacks the deep glacial drift deposits left behind when the glaciers melted. As a result, bedrock formations control the rugged character of the Township, with its steeply sloped, broad rolling hills and deeply-cut valleys.

Topography and Drainage

The City and Town of Platteville are situated on a dissected plateau, which slopes southerly from a high ridge or escarpment along Grant County's northern edge. The highest elevation on Military Ridge, as it is known, is 1,212 feet at Mount Ida. The lowest elevations in the County are at locations along the Mississippi and Wisconsin River valleys (eg. 621 at Cassville and 670 feet at Boscobel). The ridge on which the City of Platteville is located is 918 feet. At least 300 feet of relief can be measured from the bottoms of stream valleys to the crests of ridges.

Most of the Platteville area drains into Rountree Branch, which flows into the Little Platte River west of Platteville. The valley formed by Rountree Branch extends east to west through Platteville. Along most of its length, the 100-year floodplain of Rountree Branch is confined to a relatively narrow valley. Because of the relatively large stream gradients and steep valley slopes, Rountree Branch and its smaller tributary intermittent drainage ways are subject to flashflooding and serious erosion.

Another major environmental feature of Platteville are the steep slopes. The valley walls bordering both Rountree Branch and the Little Platte River and their tributaries have areas of slope in excess of 20 percent.

Soils

Bedrock in the Platteville area is predominantly limestone or dolomite with some intermittent quartz sandstone. These sedimentary materials are underlain by older Precambian granite.

Soils of the Platteville area consist of wind-blown silty material with some sand and gravel outwash deposits along Little Platte River. The predominant soil type in the area is the Fayette Silt Loam Series, which was formed when the area was forested. These soils range from moderately eroded soils on the broad ridge tops to severely eroded soils on the steep valley slopes. Much of the original soil has been lost in areas where erosion has been severe.

Soils of the Seaton and Dubuque Silt Loam Series are common on the steep valley slopes. These soils have been severely eroded in some areas, exposing stony land. Along the valley bottoms of Rountree Branch and the Little Platte River, Arenzville Silty Loam Soils have been deposited via erosion of the surrounding uplands.

Surface Water Resources

Rountree Branch, which drains most of the Platteville planning area, has a total watershed area of 13.82 square miles and extends approximately four miles east of the City. The total length of the stream is 18.0 miles. It has an average width of 8.0 feet and an average depth of approximately 1.0 foot. The stream gradient is 12 feet per mile. The City of Platteville treatment plant discharges into Rountree Branch on the west side of the City, approximately 1.5 miles upstream from its confluence with the Little Platte River.

The Little Platte River drains a 152.07 square mile watershed and has an average width of 30 feet and an average depth of 2.0 feet. The stream gradient is 12 feet per mile. In addition to receiving drainage from the Platteville area, the Little Platte River also drains the upstream communities of

Livingston and Rewey. The Little Platte River drains into the Platte River three miles northwest of Dickeyville.

Groundwater Resources

Groundwater in the Platteville area is abundant and is obtained from the Cambrian and Ordovician sandstone, limestone, and dolomite bedrock where saturated.

The groundwater is high in hardness and dissolved mineral composition, including nuisance minerals such as iron and sulfur. Reported problems with water quality in the public water supply have been more a factor of deficiencies in the treatment and distribution systems than in the quality of the groundwater.

Historic Vegetation

The City and Town of Platteville are situated in the natural division of Wisconsin known as the Southwestern Upland: Deciduous Forest, Oak Savanna, and Prairie. This region is characterized as a rolling to hilly land surface, with soils and hydrology supportive of a variety of oak savanna and prairie community types. Characteristic soils are silt loams that have developed over cherty, clay residuum on highly fractured dolomite ridges and over sandstone on some valley walls. Bur, white and black oaks are typical savanna tree species. Prairie, historically, was best developed on ridge tops and outwash terraces in stream valleys. Today, open-grown oaks, many of which are relicts of the pre-settlement landscape, are a conspicuous feature of the landscape in the Township; however, nearly all of the original diverse savanna understory and open prairie vegetation has been converted to pasture and cropland.

Embedded in the historic savanna/prairie landscape was a variety of wetland and cliff communities, some of which remain today. Most have suffered some form of degradation, due to land use practices and the attendant changes in hydrology and disruption of natural disturbance processes.

Existing Vegetation and Land Cover Types

Agricultural land represents the greatest land cover in the Township, outside of the City boundary. Forested land, including sparsely wooded pasturelands, represents the next largest cover type, largely occupying the steep slopes within stream and drainage corridors. Wetland communities and native grasslands are poorly represented in the project area, however the local streams and rivers that bisect the project area, including those supporting both warm and cold water sport fisheries, have significant resource value within the region.

Based on field reconnaissance and review of existing resource information, many of the forest, wetland, and stream habitats are of moderate to low ecological health due to land use impacts, fragmentation, and long-term absence of natural disturbance processes, such as periodic fire. This is not unusual for most ecological systems of the region, particularly those within the driftless area, where soils are easily destabilized on steep topography. Some properties contain remnant native vegetation of relatively high quality that continue to support reported populations of rare species.

Table 3.1 provides a breakdown of each of the major vegetation and land cover types. Additional land cover information can be found in Map 3.1. Please refer to the Inventory and Evaluation of Natural Resources in the City and Town of Platteville, Applied Ecological Services, January 2002, for a description of each type, along with a general evaluation of the current ecological conditions found throughout the City and Town of Platteville project area. Map 3.2 is a slope analysis and Map 3.3 identifies abandoned mine sites in the Platteville planning area.

Table 3.1 Approximate Acreage of Vegetation/Land Cover Types in the City and Town of Platteville

Acres				
Agricultural Lands	15,800			
Forested Communities	2a 3,142	2b 2,908	2c 941	2d 115
Wetland Communities	3a 269	3b 17	3c 16	
Remnant and Restored Prairie	4a 14	4b 20	4c 143	
Constructed ponds	36			
Streams (Miles)	60			

Preservation of Environmental Resources

Natural resources and physical features in the City and Town of Platteville determine, in large part, the present and future shape of the built environment. Because they are shared by and benefit the entire community, they are the first criteria on which sound planning decisions are made. Soils, topography, and ground and surface waters are both assets and constraints.

The planning process has identified, mapped and described the ecological condition of the important natural resource elements in the City and Town of Platteville. These resource elements include streams and their associated fisheries, wetlands, forested communities, remnant native prairie, productive agricultural lands and soil resources, habitat for endangered plant and animal species and wildlife habitat, groundwater resources, unique geological settings with dramatic relief and rock outcroppings, and scenic beauty and open space.

This survey also identified a number of critical natural resource issues related to the current conditions found throughout the Platteville region in agricultural and non-agricultural areas, particularly in the highly valued stream corridors. In general, the natural resources of the City and Town are in a state of moderate to extreme degradation. These conditions vary throughout the area depending on the degree to which land use activities employ Best Management Practices to stabilize the highly erodible soils that are characteristic of the area. The critical issues related to natural resources in the City and Town of Platteville include the following:

- Unbuffered surface water runoff and soil erosions
- Reduction of infiltration and recharging of groundwater supplies
- Sedimentation and nutrification of local stream systems, including wetlands
- Decline and loss of quality wildlife habitat
- Loss of natural biological diversity
- Fragmentation of forested communities
- Shade suppression and decline of soil-stabilizing groundcover in forested communities
- Invasion of natural communities by exotic plant species
- Development pressures

The natural beauty of the Platteville landscape has been retained mainly due to the relatively low level of developed land uses. Environmental corridors (a combination of steep slopes, forested land, and surface water with associated wetlands) are a convenient way of locating and mapping many of the natural and cultural features considered significant in the landscape.

In order to affect future positive outcomes for conservation and protection of the community's natural resource base, the City and Town of Platteville should consider the following actions for achieving Smart Growth planning goals related to conserving and promoting the effective man-

agement of natural resources and the protection of natural areas, including wetlands, wildlife habitats, woodlands, open spaces, and groundwater resources.

NATURAL RESOURCES POLICIES AND RECOMMENDATIONS

Not in order of priority

1. Design zoning ordinances and other incentives to ensure that Conservation Development (see Glossary) planning and design can be implemented, including alternative storm water management practices and preservation and restoration of native landscape and open space components in development.
2. Encourage public policy to create alternative land development strategies that will restore and protect the area's valuable natural resources.
3. Implement demonstration projects to illustrate buffer conservation development (see Glossary), alternative storm water management and restoration practices.
4. Implement recommendations from the Wisconsin Department of Natural Resources' Grant-Platte Rivers State of the Basin Report (Volumes 2 and 5), which target recovery and protection of valuable riparian and aquatic resources, including local fisheries and endangered species habitats.
5. Promote awareness of natural resources and critical resource issues in the City and Town through public education and volunteer stewardship activities in public parks and through collaboration and partnership with local landowners, conservation groups, agencies, the local University, and other stakeholders.
6. Identify and protect remnant oak savannas containing open-grown oaks, with setbacks from buildings and roadways.

The Platteville community also suggested the following policies to preserve natural resources and open space:

7. Develop specific zoning regulations to address the preservation of open space.
8. Identify a historically significant mining area for preservation.
9. Establish and preserve green space corridors (Rountree Branch and Little Platte River).
10. Apply for Rustic Road status for Stumptown, CTH "O", East "B" and Mound roads.
11. Support local programs and activities that connect the community to agriculture.
12. Encourage the design of subdivisions that preserve prime farmland, based on criteria outlined in the Land Use Element of this Plan.

Development Guidelines

The following classification system evaluates the various mapped natural resource elements identified in the City and Town of Platteville and proposes a level of protection, defined below, that should be applied in the event that land use changes are proposed. These guidelines should be used in conjunction with the natural resource maps to review all proposed developments in the City and Town.

Level 1 No development, maximize buffers in adjacent developments, implement management and restoration; protect with conservation easements.

Level 2 Buffered development in uplands only; apply appropriate buffering standards; preserve selected natural features, such as open-grown oaks; use conservation development design, including alternative stormwater management strategies; use native vegetation in buffers and stormwater treatment systems.

Level 3 Buffered development; apply appropriate buffering standards; use conservation development design, including alternative stormwater management strategies; use native vegetation in buffers and stormwater treatment systems.

Resource Elements	Level 1	Level 2	Level 3
Slopes >15%	X		
Slopes 7-15%		X	
Slopes 3-7%		X	
Slopes 0-3%			X
Agricultural Lands			X
Forested Communities:			
- Large Contiguous blocks, >80 acres	X		
- Habitat for rare, threatened, or endangered species	X		
- Forested slopes >7%	X		
- Designated natural areas (Highway 151 Oak Woods)	X		
- Historic oak savanna with pastured understory		X	
Wetlands:			
- Native remnant emergent/wet prairie/sedge meadow/fen	X		
- Degraded wetland in stream corridor		X	
- Habitat for rare, threatened, or endangered species	X		
- Pastured/unpastured drainage ways, with wetlands		X	
Remnant and Restored Prairies:			
- Remnant native prairie (Ipswich Prairie)	X		
- Prairie restoration		X	
- Government set-aside land (native CRP plantings)			X
Open Water:			
- Rivers and streams	X		
- Excavated and dammed ponds			X
Rock outcrops with rare cliff communities	X		
Designated Greenbelt Corridors	X	—	

Source: AES, 2002

AGRICULTURAL, NATURAL & CULTURAL RESOURCES VISION STATEMENT

The City and Town of Platteville will recognize, develop, and preserve historic, scenic, natural, and cultural resource; hold in trust its surrounding rural, scenic areas, and farmland for generations, while providing the opportunity for planned development.

CULTURAL RESOURCE GOALS AND RESOURCES

Goal 1.3: Recognize, restore, and preserve cultural, historical, and archeological sites.

Objective 1.3A: Identify, restore, and preserve our cultural, historical, and archeological sites.

Objective 1.3B: Support the preservation and maintenance of the Main Street Corridor.

CULTURAL AND HISTORIC RESOURCES INVENTORY

Platteville is rich in historic and cultural resources and home to a number of historic places, listed below.

Table 3.7: Current National Register of Historical Places in the Planning Area

Community	Site	Location	NR Date
Platteville	Agricultural and Manual Arts Building/ Platteville normal school (1916)	UW-Platteville	3/14/1985
Platteville	Beebe House (1870)	390 W. Adams St.	8/7/1979
Platteville	Evans, Jonathon H., House	440 W. Adams St.	6/1/1982
Platteville	First Congregational Church (1869)	80 Market St.	6/19/1985
Platteville	Mitchell-Rountree House	Jewett at Lancaster St.	2/23/1972
Platteville	Rountree Hall (Platteville Academy) 1853	30 N. Elm St.	2/17/1974
Platteville	Rountree, J.H. Mansion	150 Rountree Ave.	6/13/1986
Platteville	Main Street Commercial District	Downtown	3/9/1990
Platteville	Bayley Avenue Historic District	100-400 Bayley Av., 400 Blk. S Court St., 150, 210, 270 Rountree Av. & 65 Mitchell Av.	7/19/2007
Platteville	West Main Street Historic District	Roughly bounded by N & S Elm, W Pine, N & S Hickory & W Mineral Sts.	7/19/2007
Platteville	Division Street Historic District	200-300 Blk. Division St., 145, 170, 175, 190, 195, 220 S Chestnut St.	7/19/2007

Source: National Park Service, 2008

HISTORIC/CULTURAL RESOURCE POLICIES AND RECOMMENDATIONS

Not in order of priority

Historic Preservation

Historic preservation should be considered in Platteville planning activities. To encourage historic preservation, Platteville should accomplish the following:

1. Maintain the Historic Preservation Ordinance by the Wisconsin Historical Society.
2. Platteville should maintain certified local government status through the Wisconsin Historical Society, so the City can qualify for additional funding and technical assistance from the state.
3. Continue to update the Historic Architecture/Property survey using state funding sources if feasible.
4. Develop a rehabilitation guide describing recommended and undesirable building alterations.
5. Encourage additional property owners to rehabilitate and designate their historic properties, as applicable.
6. Promote the historic designation of local properties.
7. Continue educational workshops and forums on historical preservation issues.
8. Support events that celebrate Platteville's architectural heritage.
9. Support the cultural and architectural heritage of the area.

Historic Downtown Character

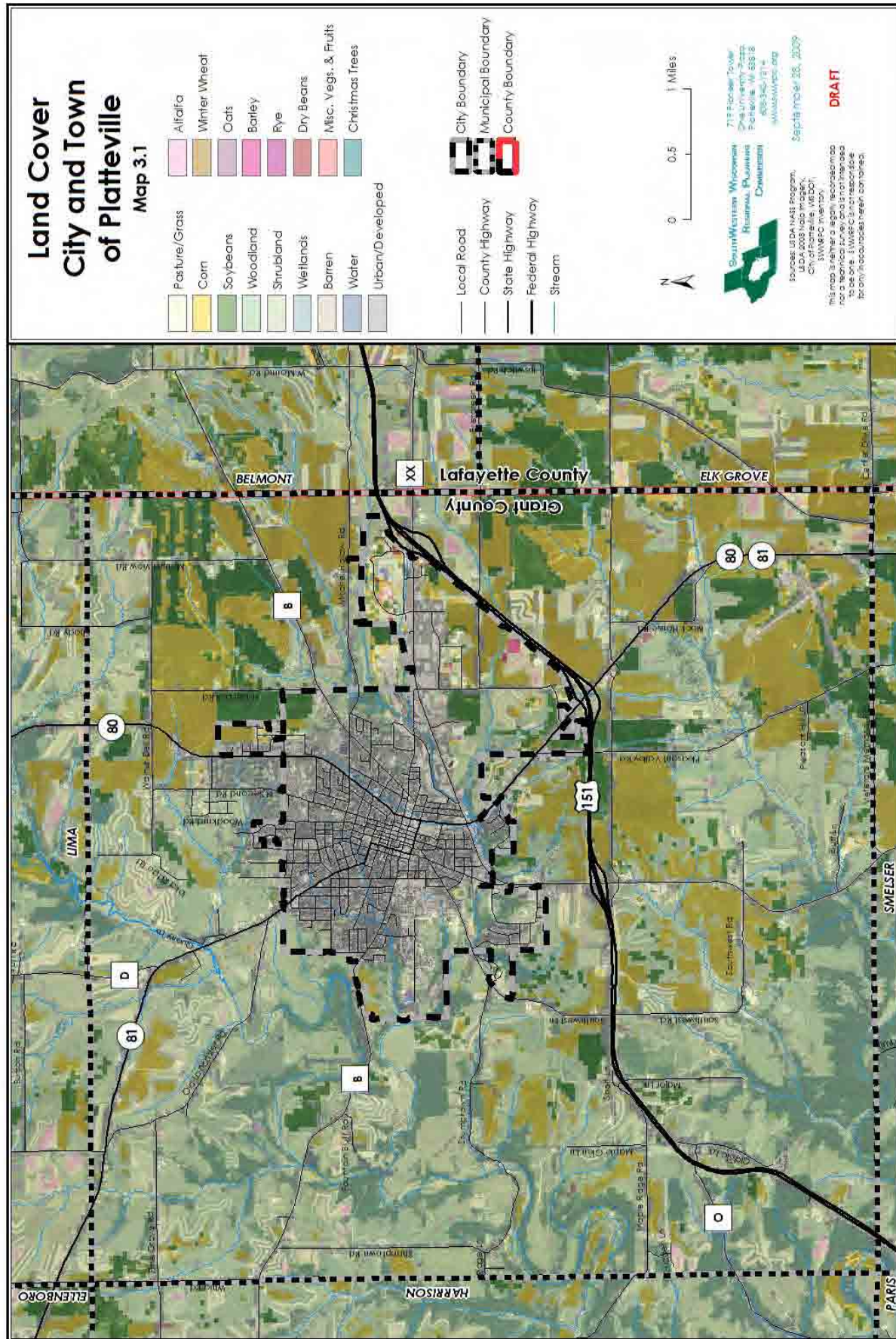
The following recommendations identify streetscape and transportation improvements for downtown Platteville. Important considerations include providing way finding improvements and parking to meet future demand, improving access and safety and enhancing the unique character of Main Street. These recommendations reflect those adopted by the City in its Historic Downtown Streetscape Plan from December 2001, which was prepared by Schreiber/Anderson Associates in conjunction with the Smart Growth planning process.

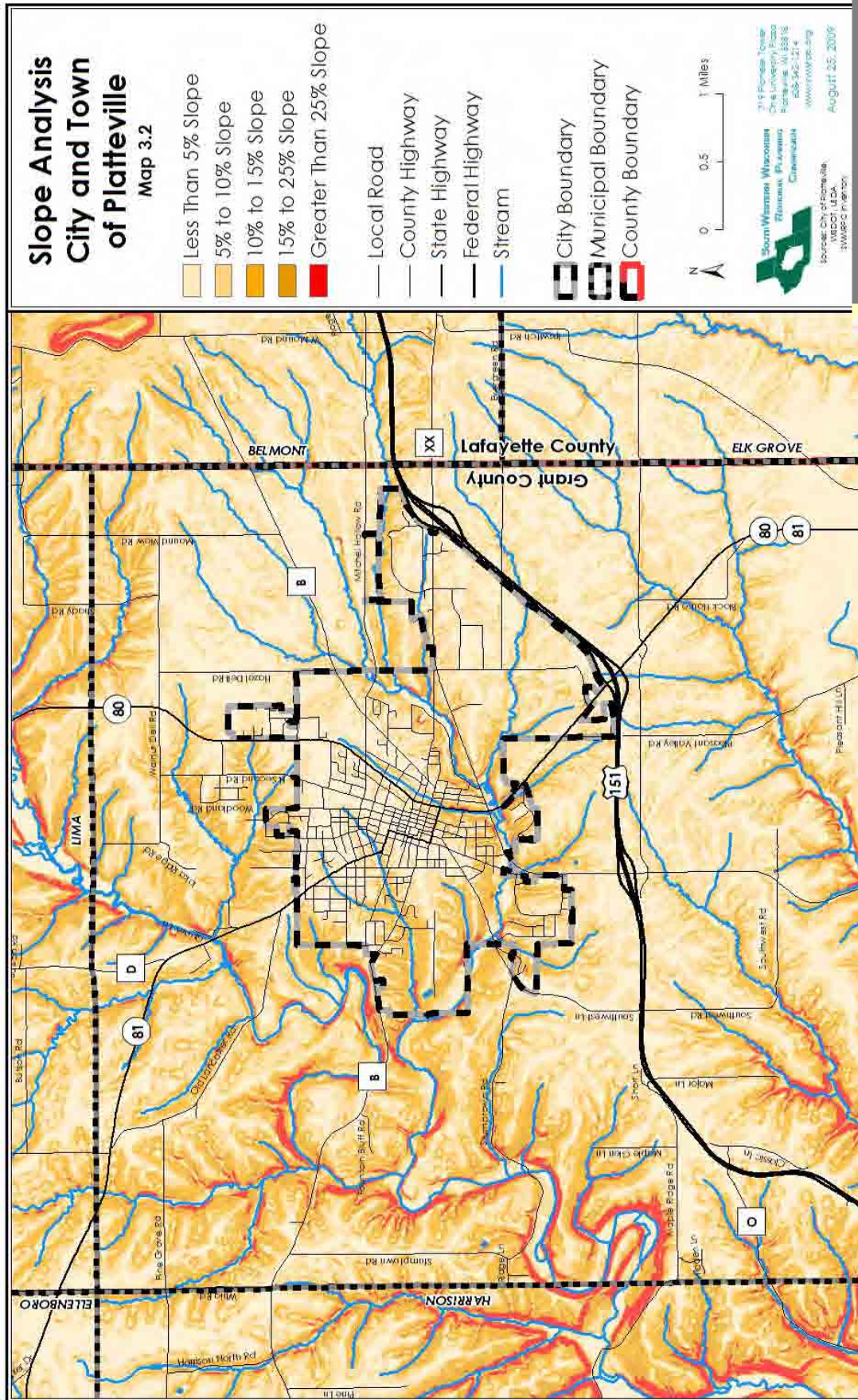
DOWNTOWN COMMERCIAL AREA POLICIES AND RECOMMENDATIONS

Not in order of priority

1. Replace existing cobra-head lights with historic period roadway lights with banners and festoon lighting outlets. Add historic pedestrian scale lights with hanging floral baskets to complement roadway lights.
2. Improve existing directional way finding signage along the main corridors to downtown and to community destinations for visitors and residents (larger lettering for readability). Coordinate with UW-Platteville.
3. Continue streetscape design theme for the downtown area.
4. Maintain and expand streetscape improvements including: decorative historic period roadway and pedestrian scale light fixtures with banners, hanging floral baskets and festoon lighting outlets, streetscape furnishings including historic period benches, trash receptacles, bike racks, special pavers and tree grates.
5. Implement streetscape improvements to better tie McGregor Plaza with Main Street. Improve pedestrian crossing of Pine Street at Oak Street to provide pedestrian safety.
6. Provide streetscape amenities such as water fountains, landscaping, street clock, etc

7. Screen parking lots, both public and private, with landscaping, street trees and decorative fences.
8. Provide clear directional and entrance signage for all public parking lots with hours of operation and enforcement rules. The design should compliment the historic period theme, include decorative sign poles, and incorporate the universal parking symbol.
9. Provide decorative landscape plantings along downtown streets and along gateway corridors. Trees should not be in areas where historical building facades and signage would be blocked but should be placed to block undesirable views. Trees should be provided in areas that are open and could benefit from the shade.
10. Improve street intersections at Water and Main, Water and Pine, Water and Mineral, Water and Furnace, Pine and Oak, Pine and Chestnut, Chestnut and Main, and Chestnut and Furnace streets. Improvements include radius improvements to increase visibility and decorative lighting and signage. Improve pedestrian crossings with special colored pavement in the crosswalks.
11. Promote the placement of art in the downtown area.
12. Support programs and activities that promote the arts.
13. Support the creation of a large cultural event or festival.





Abandoned Mine Sites City and Town of Platteville Map 3.3

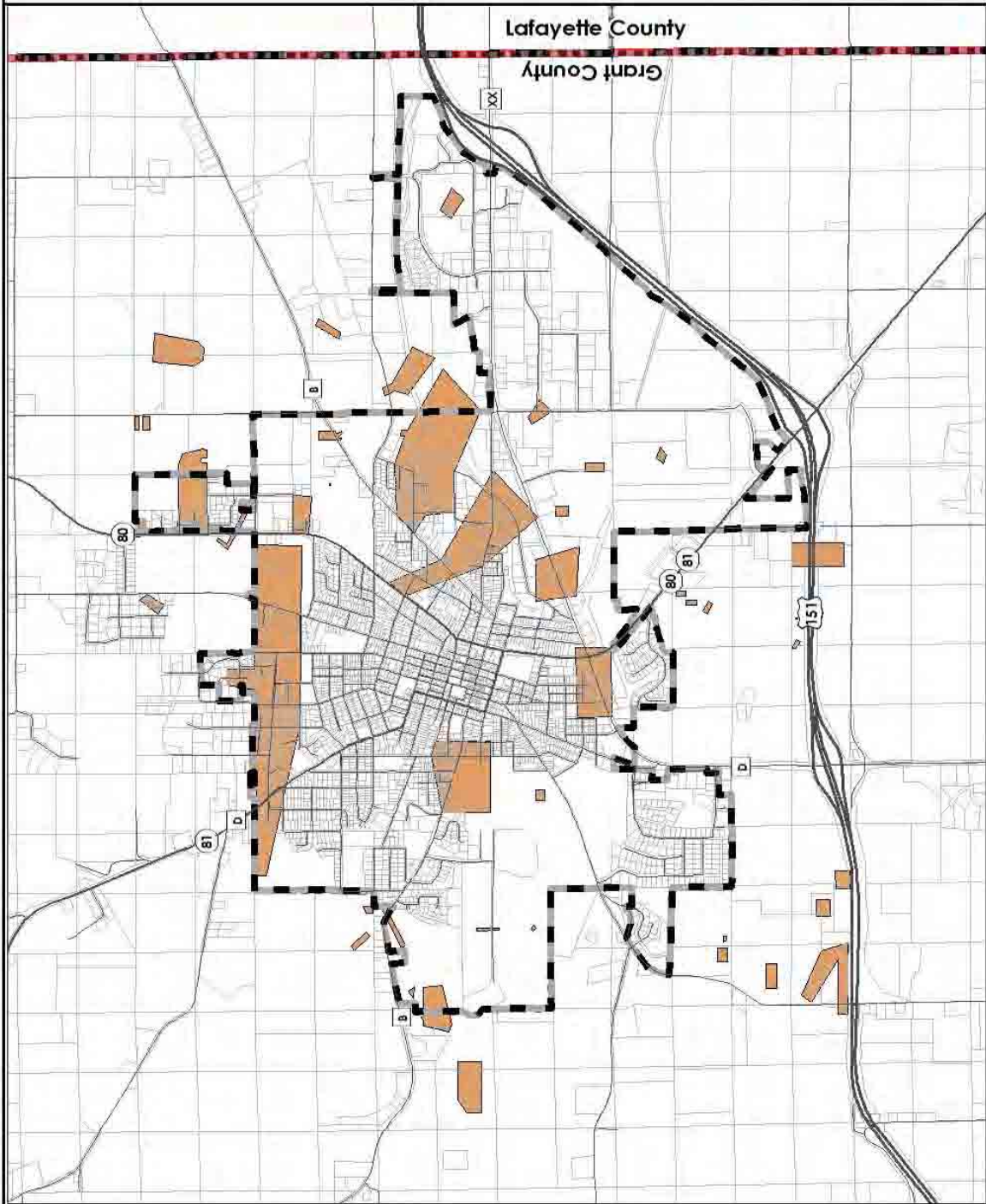
- Local Road
- County Highway
- State Highway
- Federal Highway
- City Boundary
- Municipal Boundary
- County Boundary

- Parcel
- Abandoned Mine Site



Source: City of Platteville, WSDOT, SWWPC inventory
 This map is neither a legally recorded map nor a technical survey and is not intended to be used as such. It is provided for informational purposes only. No warranty is made for any inaccuracies herein contained.

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IV. ECONOMIC DEVELOPMENT

INTRODUCTION

Economic development has traditionally been viewed as increasing employment and income within a community. More generally, it involves the economic well being of area residents. Conventional strategies involve attracting new jobs to communities by providing incentives, such as tax abatements, land or wage subsidies and infrastructure investments, providing technical assistance, or streamlining permit or approval processes to encourage firms to locate in an area. Increasingly, innovative strategies such as developing business incubators, providing research and development subsidies, developing joint public-private ventures, and encouraging new local business formation and entrepreneurship are being used by local governments.

Platteville has a number of major employers as shown below. UW-Platteville is the largest employer, followed by the Platteville School District.

Table 4.1 Platteville Major Employers

Name	Product/Service	Number of Employees
UW-Platteville	Education	750+
Platteville School District	Education	250 -299
Southwest Health	Medical	200 -250
Parkview Terrace	Nursing Home	250 -299
Brodbeck Center	Grocery/Deli	250 -300
Blue Cross/Blue Shield of WI	Claims Processing	110
Avista	Software	100 -150
Southwest Logistics, Inc		24
Fenadall	Eye Care Protection	25+

Source: Grant County Economic Development Corp.

The largest percentage of employed persons in both the City and Town of Platteville work in the management, professional and related occupations category, followed by the sales and office category and the service occupations category.

Table 4.2 Occupation

Occupation	City	% of Total	Town	% of Total
Employed Persons 16 years and over	5,139		720	
Management, Professional & Related Occupations	1900	37.0%	242	33.6%
Service Occupations	942	18.3%	133	18.6%
Sales & Office Occupations	1,287	25.0%	157	21.8%
Farming, Forestry, and Fishing Occupations	149	2.9%	14	1.9%
Construction, Extraction & Maintenance Occupations	278	5.4%	58	8.1%
Production, Transportation, Material Moving Occupations	583	11.3%	116	16.1%

Source: U.S. Census Bureau 2000

ECONOMIC DEVELOPMENT VISION STATEMENT

Platteville has a diverse economic base and uses its assets, such as the educational systems, natural resources, skilled workforce, safe environment and history and traditions, to stimulate economic development.

ECONOMIC DEVELOPMENT GOALS AND OBJECTIVES

Goal 1: Diversify the economic base of the area by attracting and growing new businesses.

- **Objective 1.1:** Create a local support team to support business development and provide assistance.
- **Objective 1.2:** Develop and implement a collaborative marketing strategy.
- **Objective 1.3:** Encourage new high technology development.
- **Objective 1.4:** Plan for a sufficient supply of land and associated infrastructure for new businesses.

Goal 2: Concentrate efforts on retaining and expanding existing businesses

- **Objective 2.1:** Conduct annual retention visits and act on information obtained.
- **Objective 2.2:** Identify opportunities for business expansion.
- **Objective 2.3:** Identify and address potential risks to business expansion.

Goal 3: Maintain and enhance agriculture and agriculture-related businesses

- **Objective 3.1:** Encourage and accommodate businesses that are ag-related.

Goal 4: Enhance the downtown business climate

- **Objective 4.1:** Implement a downtown revitalization plan
- **Objective 4.2:** Create distinctive entrances into the downtown
- **Objective 4.3:** Encourage the rehabilitation of existing structures to be consistent with the historic character of the downtown
- **Objective 4.4:** Build customer base through an improved retail mix

Goal 5: Partner with UW-Platteville on programs and approaches to strengthen the business environment

- **Objective 5.1:** Engage students, faculty and staff with community partners to complete projects that benefit the region and strengthen the tie between the university and the community
- **Objective 5.2:** Market Platteville (as a city, town, and region) to the university community, including faculty, staff, students, and alumni, as a place to live, work, start and grow a business.

Goal 6: Maintain a small town, safe, friendly environment and use this to attract and encourage people to live in the greater Platteville community

- **Objective 6.1:** Emphasize the historic and rural character of the community as attractive
- **Objective 6.2:** Promote the strong educational systems (public, private, university and technical college)
- **Objective 6.3:** Emphasize the city park system and recreational programs; bikeways and walking paths; sustainability initiatives, and cultural attractions
- **Objective 6.4:** Highlight the healthcare system
- **Objective 6.5:** Highlight the systems of support for the elderly and children

Goal 7: Conduct annual evaluation and subsequent goal setting with economic development partners including the City, Town, UW-Platteville, Southwest Wisconsin Technical College, Platteville Area Industrial Development Corporation, Platteville Business Incubator, Platteville Area Chamber of Commerce, Platteville Main Street Program, and Grant County Economic Development Corporation

Goal 8: Attract more tourists to Platteville

- **Objective 8.1:** Coordinate the marketing of area events with local organizations with similar missions (ie, work with Hidden Valley Tourism, Grant County Tourism, Tri-State Tourism, etc)

- **Objective 8.2:** Collaborate with organizations throughout the region to develop and market day and multi-day tours of the area
- **Objective 8.3:** Support Platteville's BIG events including Heritage Day (at the museums), Dairy Days, and the Historic Encampment
- **Objective 8.4:** Develop a partnership with UWP for a mutually beneficial use of the Municipal Building's Auditorium.
- **Objective 8.5:** Connect tourism marketing with visits to UWP by alumni, families, and others
- **Objective 8.6:** Develop agriculture and heritage tourism programs.
- **Objective 8.7:** Support the creation of a new 'big' event

Goal 9: Encourage an entrepreneurial environment

- **Objective 9.1:** Create a retail idea center (retail incubator) in the downtown district.
- **Objective 9.2:** Support the current incubator and explore expansion.
- **Objective 9.3:** Support entrepreneurial initiatives and programs at UWP.
- **Objective 9.4:** Create a regional "entrepreneurial team" to develop strategies and implement initiatives

An assessment of Platteville's strengths and weaknesses in terms of economic development is detailed below. The community has many strengths, including good transportation access and natural beauty and historic character. Platteville should capitalize on these strengths.

Table 4.2 Platteville Strengths and Weaknesses

Strengths	Weaknesses
Transportation access	Low growth
Quality school system	
Safe environment	
Good, cooperative government	
Strong health care system	
Educated work force	
Natural beauty and historic character	
Airport	
Industrial park with space available	
Low land prices	

ECONOMIC DEVELOPMENT POLICIES AND RECOMMENDATIONS

Not in order of priority

1. The City and Town of Platteville should utilize local, county, regional, state and federal incentive to improve the business environment in the Platteville area.
2. The Platteville community has stressed a desire to have a diverse economic base, particularly to attract the following types of new businesses to Platteville:
 - Restaurants with more variety
 - Department store/Shoe store
 - Antique Mall
 - Shoe store
 - High-tech research and development industries
 - Ag-related businesses

3. Marketing: Market the community based on its low land prices, availability of land, good schools, traditional downtown, an educated workforce and transportation access - all strengths that businesses look for in a community.

4. Business Development-Industrial and Commercial: The Land Use Plan designates adequate space for commercial and industrial growth. There are sites for infill commercial development along Highway 151 and new commercial development is planned for the entrances to the City off the new Bypass. The City and Town should ensure that this new development is attractive by encouraging landscaping, signage and quality design.

5. Business Development-Industrial and Commercial: Continue to use incentive programs for the development of new industries.

6. Business Development-Industrial and Commercial: Continue to seek grants, loans and other sources of intergovernmental funding for community development programs.

7. Business Development-Industrial and Commercial: Expand marketing efforts to encourage new business opportunities.

8. Business Development-Industrial and Commercial: Keep up with current business surveys that determine what businesses are look for in a community.

9. Business Development-Industrial and Commercial: Explore use of appropriate economic development tools, including business improvement districts (BID) and tax increment financing (TIF).

10. Business Development-Industrial and Commercial: Continue pursuing the development of a regional coalition for economic development.

11. Business Development-Industrial and Commercial: Direct appropriate industrial growth to the City's Industrial Park.

12. Business Development-Agricultural-Related Services: The Plan designates an area in the Town for future agricultural-related business development. To promote this type of business development, the City and Town should:

- Build on their assets (including good farmland, knowledgeable farmers and other ag-related workers, the University and Southwest WI Technical College) and create partnerships, to recruit agri-businesses and ag-related business to the area.
- Improve communication, partnerships and training between the community and the University and Technical College regarding ag-related services.
- Explore approaches to assist agriculture and ag-related businesses in remaining economically viable.
- Pursue funding sources to assist farms and farm-related businesses.
- Encourage businesses that serve agriculture to locate south of the new bypass.

13. Intergovernmental Cooperation: Cooperate with the University of Wisconsin-Platteville, Southwest Wisconsin Technical College and the Regional Planning Commission to develop partnerships with local industries. Partnerships would focus on job training and education, in order that training and educational programs match future employer needs and Platteville is better able to attract and retain young workers.

14. Community Character: Encourage mixed use and affordable housing to allow workers to live in the community.



15. Community Character: Preserve present quality of life, including Platteville's natural beauty and historic character.
16. Community Character: Create affordable day-care.
17. Community Character: Improve roads and other infrastructure.
18. Community Character: Attract bus service.
19. Community Character: Explore creative public approaches to spur private investment (schools, loans to young people who will come back).
20. Community Character: Allow higher intensity development where demand makes it feasible.

Historic Downtown

Platteville's historic downtown is one of the community's greatest strengths. It is thriving and accommodates a variety of businesses, as illustrated below and a mix of uses from civic to residential.

Table 4.4: City of Platteville: Downtown Business Mix

Business Type	Percent of Business
Retail	31%
Service	32%
Professional	16%
Hospitality	13%
Other	8%

Source: Merchant Survey (Platteville Main Street Program)

Platteville is compact, walkable, distinct and well maintained, part of an active and energetic Main Street Program. The community's desire is to preserve and enhance this asset through the following policies and recommendations.

21. Well-maintained historic or culturally significant buildings are often the most valued assets in a down-town. The buildings give residents a sense of pride and often portray the area's unique history and pro-vide a visible historical link. Platteville should encourage renovation and restoration of downtown buildings. Funding options such as tax credits and other incentives should be explored.



22. Continue to pursue grant assistance for Brownfield redevelopment.
23. Develop and implement a coordinated plan for Main Street. The City recently completed a streetscape plan for the historic downtown.
24. Continue efforts to address parking problems and determine if a parking study is necessary.
25. Explore the possibility of new downtown residences that provide off-street parking.
26. Encourage shared parking where possible.
27. Enhance the visual appeal of Main Street.

Platteville Industrial Park

28. Platteville owns a 156-acre industrial park located on the east side of the City on Highway 151. The City will continue to market the park and pursue appropriate businesses that provide high quality jobs. The City is also interested in pursuing high technology research and development industries to create high paying jobs and offer opportunities to graduates of UW-Platteville and Southwest Wisconsin Technical College. In order to meet these desires Platteville needs to require quality design in new industrial developments to include the following parameters:

- Truck traffic should be separated physically from other traffic in the park to avoid disrupting tenant operations.
- Special landscape treatments, including plantings, water features and custom signage will enhance the image of the Park. Landscaping is one of the most economical ways to promote a high-quality image.
- On individual sites, parking areas should be screened with landscaping or located at the rear of the site.
- Service areas including truck docks, loading areas, dumpsters, recycling areas and outdoor communications equipment, should also be located behind buildings or screened with fences, walls and berms.
- A system of sidewalks or pedestrian pathways linking buildings to each other & to parking areas is desirable.
- Pedestrian scale lighting should be considered along primary pedestrian routes.
- The Platteville Industrial Development Corporation should continue to market and promote development of the park.
- Site circulation should be direct and clearly marked. Wayfinding signage is recommended within the Park and to direct visitors to the Park.

- Lighting and signage should be used to unify the Park.

29. High Tech Research Development: To attract high-tech jobs to the area, Platteville should provide special incentives and/or infrastructure improvements to attract high-tech research and development firms.

ENVIRONMENTALLY CONTAMINATED SITES

The Wisconsin Department of Natural Resources Bureau for Remediation and Redevelopment Tracking System (BRRTS) database lists the following contaminated sites in the Platteville Area:

Table 4.5 Leaking Underground Storage Tank (LUST) Sites

Facility Name	Location
Iowa Co. Oil	STH 151 & STH 80/81
Longs Union 76	20 N. Chestnut Street
B & B	340 S. Chestnut Street
Heer Mobil	80 N. Chestnut Street
Heer Oil Co.	80 N. Chestnut Street
Tierney & Garvey IOCO	80 W. Main Street
Richardsons Mobil	380 W. Chestnut Street
Former service station	615 S. Chestnut Street

Source: Department of Natural Resources, 2009

Table 4.6 Environmental Response Program (ERP) Sites

Facility Name	Location
Faherty (Closed)	Pleasant Valley Road, Platteville
Heer Oil Co.	Lily Street, Platteville
Spensley Grain Inc. - Platteville	1291 College Farm Road, Platteville
East Main Street property	475-575 E. Main Street, Platteville
Platteville Cleaners	250 W. Main Street, Platteville
Wang Armoury Platteville	475 N. Water Street, Platteville
Speedy Loan	50 S. Water Street, Platteville

Source: Department of Natural Resources, 2009

The Wisconsin Department of Natural Resources Registry of Waste Disposal Sites lists the following Platteville Area sites:

Table 4.7 Solid & Hazardous Waste Information Systems (SHWIMS) Sites

Facility Name	Location
Daleo Machine Inc	5801 Pleasant Valley Road
Doctors Park Physicians SMDV	1450 East Site Road
Faherty Inc	1120 Broadway
Farm & Fleet of Platteville	5841 STH 80/81
Kmart #3970	1425 E HWY 151
Maski Clinic	1250 E HWY 151
Northern Natural Gas	5557 CTH D
Platteville Cleaners	250 W. Main

Platteville City	Stumptown Road
Platteville Public Schools	710 E. Madison Street
Rural Excavating	285 Milwaukee Street
Southwest Health Center	1400 East Side Road
UW Platteville Physical Plant	1 University Plaza
Wal-mart Supercenter #958	1800 Progressive Parkway
WI Army Nat'l Guard Platteville	475 N. Water Street
Wilcox Recycling	604 Joes Lane
Woodward Printing	11 Means Drive

Source: Department of Natural Resources, 2009

Site Assessment Grants

In the year 2000, the City of Platteville received three Site Assessment Grants to assist with brownfield remediation. These grants were awarded for the following properties: 475 E. Main Street, 555 E. Main Street and 575 E. Main Street. Residential or mixed-use development is proposed for these sites after remediation is complete.

Sustainable Urban Development Zone (SUDZ)

The purpose of this program is to encourage the use of financial incentives to promote the clean up and redevelopment of brownfield areas in communities. Funds may be used for assessment, investigation and clean up of brownfield properties in the selected communities. In the 2001-2003 budget act, the city of Platteville received a \$150,000 SUDZ grant.

Programs Available to Municipalities

The following is a summary of programs available to local governments to assist in their economic development efforts:

A. Local Programs

Southwestern Wisconsin Regional Planning Commission (SWWRPC)

Southwestern Wisconsin Regional Planning Commission is responsible for overall economic development planning for southwestern Wisconsin. It coordinates with the various state and regional development agencies that serve the region. The Commission also provides technical assistance to local units of government and both technical assistance and resource information to businesses and individuals interested in new business opportunities in the region. Southwestern Wisconsin Regional Planning Commission promotes downtown improvement programs, historic preservation efforts and tourism development as viable economic development strategies. The Commission also acts as a public forum for discussion of economic development needs in the region.

Platteville Area Industrial Development Corporation

The City of Platteville owns the 156-acre Industrial Park located on the eastern edge of the City on Highway 151. The Platteville Industrial Development Corporation is charged with marketing and promoting development of the Park.

Platteville Business Incubator, Inc. (PBI)

The incubator is a not-for-profit corporation that provides assistance to start-up companies and expanding small businesses. It also serves the area as an educational resource center. It offers office and light manufacturing space and a variety of professional services.

Other Local Incentive Programs

City of Platteville

- Land Purchasing Assistance program in the Industrial Park.

- Tax Incremental Financing district
- City of Platteville revolving loan funds

Grant County

- Revolving loan funds, accessed through Grant County Economic Development Corporation
- Regional
- Job training through Southwest Wisconsin Technical College
- Southwest Wisconsin Regional Planning Commission revolving loan funds

B. State Programs

Community Development Zone Tax Credits

This program is available to employers expanding or relocating within Grant and Lafayette Counties, which are subject to a Wisconsin income tax liability. The program is a tax benefit initiative designed to encourage private investment and to improve the quality and quantity of employment opportunities. The tax credit is a dollar-for-dollar reduction in the Wisconsin income tax liability, with a carry-forward provision of up to fifteen years.

Community Development Block Grant-Economic Development

The CDBG-ED program was designed to assist businesses that will invest private funds and create jobs as they expand or relocate to Wisconsin. The Wisconsin Department of Commerce awards the funds to a general-purpose unit of government (community) which then loans the funds to a business. When the business repays the loan, the community may retain the funds to capitalize a local revolving loan fund. This fund can then be utilized to finance additional economic development projects within the community.

All businesses that are or will be operating in Wisconsin are invited to participate in this program provided they:

- Are located in cities whose population does not exceed 50,000
- Are not located in Milwaukee County or
- Are not located in certain Waukesha County communities.

Eligible Activities: Construction and expansion, working capital, and acquisition of existing businesses, land, buildings, and equipment

Level of Participation: The Department of Commerce's typical level of participation in a CDBG-ED project is \$3,000 to \$10,000 per full-time job created, although the actual amount of participation is dependent upon factors such as the following:

- The viability of the project.
- The number and nature of the jobs created.
- The project's economic impact upon the community.
- The collateral position available.

Program Requirements:

1. At least 50% of the total eligible project costs must be funded through private resources.
2. At least 51% of the jobs created or retained must be filled or made available to persons of low and moderate income.
3. The total amount of the CDBG-ED assistance that can be provided to any business may not exceed \$1 million.

Customized Labor Training (CLT) Program

The CLT program is designed to assist companies that are investing in new technologies or manufacturing processes by providing a grant of up to 50% of the cost of training employees on the new technologies. The program's primary goal is to help Wisconsin manufacturers maintain a workforce that is on the cutting edge of technological innovation.

Eligible Applicants: Any business making a firm commitment to locate a new facility in Wisconsin or expand an existing facility within the State which is upgrading a product, process or service that requires training in new technology and industrial skills is eligible.

Eligible Activities: To be eligible, the proposed training must meet both of the following criteria:

- The training must focus on new technology, industrial skills or manufacturing processes.
- The training must not be currently available through other resources (e.g. Wisconsin Technical College System).

Eligible Costs: Trainee wages, training material and trainer costs.

Although the Department can finance up to 50% of the eligible project costs not to exceed \$2,500 per employee trained, the actual level of CLT participation in any given project is based upon an analysis of the following factors:

1. Viability of the project
2. Number and nature of the jobs created and retained
3. Employee wages and benefits

Transportation Economic Assistance Program

The Transportation Economic Assistance program provides 50% state grants to governing bodies, private businesses, and consortiums for road, rail, harbor, and airport projects that help attract employers to Wisconsin, or encourage business and industry to remain and expand in the state.

The purpose of the Program is to attract and retain business firms in Wisconsin and thus create or retain jobs. The businesses cannot be speculative and local communities must assure that the number of jobs anticipated from the proposed project will be realized within three years from the date of the project agreement and remain after another four years.

Grants of up to \$1 million are available for transportation improvements that are essential for an economic development project. It must be scheduled to begin within three years, have the local government's endorsement, and benefit the public. The program is designed to implement an improvement more quickly than normal state programming processes allow. The applications are ranked based on cost per job (\$5,000 maximum), county unemployment rate, benefits to the regional transportation system, and proximity to previously approved TEA projects. The 50% local match can come from any combination of local, federal, or private funds or in-kind services.

Other State Incentive Programs— through the Wisconsin Department of Commerce

- Early Planning Grant (EPG) Programs – grants to aid individual entrepreneurs and small businesses throughout Wisconsin obtain the professional services necessary to evaluate the feasibility of a proposed start up or expansion.
- Industrial Revenue Bonds (IRB) – A means of financing the construction and equipping of manufacturing plants and a limited number of non-manufacturing facilities.
- State Income Tax Credits for job creation and also angel investment funds (see Glossary).

Federal Incentive Programs

- USDA Rural Development finance programs
- EDA grants through SWWRPC

V. TRANSPORTATION

TRANSPORTATION VISION STATEMENT

Create a safe and accessible multi-modal transportation network for all users.

TRANSPORTATION GOALS AND OBJECTIVES

Goal 1: Create and maintain a transportation system that moves vehicular traffic safely and efficiently

Objective 1.1: Work with WisDOT, Grant County, Southwestern Wisconsin Regional Planning commission and the University of Wisconsin-Platteville to fund, maintain, and develop a transportation thoroughfare system that ensures:

- Safe and efficient movement of people and goods, and that is designed in a manner that utilizes all modes of transportation.
- Efficient and cost-effective use of public resources in maintaining existing and constructing new streets.
- Minimal negative impacts to the community.

Objective 1.2: Alleviate traffic congestion, where appropriate, in a manner that improves traffic flow and minimizes traffic delays, minimizes the impacts on adjacent land uses and neighborhoods, and does not degrade the safety of users of any modes of transportation moving along or across the corridor.

Objective 1.3: Provide truck routes for the safe and efficient movement of truck traffic, in order to provide access to and serve the needs of Platteville businesses. Minimize the negative impacts of trucks on existing and future residential neighborhoods.

Goal 2: Create and maintain a transportation system that provides a variety of safe and efficient transportation choices.

Objective 2.1: Develop and maintain a coordinated and balanced transportation system that provides a variety of choices among transportation modes, include vehicle, public transit, air travel, bicycle, and pedestrian.

Objective 2.2: Design neighborhood streets in a manner that accommodates all modes of transportation - including vehicle, public transit, bicycle, and pedestrian travel - and limit the impacts of motor vehicle traffic on neighborhoods.

Objective 2.3: Provide for a continuous and interconnected bicycle route and trail network that is viable, convenient, and safe, and a system that will encourage both commuter and recreational bicycling.

Objective 2.4: Consider the creation of an ordinance for low speed vehicles for the Town and City of Platteville.

Goal 3: Create and maintain a transportation system that is accessible to all users.

Objective 3.1: Improve pedestrian connections among land uses to create a continuous and seamless pedestrian system, and to enhance the walkability and pedestrian environment.

ment.

Objective 3.2: Strive to assure that individuals of all ability levels have access to transportation choices that, at minimum, provide access to basic life needs, and that ideally allow for a healthy, active lifestyle.

Goal 4: Integrate parking into transportation and land use decisions.

Objective 4.1: Provide for the construction and maintenance of parking facilities as part of an integrated strategy for urban development and redevelopment. Consider the desired density of land uses, the need for parking facilities to provide safe and convenient bicycle parking, the availability and desirability of on-street parking, the special parking needs of persons with disabilities, and the impacts on the pedestrian environment in future parking planning, management, and parking facility design activities.

Goal 5: Improve local air travel

Objective 5.1: Work with the Platteville Municipal Airport and other area air transportation in their efforts to maintain and improve air passenger services and maintain and improve air freight services (in order to attract, maintain, and enhance business development in the community).

Goal 6: Coordinate transportation planning efforts.

Objective 6.1: Plan for and provide a balanced and efficient transportation network that offers realistic and viable alternatives to automobile travel and maximizes use of existing transportation investments.

Parking Issues Near the University

In the fall of 2008, the Council President and City Manager formed a task force to investigate the housing and parking issues near the University of Wisconsin Platteville. The task force consisted of local housing developers, representative from the University, City Staff and residents that lived near the University. The following parking ideas were recommended:

"1) The City/University/Developers could construct a large parking lot or lots in the vicinity of campus to provide excess capacity. This parking would be available to the tenants of future or existing housing developments. At the time the developments are approved, the developer could take advantage of this excess capacity and "buy into" the parking lot based on the number of spaces they would need for their particular development. The housing development would have to be within a reasonable proximity to the parking lot to qualify.

2) Require permits for on-street parking in the area near UWP. Only residents that live in the area would be allowed to park on the streets during certain hours. There would be no charge for these permits, but there would be a limit to the number of permits granted for each property. Allowing non-residents the option to purchase a permit could also be considered.

3) Modify zoning regulations to require more off-street parking for residential developments in certain areas." (Source: City of Platteville, "Memo: UWP Transition Task Force", 2008)

See **Appendix A** for all of the task forces recommendations regarding housing and parking.

TRANSPORTATION INVENTORY

The predominant mode of transportation in the study area is the private automobile. The City does not have a transit system nor is there any railroad serving the area. There is a municipal airport and taxi service is available.

Roadways

Functional Classification

There are a total of 63.5 miles of streets in the City of Platteville and 40 miles in the Town for a total of 103.5 miles of roadway in the study area. Map 5.1 shows the functional classification of the roadway system as it is currently designated. Table 5.1 shows a breakdown of the mileage by jurisdiction and functional classification.

The City has conducted an evaluation of its streets and roadway system. This evaluation has been an integral part of the City's establishment of a five-year improvement program. The Town conducted a pavement evaluation which was completed in 2001.

Table 5.1: Functional Classification of Roads

Jurisdictional Breakdown	Number of Miles
State Road	15.42
County Road	9.69
Town Road	41.08
City Arterial	8.09
City Collector	6.42
City Local Street	36.75

Source: Department of Transportation, 2008-2009

Traffic counts were recently updated in the area in 2007. These counts are shown in Figure 5.2 for the City and the Town. The highest traffic volumes are on USH 151, STH 80/81, Chestnut and Pine Streets.

Traffic Flow Capacity

Streets and roads in the area were evaluated for their traffic flow capacity based on the assumption that the capacity of a two-lane urban facility is 12,000 vehicles per day, and a four-lane urban facility is 24,000 vehicles per day. There are several streets in the community which have three lanes with two travel lanes and a middle left turn lane. The capacity of these roadways was assumed to be 16,000 vehicles per day. These capacities were divided by the 2000 traffic volumes to provide a volume to capacity ratio (V/C). A V/C ratio above 1.0 indicates a traffic capacity problem. A V/C ratio between 0.9 and 1.0 indicates a potential capacity problem. Based on this analysis, there is no immediate capacity problem in the roadway system. However, there are several roadway sections that are close to capacity and could develop potential problems, including USH 151 and Chestnut Street.

Traffic Accidents

Automobile accidents in the area are infrequent and are clustered along the USH 151 corridor. Accident areas were evaluated both in terms of high accident intersections and high accident roadway sections. To date, the City Police Office noted there have been no "accidents of significance".

Parking

Municipalities regulate on-street parking. The City of Platteville has four municipal parking lots with approximately 115 stalls of off-street parking. Parking is generally encouraged in downtown areas. It is generally allowed in residential areas except near the fringe of downtown areas or schools. Because of the narrow streets in the downtown area, a number of streets have restricted parking. Maps 5.3 and 5.3A show the types of parking and the areas in the City and Town where parking is restricted. These include areas that do not allow parking as well as those that restrict parking during certain hours of the day.

Access Control

Access control is a means for a jurisdiction to regulate curb cuts or driveways to adjacent property. The state does have access control on USH 151, STH 80, and STH 81. The county regulates access on all county trunk highways including CTH B, CTH D, and CTH O by means of a permit process. The City controls access by means of a driveway permit. The Town does not have any formal means of access control. Map 5.4 shows the areas in the City and Town where access is controlled.

Speed Control

Each jurisdiction has control over the speeds on its facilities. Under state statutes, speed limits on town and county roads are 55 mph unless otherwise noted. The speed limits in the Town are generally 55 mph except in a few cases, such as in the residential areas north of the City where speed limits range from 25 mph to 30 mph. Speed limits in the City are generally 25 mph. Exceptions include Main Street, between Chestnut and Water, where the speed limit is 15 mph, USH 151, where the speed limit ranges from 35 mph and 55 mph and on the edges of the City limits. The speed limits in the City and Town are shown in Map 5.5.

Traffic Control

The primary means of traffic control within the study area is the stop sign. The location of all traffic control in the City is shown in Map 5.6. There are a total of three traffic signals all located on the state highway system. Two signals are on USH 151 and one signal is on STH 80/81.

Circulation

All roads within the study area are two-way streets with the exception of the downtown area. There are several streets in the downtown area that are one-way. These are shown in Map 5.8. They include Main Street and Mineral Street and the side streets including 3rd and 4th Streets and the streets around the downtown square.

USH 151 runs along the southern edge of community. STH 80 and 81 pass through the middle of the community. STH 81 passes through the southern and western edge of the downtown area and STH 80 passes through the eastern edge of the downtown area. The results of an origin-destination survey conducted in 1992 indicate that less than 27% of the traffic on STH 80 and STH 81 is through traffic. Heavy trucks account for less than 10% of the total traffic volumes.

School Buses

The Platteville School District has fourteen different school bus routes operating to transport students to and from school. Approximately 725 students rode buses during the 2001 school year.

Bicycle and Pedestrians

The City participated in the recently completed Grant County Bicycle Plan. That plan designated a number of streets in the community as on-street bike paths. In addition there are several off-street bike paths in the community. Map 5.9 shows the existing and proposed bike system in the community. The City also has an extensive sidewalk system. The older parts of the community have sidewalks; however, in the newer outlying parts, there is no sidewalk system. The existing sidewalk system is shown in Map 5.10.

Elderly and Disabled

The City's Taxi Service provides shared-ride service to approximately 20,000 riders each year. The service includes an ADA-accessible van and two cabs which are used on an on-call basis. The service is open to all residents within the City limits. The Platteville Cab Service has served Platteville with shared ride taxi service since 1983.

Airport

The State Airport System is comprised of 95 publicly owned public-use airports. The Platteville Airport, owned by the City of Platteville, is currently classified as a General Utility Airport, intended to serve virtually all small general aviation single and twin engine aircraft, both piston and turbo-prop with a maximum take-off weight of 12,500 pounds or less. Typically, such aircraft are used for business and charter flying and for personal use.

The Platteville Airport has two runways: runway 7/25 is 3600 feet long and runway 15/33 is 4000 feet long. Future expansion will occur on runway 15/33 from 4000 feet to 5000 feet to allow jet planes to operate from this airport. A five-person commission oversees airport operations. Day to day management is contracted out to a private company as well as the fixed base operator. An average of 3700 take-offs and landings occur at the Platteville Airport each year.

Wayfinding and Signage

The City currently has two sets of signage in the community. At major entryways, there are large, wooden community entry signs with the UW-Platteville logo. These signs are currently located at the east entry on USH 151 and the west entry on USH 151. A second set of smaller wayfinding signs is located at major intersections in the community. These have a different logo (a miner) and arrows listing directions to major attractions in the community such as the Miners Museum, City Hall, etc.

CONSISTENCY WITH REGIONAL AND STATE PLANS

Effective local planning requires consistency with state, regional and surrounding local plans. This section provides an assessment of consistency of the goals, objectives and recommended strategies of these plans with the Platteville Comprehensive Plan.

Translinks 21, developed by WisDOT in 1994, is a comprehensive multimodal transportation plan developed after extensive analysis of the modal needs of the state. Translinks 21 committed WisDOT to produce detailed statewide plans for each of the transportation modes. Modal plans developed within the framework of Translinks 21 include the Wisconsin State Airport System Plan 2020, the Wisconsin Bicycle Transportation Plan 2020, the Wisconsin State Highway Plan 2020 and the Wisconsin State Pedestrian Policy Plan 2020. A state rail plan is currently under development and a state transit plan will begin this year. Furthermore, there are a number of local plans that are also important to review for consistency in terms of transportation issues, including the Regional Plan Commission Economic Development Plans and the Grant County Bicycle Plan.

Airport Planning

The Southwestern Wisconsin Regional Planning Commission includes transportation issues as part of its Comprehensive Economic Development Strategy. The 2000-2001 Strategy includes the following goal for transportation in the region:

- Promote the maintenance and upgrading of the region's highway, rail, airport and river transportation systems.

Specific to airports, the transportation strategy states:

With no scheduled air carriers serving any points within the southwestern Wisconsin region, the area also lacks quick, convenient air transportation. In addition, the lack of adequate, paved runways in many parts of the region inhibit

the use of business aircraft and thus the introduction of some new industry into the area. Increasing the capabilities of the airport facilities should be a priority within the region.

The RPC goals are consistent with the framework established by the Wisconsin State Airport System Plan, which provides a framework for the preservation and enhancement of the system of public-use airports in the state. The goals established through the comprehensive planning process are also consistent with both the state and regional airport plans.

Bicycle Planning

The Wisconsin Bicycle Transportation Plan 2020 was developed to “establish bicycling as a viable, convenient and safe transportation choice throughout Wisconsin”. The Plan provides a series of implementation strategies for communities to meet this vision, including: Develop, revise and update long-range plans and maps, considers needs of bicyclists in all street projects, promote safety programs, promote bicycle friendly development through plans and zoning and ordinances, provide bicycle racks, consider providing locker room facilities for employees, encourage business involvement as a means to increase bike commuting and help promote bike-to-work/school days.

The Grant County Bicycle Improvement Plan, completed by Schreiber/Anderson Associates in 2001, provides a number of recommendations specific to the Platteville area. These recommendations are included in the Comprehensive Plan.

Pedestrian Planning

The Wisconsin State Pedestrian Policy Plan was released in February 2001. The Plan outlines statewide and local measures to increase walking and to promote pedestrian safety and stresses the importance of intermodal connections. The ultimate goal in facilitating pedestrian travel is to create walkable communities that integrate pedestrian travel into the community. Pedestrian friendly concepts should be integrated into development by mixing land uses, reducing distances between destinations and providing for necessary pedestrian amenities, so walking is seen as an attractive, reasonable alternative to the car.

Highway Planning

The Wisconsin State Highway Plan 2020 provides a long-range blueprint for future investments in the State Trunk Highway (STH) system. The Plan analyzes current conditions and predicts future uses and needs. The 151 Bypass is the major project scheduled for the Platteville area.

TRANSPORTATION POLICIES AND RECOMMENDATIONS

As new roadways are constructed in the community, it is recommended that they be constructed as an interconnecting grid system.

Not in order of priority

Major Roadways

1. Ensure that new streets are constructed to meet the transportation needs in growing areas.
2. The roadway system should be designed and maintained in a manner that minimizes neighborhood impacts. Specific capacity improvements and other traffic management treatments should be sought in a way that minimizes negative impacts on neighborhoods (e.g. planting buffers with street trees, using roundabouts, where appropriate, etc.)
3. Use transportation system management strategies to improve traffic flow, where appropriate, and where it does not degrade the safety of users of any modes of transportation moving along or across the corridor. Such measures include traffic signal control systems, intersec-

tion improvements, channelization (such as dedicated turn lanes), and access management techniques.

4. Consider retrofitting streets to provide improved pedestrian and bicycle access and connections.

5. Designate truck routes in a manner that directs trucks to destinations via the most appropriate roadways, while discouraging travel through residential areas where possible.

6. Design and construct truck routes (and roads used to access industrial areas) to adequately accommodate heavy truck traffic.

7. Maintain and enforce ordinances that regulate and minimize negative noise and other impacts of trucking on residential neighborhoods, such as ordinances managing engine braking, truck delivery times, and vehicle idling.

8. Work with trucking, rail, and air interest to investigate opportunities to enhance intermodal freight transportation.

9. Explore the feasibility of a bypass of Highways 80 and 81 to minimize truck and freight traffic in the downtown.

10. Design new and existing local streets that provide for traffic movement, while ensuring a safe and attractive pedestrian and bicycle-friendly neighborhood environment.

11. Consider long-term street maintenance and availability of funds when designing neighborhood streets.

12. Ensure that City street standards are consistent with the "Complete Street" (see Glossary) design concept.

13. Consider traffic calming (see Glossary) improvements and strategies for use on local streets, where appropriate, that will encourage pedestrian travel, bicycle travel and the use of public transit.

14. Work closely with the University of Wisconsin-Platteville and residents to develop and implement safety enhancements that ease conflicts between motor vehicles, bicycles, and pedestrians at key locations throughout the UW campus and in neighborhoods.

15. Develop an ordinance for low speed vehicles (see Glossary).

16. Work with Grant County, WisDOT, SWWRPC, and the University of Wisconsin-Platteville to develop and implement any bicycle-related plans relating to Platteville (including the City of Platteville Safe Routes to School Plan, September, 2009 and the Grant County Bicycle Improvement Plan, February 2001).

17. Integrate on-street bicycle lanes as part of roadway construction and reconstruction projects, when possible. Stripe and sign on-street bicycle routes and lanes, as appropriate.

18. Ensure that any of Platteville's bicycle facility planning is closely coordinated with any of the University of Wisconsin-Platteville.

19. Strive to expand the trail network within Platteville; completing a contiguous network around and within the entire community to provide a safe and viable pedestrian and bicyclist

alternative to the road network.

Improve pedestrian connections among land uses to create a continuous and seamless pedestrian system, and to enhance the walkability and pedestrian environment.

20. Sidewalks should be provided on both sides of all new streets in all new subdivisions.

21. Develop, maintain, and implement a pedestrian system plan (including the City of Platteville Safe Routes to School Plan; September 2009) to identify and prioritize sidewalk needs (examples include pedestrian ramps, crosswalk enhancements, etc.). An implementation program, such as the Capital Improvements Plan (CIP) for funding pedestrian improvements in existing neighborhoods should continue to be used.

22. Work closely with the University of Wisconsin-Platteville and residents to identify priorities and implement pedestrian enhancements in the UW campus area and in neighborhoods.

23. To enhance pedestrian comfort and create a more pedestrian oriented environment, encourage a mix of land uses and densities, high quality design of the built environment, and pedestrian-scale streetscapes.

24. Maintain sidewalks and walkways for year-round use, including snow removal. Enforce sidewalk snow removal and maintenance ordinances.

25. Continue to provide funding support for transportation for the Platteville Senior Center and the City Shared-Ride Taxi Service through City tax levy or State and Federal funds.

26. Coordinate as appropriate with other communities and organizations, including SWWRPC and Southwest Wisconsin Transit Team, to explore opportunities for regional transit collaboration, including future regional transit routes (including fixed routes) linking the City of Platteville by bus, van, or shared ride to other urban areas.

27. Consider developing a community-wide assessment of existing transit accommodations and needs to better identify areas of potential improvement for future transit investments.

28. Develop and implement a downtown parking management plan that balances the needs of customers, employees, and residents.

29. Provide parking facilities for all transportation modes that can be conveniently accessed by downtown users.

30. Promote shared parking agreements for compatible uses (e.g. office parking with high demand during the weekdays and entertainment uses with high demand during evenings and weekends), in order to make more efficient use of parking facilities.

31. Develop a joint parking management plan between the University of Wisconsin-Platteville and the City, striking a balance between residential, employee, student, and visitor parking.

32. Integrate bicycle parking standards into existing zoning codes.

33. Strive to expand the runway of the Municipal Airport to 5000 feet.

34. Explore opportunities to provide more direct public transit connections to the Platteville Municipal Airport from key employment, residential, business, and institutional destinations within the community.

35. Work closely with the WisDOT and SWWRPC to ensure consistency between the City and Town of Platteville Comprehensive Plan and any long-range regional land use and transportation plans, including *Connections 2030*, the Wisconsin State Transportation Plan.

36. Create transportation infrastructure that promotes land use patterns that encourage the sustainable use of resources and reduces demands on natural resources, and that support policies developed in the Land Use Chapter.

Local Roads

As Platteville grows, local streets will need to be improved and expanded. New local roads are needed to serve new development around the edges of the City including areas around the bypass. The recommended grid system is shown on the transportation map, which will most likely be required as new areas develop. Local streets should be designed and developed to meet the goals set forth in this plan, including discouraging cul-de-sacs and encouraging through streets. They should facilitate the development of compact, contiguous neighborhoods that include linkages for pedestrians and bicyclists.

DOWNTOWN

Main Street

Based on early recommendations in the planning process, Platteville undertook a Downtown Streetscape Plan soon after the comprehensive planning process began. The focus of the plan recommendations was to improve circulation in the downtown area. One of the steering committee streetscape recommendations endorsed the conversion of a one-way Main Street to a two-way street. Recently, the Platteville City Council approved the rein-statement of two-way traffic on Main Street on a trial basis.

Intersection Improvements

Several intersections in the downtown area are in need of improvement due to the large number of turning movements, deteriorated infrastructure, and lack of definition and channelization. The elimination of the Main Street one-way street system will improve traffic conditions on Pine at Walnut and Water Street by reducing the number of turning movements. Both of these intersections should be reviewed for channelization improvements to enhance this condition. The intersection of Main and Water Street will experience heavier turning movements, and should be evaluated for improvements to facilitate those movements by enhancing channelization. The intersection of E. Furnace and Water should be reconfigured to promote through movements, particularly as the long-term plan calls for redirecting STH 81 along this corridor.

INTERSECTION IMPROVEMENTS

Bicycle and Pedestrian Facilities

A major goal of the community is to improve both bicycle and pedestrian access throughout the City and Town. Map 5.8 provides a framework for a connected system of bicycle routes. The framework plan is intended to provide access by bicycle and walking paths to the City and Town's community areas, including parks, schools, campus and the downtown. The map identifies general routes; however, a more detailed plan should be undertaken as a follow-up planning activity. This plan would focus on establishing a system of interconnected bikeways and pedestrian paths in the undeveloped portion of the community that would take advantage of some of the natural greenway corridors and physical features of the area. Proposed bikeways are also shown in Map 5.8.

Wayfinding/Signage/Streetscaping

Wayfinding will provide an important link from the new bypass to the community. Each of the three interchanges will have a unique identity that should be represented at the respective interchanges. Signage, monumentation and streetscaping can reinforce this identity. Streetscape plans are also recommended for each of the major corridors leading into the community. This includes existing USH 151, CTH D and STH 80/81.

In addition to the bypass area, a stronger link between the campus and the downtown area should be implemented through a streetscaping and signage program. The following recommendations from the recently completed Downtown Streetscape Plan should be implemented to reinforce this linkage.

Business 151

The existing corridor provides access to the industrial park and major retail businesses. The current roadway varies in width and lanes and has a relatively wide right-of-way. Because of the extensive driveway cuts along sections of this corridor, it is recommended that sections of roadway contain one through lane in each direction in combination with a middle continuous left turn lane (TWTL). As a result of reduced traffic volumes and wide right-of-way, other sections of roadway can be complemented with a landscaped boulevard.

STH 80/81

This corridor would become the major entryway into the downtown area. It is also the section of roadway that has the least amount of development and driveway cuts. Based on traffic projections, this section of corridor can remain as a two-lane roadway. However, as a major community entryway, it is recommended that the section of roadway leading into the downtown area be constructed with a median.

CTH D

This corridor will become the major link to the university campus. In addition to the recommendation regarding realignment of the corridor into the campus, it is also recommended that the street section contain a boulevard with parking.

USH 151 Bypass

As part of the improvements to the new bypass, it is recommended that the City of Platteville work with WisDOT on establishing a unique highway guide system that allows for unique graphical representation and identification of the major interchanges. This system would allow for graphical representation of the University, downtown, and Industrial Park areas in addition to lettered signage.

Good signage is critical to moving residents and visitors through communities. Signs must be large enough to see and well placed to direct visitors to their destinations. It is recommended that the City establish a signage system to help direct traffic to the major features in the community in a consistent fashion along the local street system.

Access Restrictions

In order to maintain the viability of the major corridors within the community, the City should adopt a policy and plan for restricting access onto these corridors. Such a plan would limit the number of access points and encourage landowners to share access points and provide interconnecting access between various land uses. Access restriction of the two corridors leading into the area from the USH 151 Bypass is of particular concern. It is recommended that limited access be placed along STH 81/81 and CTH D.

Speed Limits

It is recommended that the speed limits on the existing major corridors between the community and the new bypass be reduced. This includes CTH D, STH 80/81, USH 151 and Eastside Road. The

speed limits on these corridors should be reduced to a maximum speed of 35 to 45 mph, as shown in Map 5.5, which is a reasonable speed for a major urban corridor.

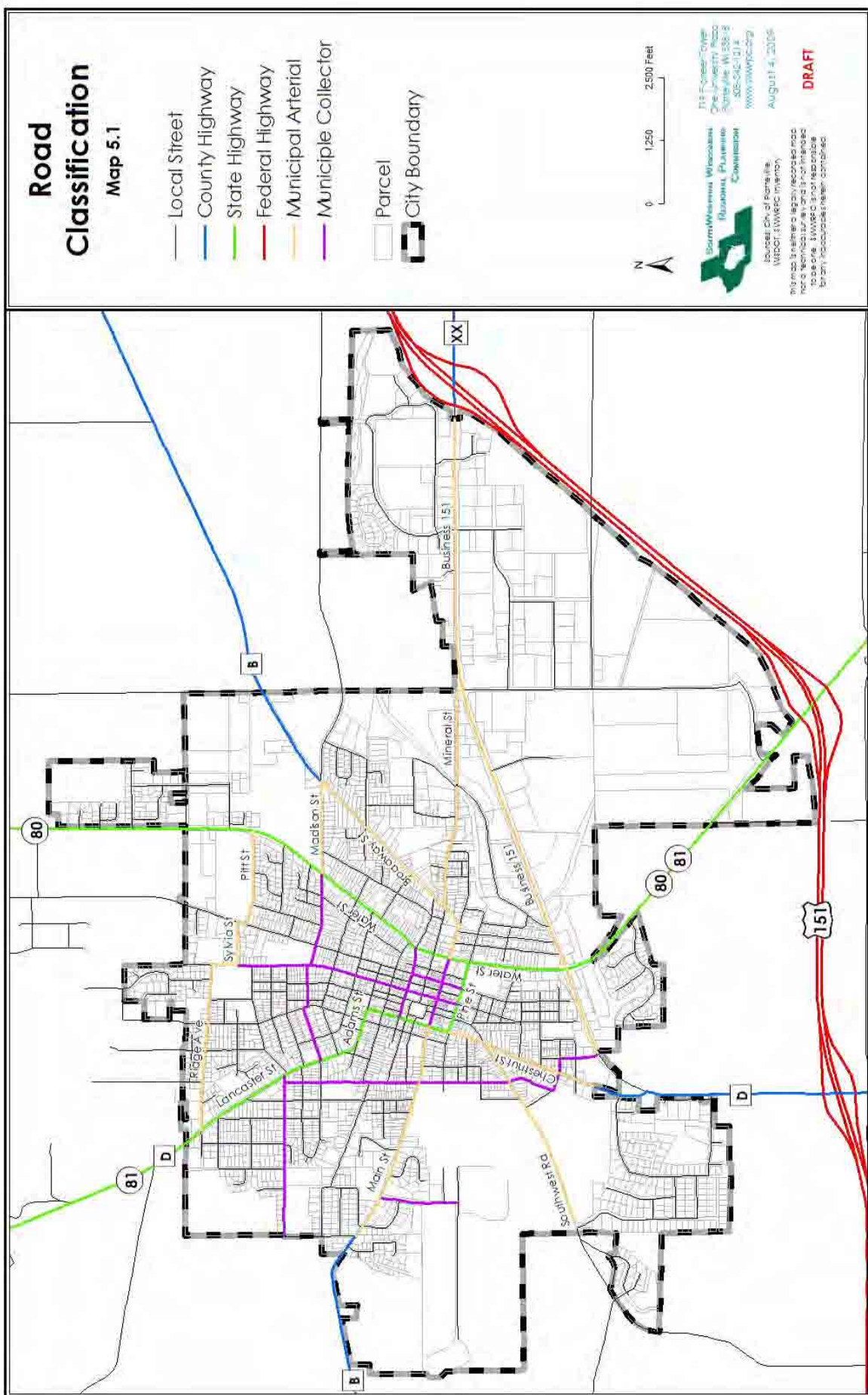
Parking

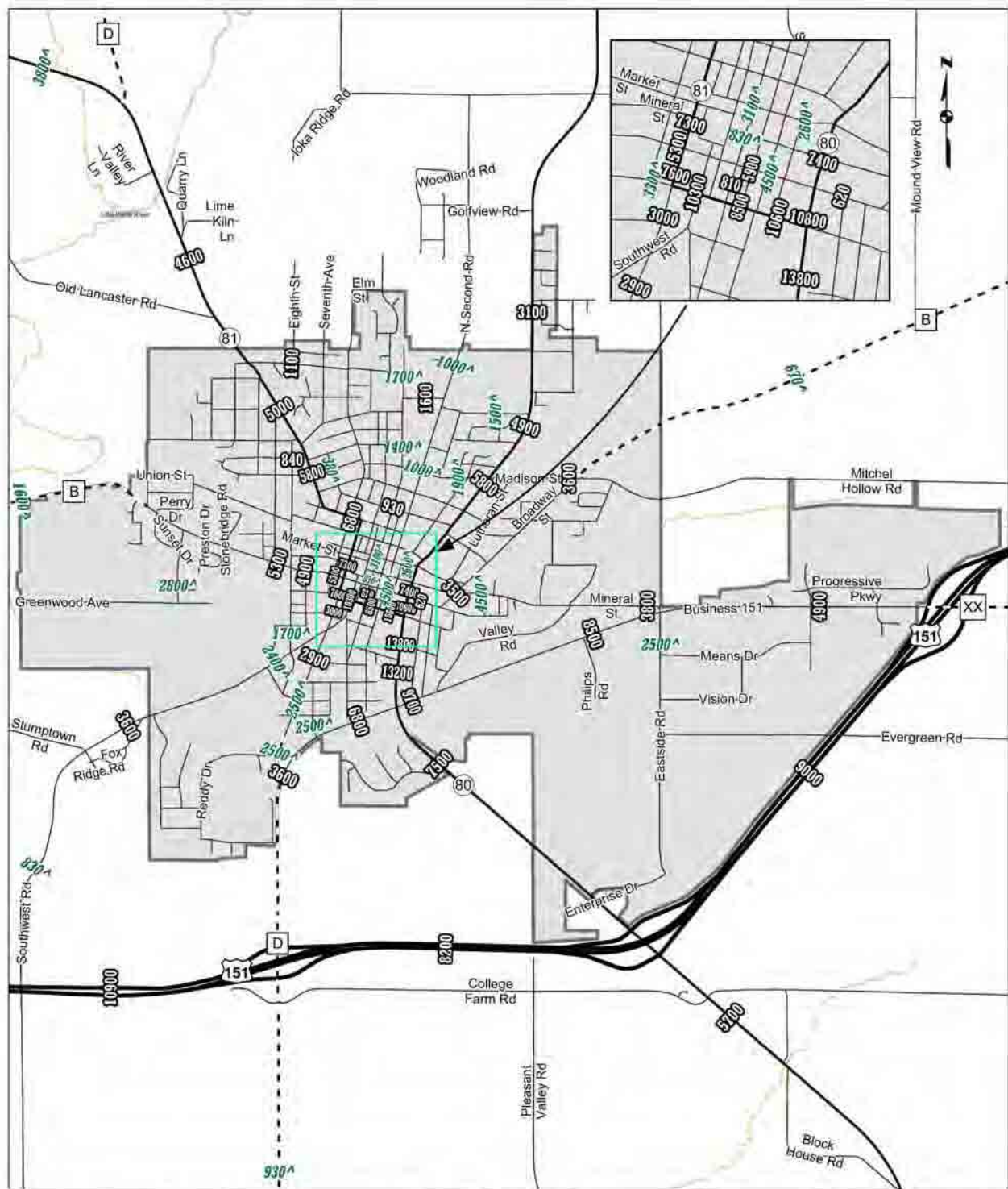
Parking restrictions should also be placed on the major roadways in the area between the bypass and the existing highway corridor. This includes STH 80/81, CTH D/USH 151, and USH 151.

Town Planning

As further development occurs in the Town, ensuring the orderly layout and use of land is critical. The adoption of a Land Division Ordinance will encourage the most appropriate use of land throughout the Town and will ensure that the goals set forth in this plan will be followed. The Town should develop and adopt a Land Division Ordinance to include specific standards for: land suitability for development, information required for land divisions, procedures for Town review and hearing, application fees, and penalties.

The adoption of a Town Driveway Ordinance will regulate the establishment, construction, improvement and modification of any Town driveway to assure that the site will be consistent with the goals of the Town. The Town should also develop and adopt a Driveway Ordinance to include procedures for driveway permits and specifications for the construction of driveways.





Parking Classification City of Platteville

Map 5.4

- No Parking Anytime
- No Parking This Side
- Daytime Restriction
- Over Night Restriction
- Daytime and Nighttime Restrictions
- Loading Zone
- Small Area Restriction
- Specialty Parking
- Local Street
- County Highway
- State Highway
- Federal Highway
- Parcel
- City Boundary



City of Platteville
One University Plaza
Platteville, WI 53589
608-785-2111
www.plattevillewi.gov

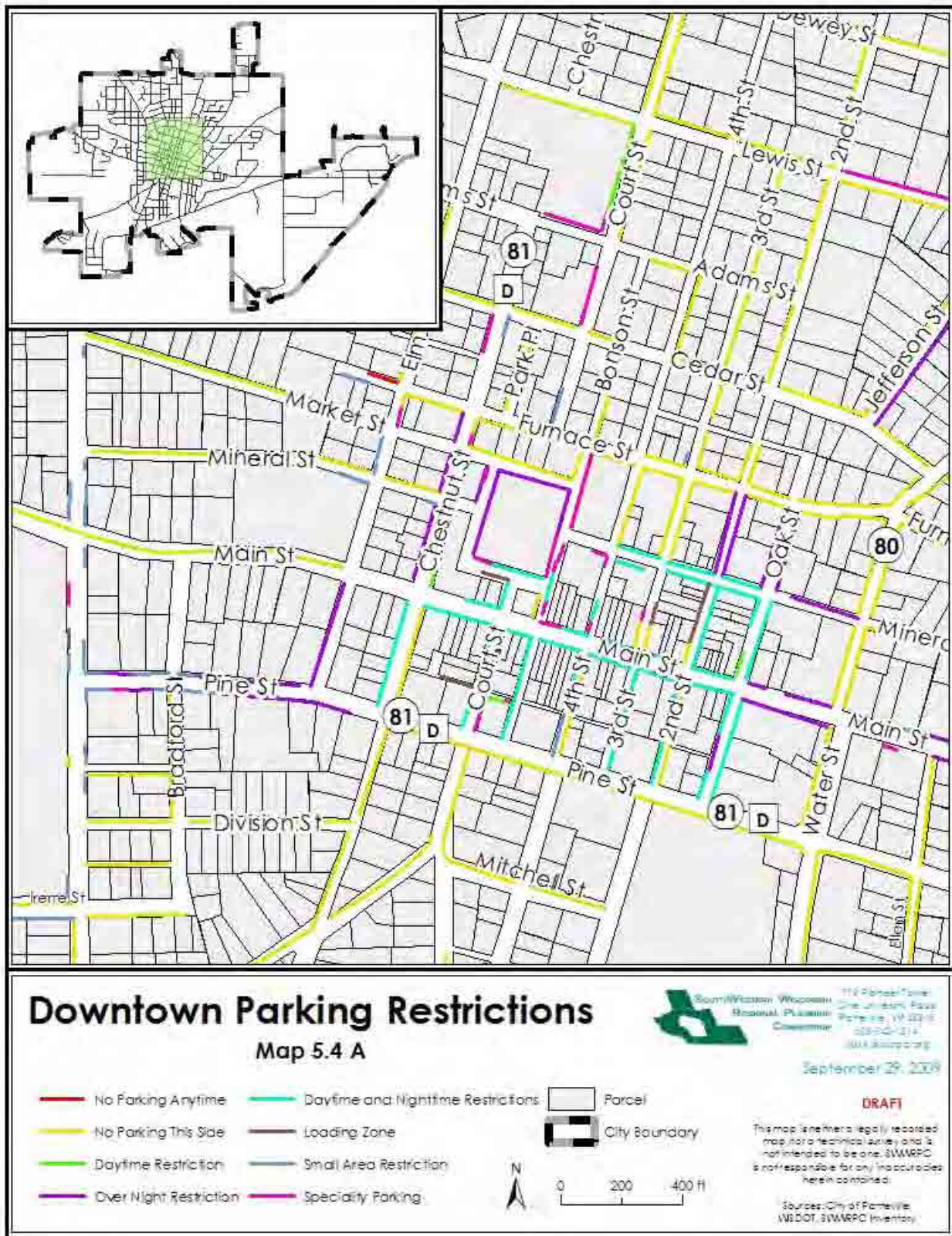


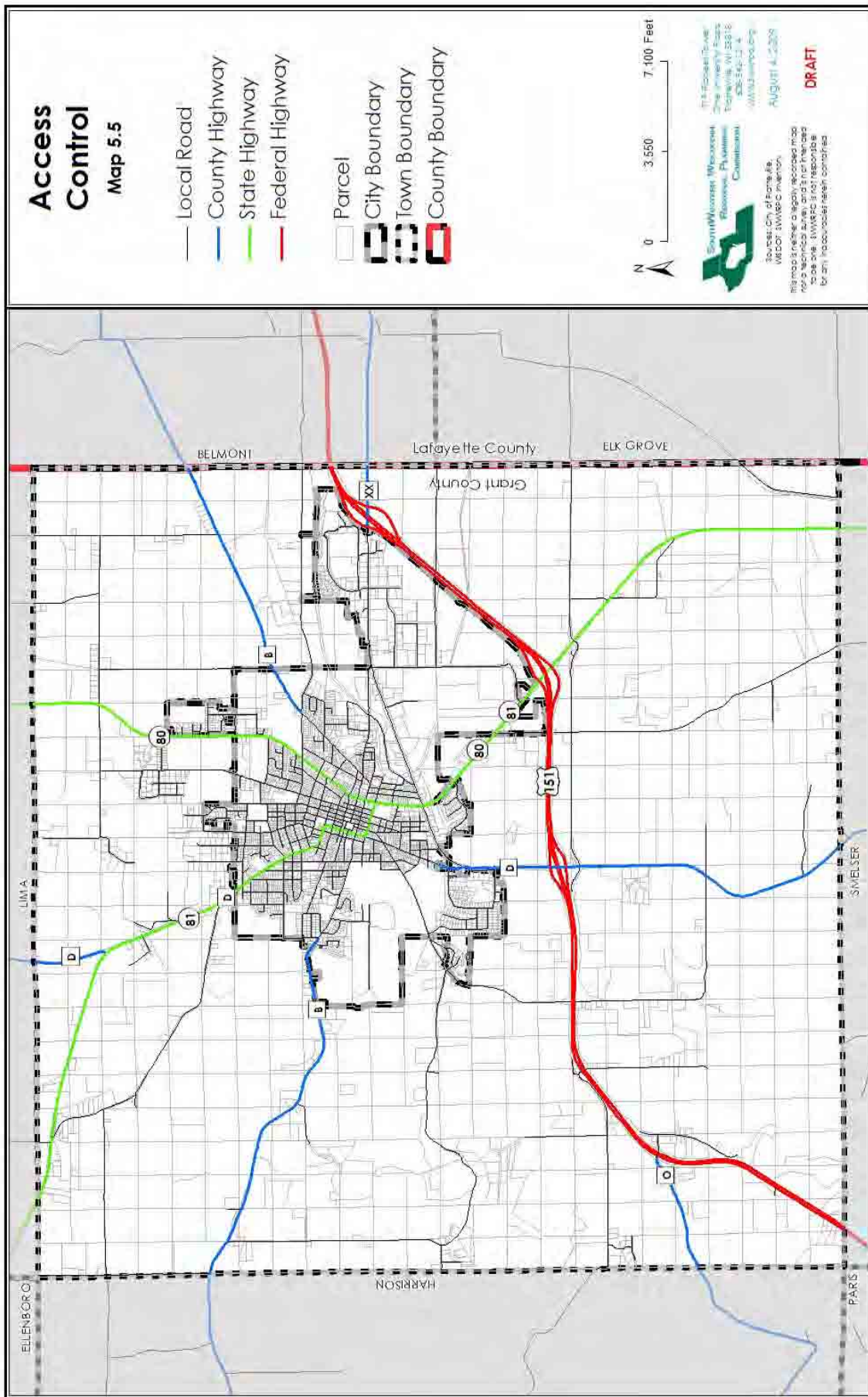
Source: City of Platteville
Map of Platteville, WI
Map of Platteville, WI
Map of Platteville, WI

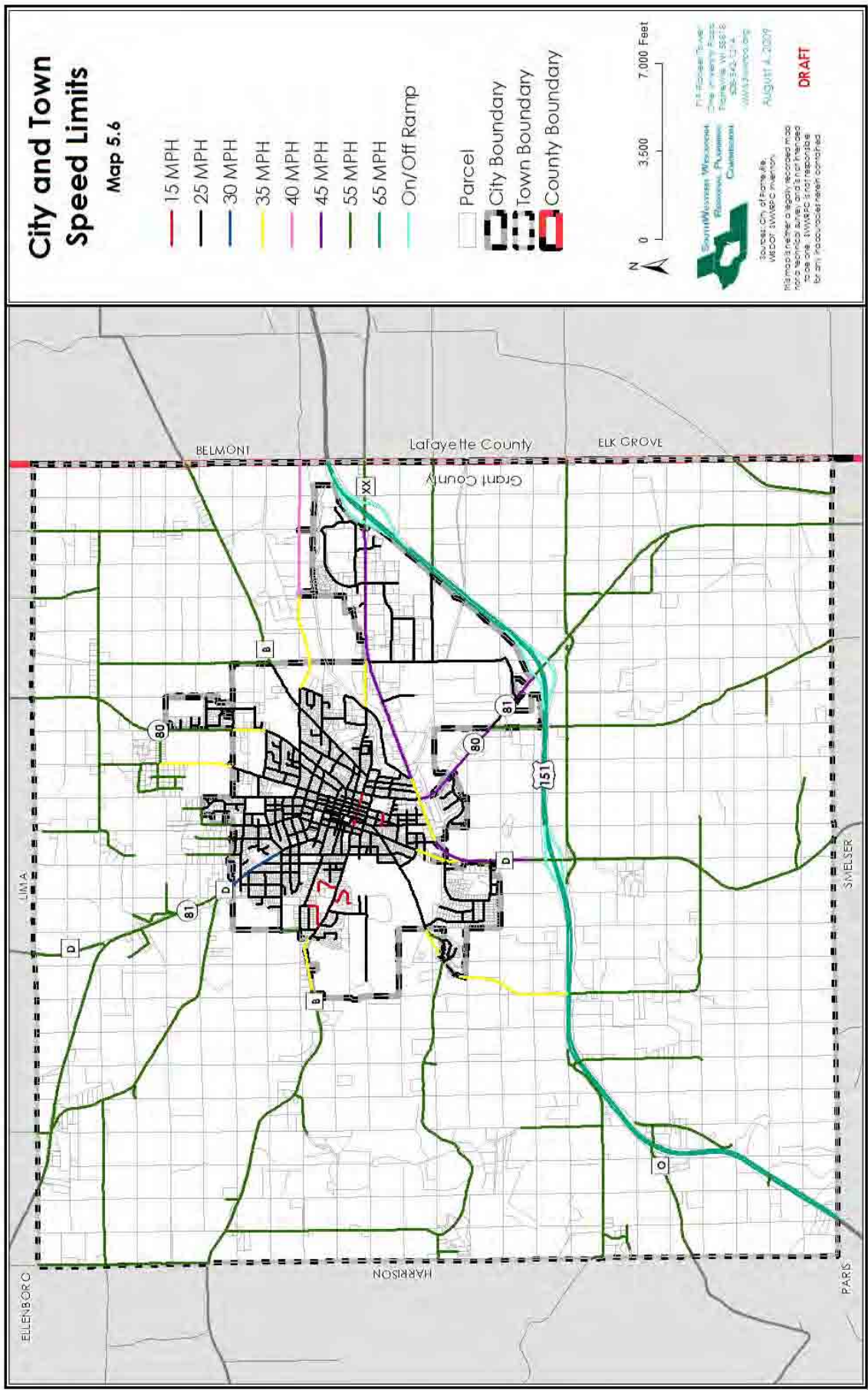
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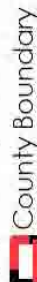
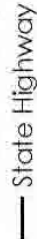
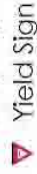






City and Town Traffic Control

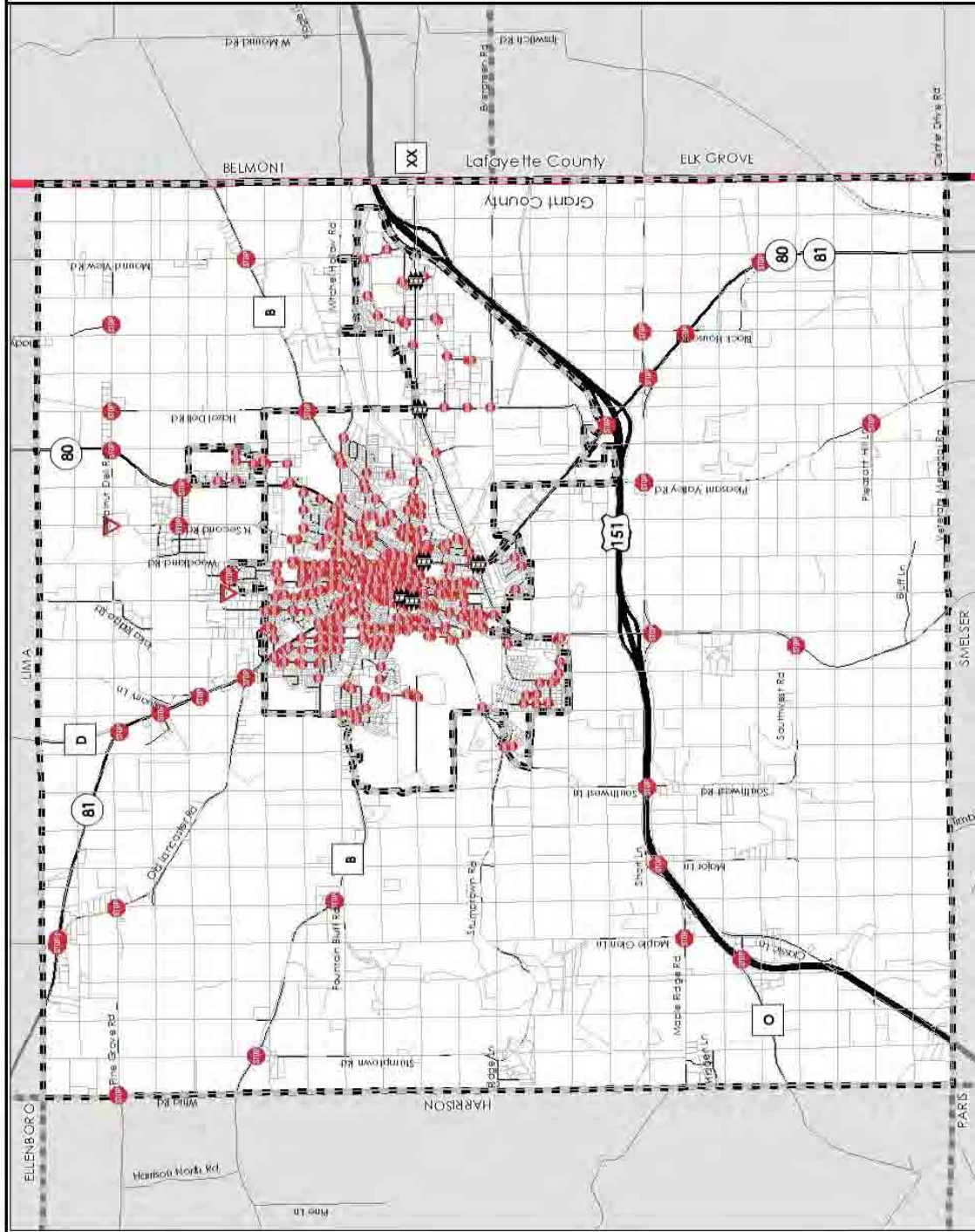
Map 5.7

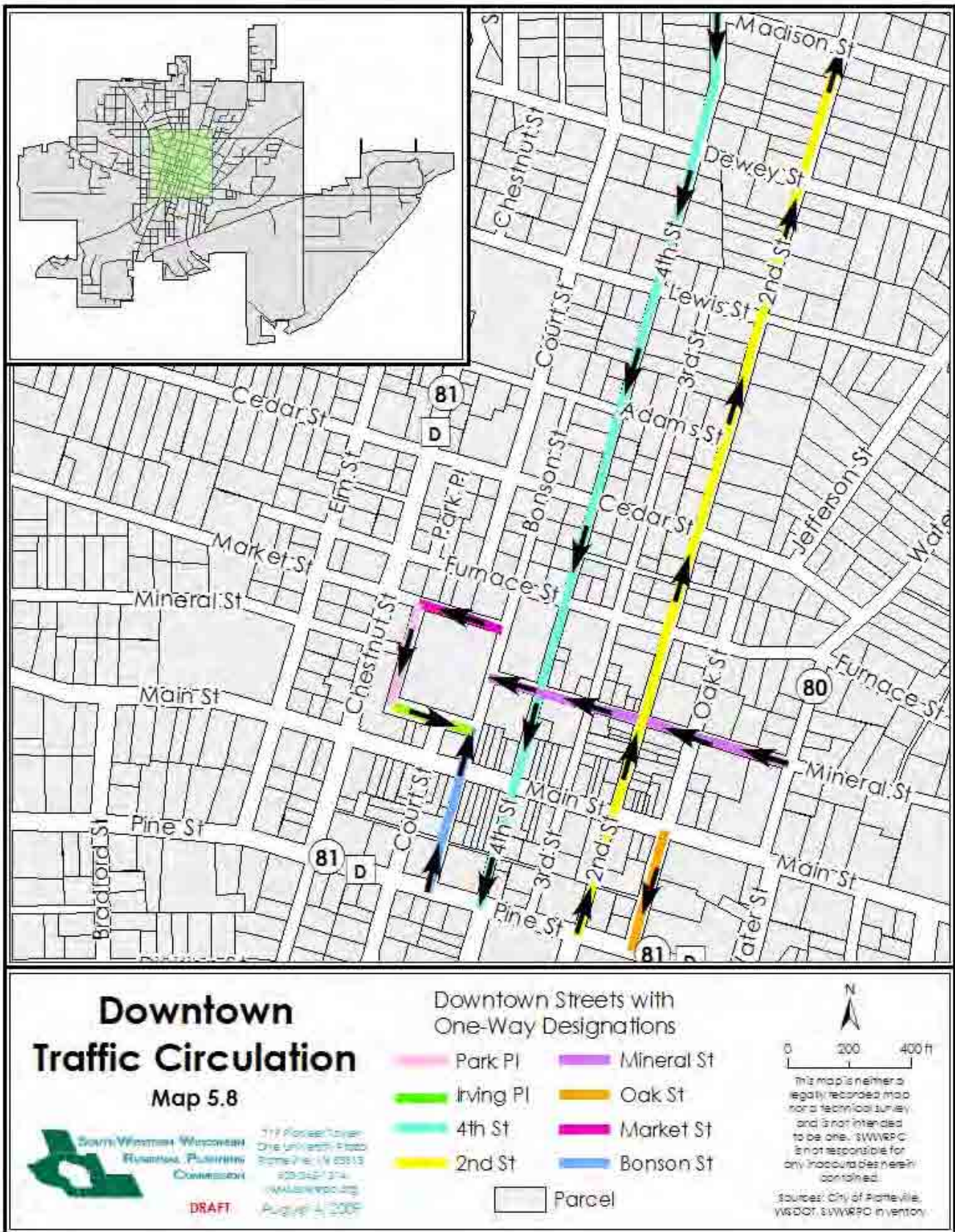


Source: City of Platteville
WISDOT, SWWEC, MWH
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August 4, 2009

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Map 5.9

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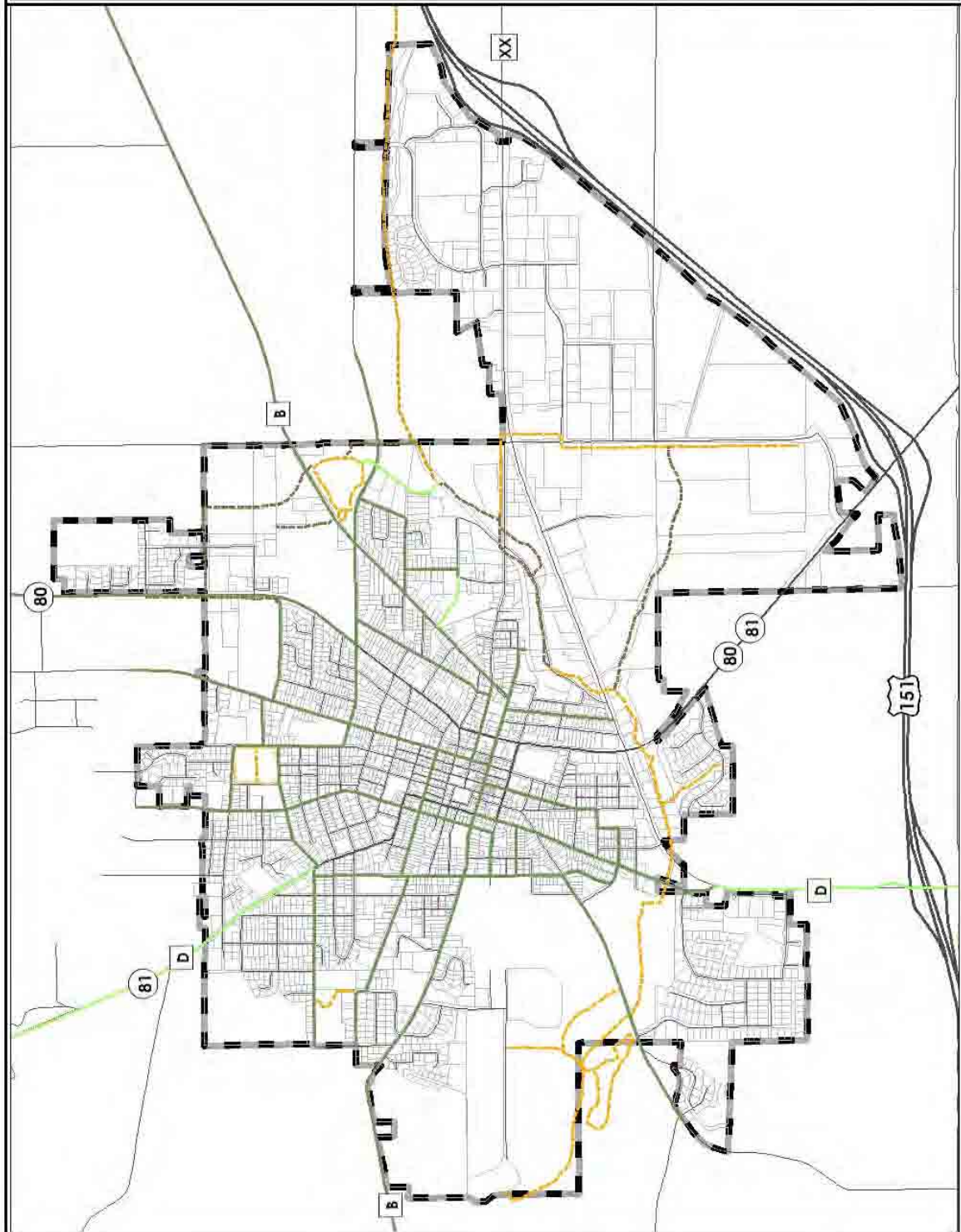


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August 25, 2009


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Existing Sidewalks

Map 5.10

-  Sidewalks
-  Local Street
-  County Highway
-  State Highway
-  Federal Highway
-  Parcel
-  City Boundary



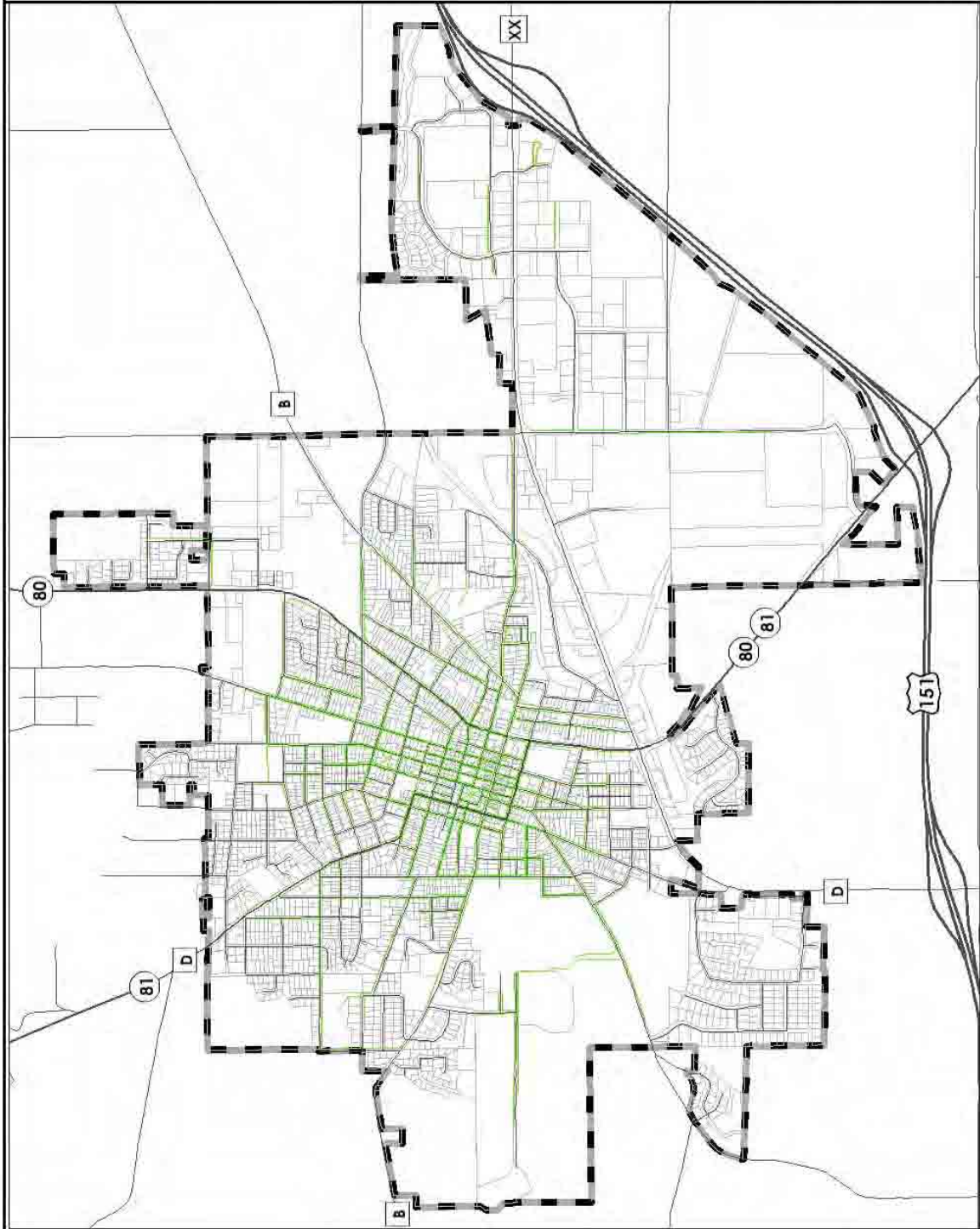
Summit/Wisconsin Regional Planning Commission
 119 Forest Tower
 One University Road
 Stevens, WI 53480
 430-342-1212
 www.sawwec.org

Revised City of Platteville
 WISDOT SAWWEC Inventory

August 18, 2009

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VI. UTILITIES AND COMMUNITY FACILITIES

INTRODUCTION

In this era of smart growth and tight budgets, many communities are scrutinizing broad policy decisions concerning infrastructure investment. The economic cost of building new roads and sewers and other infrastructure far away from existing facilities is prohibitive and causes communities to rethink traditional development patterns. This element of the plan is critical to the community's smart growth objectives, as local governments have the ability to control or direct growth through infrastructure investment. The Platteville community is committed to making efficient use of existing infrastructure and ensuring that new development has adequate access to existing community facilities, including parks, schools and libraries. This section of the plan includes the community facilities inventory and the goals, objectives and recommendations.

UTILITIES AND COMMUNITY FACILITIES VISION STATEMENT

Platteville provides a variety of park facilities and recreational opportunities for all citizens. The community has quality facilities for public safety and government agencies to promote the health, leisure, and education services.

Goal 1: Provide for the cost-effective coordination of City and private utility systems with future growth in the community.

Objective 1.1: Plan for orderly extension of City and private sector utilities.

Objective 1.2: Ensure adequate capacity for future growth.

Objective 1.3: Prioritize development based on proximity to City utilities.

Goal 2: Provide for the coordinated development of community facilities, including emergency services and government facilities, parks and recreational facilities, schools, child care, health care/dental, and cultural heritage, to match the changing needs of the community population.

Objective 2.1: Plan for the development of new facilities in advance of anticipated growth.

Goal 3: Maintain an effective and responsive parks system and provide recreational opportunities to all citizens in the community.

Objective 3.1: Plan for, and set aside sufficient park land to reflect the recreation needs of neighborhood areas and the community at large.

Objective 3.2: Plan for integration and coordination of indoor recreational facilities and activities to meet the needs of all citizens.

Goal 4: Provide adequate facilities and personnel to provide for the public safety of all citizens.

Objective 4.1: Ensure that Police, Fire, and EMT services and facilities are adequate for the population served.

UTILITIES AND COMMUNITY FACILITIES INVENTORY

Platteville houses a number of community facilities that contribute to the quality of life in the region. Utilities and community facilities include a broad range of public functions, ranging from sewage treatment to cultural and social services. Below is an inventory of Platteville's utility and community facilities. Map 6.1 illustrates existing community facilities.

Public Safety

The Platteville Police Department includes 21 sworn officers, responsible for crime investigation, arrests, prosecution, community education, crime prevention, traffic and parking enforcement, animal control, assistance to citizens and communication duties. The Police Station is located on Mineral Street. Both Grant County and the Platteville Police Departments serve the Town of Platteville. The City department responds to the Town on a first responder basis and due to proximity, City officers also respond to routine calls. The Department administers dispatch and law enforcement functions. Current facilities and services meet existing City and Town needs. The Platteville Fire Department includes 60 firefighters, including the fire chief, 3 assistant chiefs, a full-time fire inspector/equipment custodian, a Departmental Secretary-Treasurer, 5 Captain positions and 13 engineers.

The Department serves both the City and Town of Platteville and other surrounding Townships with fire protection and rescue services. The service area includes 216 square miles outside of the City limits. The fire station is located on Main Street.

The Platteville Fire Department and Emergency Medical Services (EMS) team serves over 14,000 residents of the City and Town of Platteville and the surrounding Townships of Ellenboro, Smelzer, Lima, Harrison, Elk Grove and Belmont. The Platteville EMS District encompasses 216 square miles. The EMS team responds to all requests for emergency services, regardless of where the call originates. Duties include stand-by service at community events, community education and emergency services. There are two ambulances and approximately twenty emergency medical technicians, all of whom are paid volunteers, with the exception of the Director, who is full-time. The EMS also employs one part-time maintenance person and one part-time custodian. Billing services are currently contracted out of house at an approximate annual cost of \$25,000. Approximately 800 runs are made each year and the majority of runs are within the City limits.

The Platteville EMS, Fire Department and Platteville Police Department First Responders are dispatched by Platteville Police Department telecommunicators.

Social Services

The Platteville Food Pantry serves residents of the City of Platteville. Responsibilities include preparation of food bags, provision of household items to needy families and client assistance.

The City of Platteville owns two cemeteries and is responsible for the maintenance and administration for Hillside/Greenwood Cemeteries. As noted in the most recent City Budget, the current supply of sites is adequate for the next ten years.

The Platteville Public Library, located at 65 South Elm, was recently renovated. Library staff provide information access and user services in support of the personal, educational and professional needs of residents.

The Senior Center provides social, nutritional, educational, recreational and health-related services to older individuals in Platteville. Senior Center goals include strengthening the relationship between the Center and the University and the public school system.

The City's Taxi Service provides shared ride service to approximately 20,000 riders each year. The Platteville Cab Service has served Platteville with shared ride taxi service since 1983.

Daycare services are provided by private and church-based child care centers in the City of Platteville. These include Kids Korner Day Care and St. Mary's Parish Day Care. There are also a number of private day care providers in the Town of Platteville.

Healthcare

The hospital facility is located at 250 Camp Street in Platteville. Services include 24-hour emergency care, diagnostic care and bariatric surgery. Other nonsurgical services include physical, occupational and speech therapies. The Hospital also provides a birthing center with birthing classes. Southwest Health operates a Senior Services Center at 808 Washington Street, in Cuba City. This facility offers a variety of behavioral-related services as well as blood pressure screening, exercise programs, memory screening services and a meals-at-home program. A new hospital facility is being planned for a 30-acre site on Eastside Road, near the future Hwy 151 bypass. The property has been purchased and preliminary project planning began in March 2003.

Culture and Recreation

The Mining Museum and Rollo Jamison Museum, located at 405 East Main Street, preserve and promote awareness of the history of southwest Wisconsin.

The Rountree Gallery, located at 385 East Main Street, provides and maintains display space for local and regional artists to exhibit and sell visual art.

Parks and Recreation

The City's Park and Recreation Department is responsible for the maintenance of parks and other recreational facilities, the provision of recreational programs and activities, and the sponsorship of special events for youths and families. There are 15 parks located throughout the City (see attached map). The Department also maintains the City's Pool or Family Aquatic Center and provides swimming opportunities to the community.

Education

Platteville School District serves the City and Town of Platteville and includes the following facilities:

- O.E. Gray Early Learning Center, 110 West Adams (3-5 year old children)
- Neal Wilkins Elementary School, 455 Broadway
- Westview Elementary School, 1205 Camp Street
- Platteville Middle School, 40 East Madison Street
- Platteville High School, 710 East Madison Street
- Number of Personnel: 224 FTE

1,664 students were enrolled in the school district for the 2000-01 school year. Enrolment is expected to fall to 1,441 by the 2005-06 school year. The district stands at a mid-point of a twelve year enrolment decline that began in 1994. Total enrolment will drop by 22 percent or about 400 students over that 12 year time period. See Map 6.2 for the Platteville School District Boundary.

University of Wisconsin-Platteville

The UW-Platteville is part of the University of Wisconsin System and is the largest institution of higher education in southwest Wisconsin. The Campus includes approximately 335 acres in the City of Platteville. The campus boundary was recently expanded to the northwest and to the east. The University intends to acquire properties within the approved boundary as they become available. Planned parcels include additional parking, expanded open space and possible multi-purpose areas. The University also has three properties that are not adjacent to campus. The 40-acre Pioneer Prairie Farm is located six miles southeast of campus and provides hands-on experience for students and new and improved facilities. The Mound is another non-contiguous property, located on 90 acres of land. The Mound includes the world's largest "M", created in 1937 by Wisconsin

School of Mines students.

Current enrolment for Fall 2003 at the University is 5,650 students of 623 FTE's. The University is in a period of steady growth that will result in an estimated 5,775 students by the year 2007 or an FTE count of 657.

Public Works

The Town of Platteville includes approximately 40 miles of roads of which 32 are asphalt and 8 gravel. Town road maintenance generally represents nearly 50 percent of the total Town budget each year. This includes a full-time patrolman responsible for road maintenance, plowing and mowing and a part-time assistant.

The City of Platteville includes 43 miles of roads, managed by the City Street Department. The existing Highway 151 will be added to the city street system after the bypass is completed.

Town Administration

The Town of Platteville is governed by a Town Chairman and two supervisors. Other administrative positions include a Town Clerk, Town Treasurer and an Assessor who is retained through a contract with the Town.

City Administration

The City of Platteville is governed by a seven member common council with a City Manager form of administration. The administration also includes an attorney, clerk, treasurer and assessor.

Water

The City of Platteville's water source is supplied by groundwater pumped from three wells out of the sandstone aquifer. Two wells are located at the Main Plant on Valley Road and the third is on Camp Street next to Westview Park. All wells are between 900 and 1000 feet below ground. The water system also includes four storage tanks. There is a 500,000 gallon ground storage facility and 2 elevated tanks of 500,000 and 400,000 gallon capacities. Total storage capacity is 1.4 million gallons. The average daily water usage is 840,000 gallons. The range of water usage varies during the year between 562,000 and 1,296,000 gallons per day. The existing well system is capable of pumping a maximum of approximately 2 million gallons of water per day.

The system consists of approximately 279,000 feet of water main and is divided into two pressure zones with a booster station providing the pumping capability for the transition from the low to high pressure system. There is 7% unaccounted water loss in the system.

Sanitary Sewer

The sanitary sewer collection system consists of approximately 262,000 feet of sewer line (see Map 6.3). The majority of the system is gravity with four small lift stations in the northern portion of the City. The sanitary sewer treatment plant is located on the west side of the City on Greenwood Avenue. The plant is designed to handle a flow of about 2 million gallons per day (mgd). Current flows to the plant average 1.36 mgd.

The plant is designed to handle a BOD loading of 3230 lbs. per day. The BOD's average 2300 per day depending on milk plant operations. Leakage and infiltration into the collection system is estimated at 15% of flows.

Solid Waste and Recycling

The City provides solid waste & recycling services for 1 and 2 family dwellings only. This service is on a weekly basis. Weekly curbside pickup is limited to 35 gallons and less than 50 lbs. Additional solid waste must be placed in a special "City of Platteville" marked, clear bag. The City contracts with Faherty, Inc. for solid waste and recycling services. Faherty has the capability of handling

twice the current volume of waste. The waste is transported to a facility in Milan, IL with a current cell capacity of 15-20 years. Additional cells are available that would extend the landfill life for another 60-100 years.

Recycling is mandatory. Recycling is picked up on the same day as Solid Waste. The City of Platteville issues Recycling Bins for use by the 1 and 2 family dwellings. These bins are the property of the City and are to remain with the dwelling. Direct any questions to the office of the Director of Public Works at 348-9741 or e-mail hcro-foot@centurytel.net.

Storm Sewer

The storm sewer system consists of approximately 117,000 feet of pipe, 109,000 feet of ditch and 7,500 feet of channel. The majority of the City's storm water flows through the system of pipes, channels and ditches into the Rountree Branch. Storm water on the periphery of Platteville flows overland as well as through ditches.

Power, Gas and Telecommunications

Electric Power and Gas are provided in Platteville by Alliant. Telephone service is provided by CenturyTel. Internet services are provided by Centurytel and Chorus/Pioneer Telecom.

Library

The Platteville Public Library is located at 65 South Elm Street. The library underwent a \$750,000 expansion and renovation in April of 2000, which brought the facility into ADA compliance. This is the only facility in Platteville and provides an outreach and homebound service to nursing homes, assisted living facilities and other home-bound people.

Platteville Community Utilities and Facilities	Timeframe	Comments
Water Supply	2003-2023	Existing well system is capable of pumping up to 2 million gallons/ day. Platteville water and sewer utility monitors drinking water and the quality is safe and meets or exceeds federal and state requirements.
Wastewater Disposal	N/A	City is in the process of completing a Sewer Service Area study to identify future capacity needs: Current capacity is 3230 BOD/day
Solid Waste	Beyond 2020	The City contracts with Faherry, Inc. for solid waste and recycling services. Faherry has the capability of handling twice the current volume of waste The waste is transported to a facility in Milan, 11, with a current cell capacity of 15-20 years. Additional cells are available that would extend the landfill life for another 60-100 years.
Recycling Facility	Beyond 2020	The City contracts with Faherry, Inc. for solid waste and recycling services. Faherry has the capability of handling twice the current volume of recycling materials. They are sorted and baled at Faherry's facility and shipped to end users.
Law Enforcement Facilities	N/A	The Platteville Police Department administers dispatch and law enforcement functions. Current facilities and services meet existing city and town needs. The Department will need additional space in the future as it continues to expand.
Fire Protection Facilities	2003-2008	The Platteville Fire Department serves both the City and Town of Platteville and other surrounding townships with fire protection and rescue services. Existing facilities meet current and forecasted needs. No new buildings or major equipment are anticipated for the next 5 years.
Rescue	2005	The Platteville Emergency Medical Service (EMS) serves the City and surrounding seven townships in Grant County. There are currently 25 EMTs on staff. Additionally, the EMS employs one part-time maintenance worker (24 hours a week) and one part-time custodian (20 hours every two weeks). The EMS owns two ambulances. In terms of anticipated needs, the EMS is looking for additional building space as the current building is small and in poor repair. The EMS also wants to purchase a transport ambulance. Currently, billing is contracted out of house at annual cost of \$25,000. The EMS would
Schools	2020	The Platteville School District serves the City and Town of Platteville. Existing school facilities meet current and forecasted town and city needs.
Parks and Recreational Facilities	N/A	There are fifteen parks located throughout the city.
Storm water Management		Existing facilities meet current and forecasted city and town needs.
Telecommunication	N/A	Existing facilities adequately meet city and town needs.
Health Care	2005	A new hospital facility is being planned on a 30 acre site on Eastside Road, near the future Hwy 151 Bypass. The property has been purchased and preliminary planning for the project began in of March 2003. It is anticipated that the new, expanded facility will be complete by 2005.
Library	N/A	Existing facilities adequately meet city and town needs due to a recent \$750,000 expansion and renovation project.

UTILITIES AND COMMUNITY FACILITIES POLICIES AND RECOMMENDATIONS

Not in order of priority

1. The City will not extend sanitary sewer or water outside of the corporate limits without an annexation agreement.
2. Extend public water, sanitary and storm sewer to logical infill areas to encourage residential growth at appropriate locations.
3. Locate new development that requires urban services within the City limits, where it has access to sewer, water and storm water.
4. Guide new City growth to areas that are most efficiently served with utilities.
5. Continue to monitor capacity of utility systems as part of capital improvement planning.
6. Explore the option of a stormwater utility in conjunction with developing a stormwater management plan.
7. Complete an impact fee analysis for City services and infrastructure as permitted under Wisconsin Statutes.
8. Encourage the development of additional cemetery space.
9. Explore a more formal arrangement between the City and Town regarding public safety, specifically police services.
10. Plan for land acquisition and expansion of facilities in accordance with goals and objectives two and three.
11. Continue planning for expansion of the Public Library that will include both youth and adult activities, including areas for study and internet access.
12. Explore the possible development of an indoor community recreation center (i.e. YMCA) offering both youth and adult activities and services.
13. Encourage the development of retirement communities and assisted living centers with recreational and cultural facilities and opportunities.
14. Require adequate parking for all new public facilities.
15. Explore the construction of a new or upgraded Town Hall and maintenance facility.
16. Continue to work with the University of Wisconsin-Platteville and the Platteville School District on making University and school district recreation facilities as available as possible to the general public. Joint efforts by all entities (City, Town, University, School District) should be encouraged in order to maximize recreational resource potential while minimizing duplication.
17. Continue to try to secure state and federal grants and other forms of assistance for park and recreation expansion and development.
18. Continue to work with public agencies (WDNR) and local civic organizations whenever possible to make full use of available human and capital resources for future park system improvements.
19. Encourage multiple uses of public facilities to provide for efficiency and to make the best use of these facilities.
20. Continue to require compliance with the collection of impact fees as outlined in City ordinances. Periodically review the dollar amount of impact fees.

Sanitary Sewer System

Platteville is served by an efficient and well-managed utility system. The City recently completed a Sewer Service Area study to identify future capacity needs.

Water Treatment and Distribution

The existing well system is capable of pumping up to 2 million gallons of water per day, which is adequate to serve projected growth in the City over the next 20 years. The Platteville water and sewer utility routinely monitors drinking water. The quality of the treated water is safe and meets or exceeds federal and state requirements.

Development Guidelines

The City and Town desire to grow in an orderly, efficient pattern, with denser development in and adjacent to the City limits. New development in the City and Town should be coordinated with new infrastructure to ensure the most efficient provision of service.

Future Capacity of Utilities

There are no current problems with the capacity of existing utilities, but the City and Town should consider the impact that development places on the City's infrastructure. It is important that capacities be monitored and that the costs of expansion are incorporated into capital improvement planning, permitting, and fees.

Community Facilities

There are several community facilities in need of expansion over the next several years. Those items are listed below.

- Additional cemetery space is needed.
- Additional library space is needed.
- Indoor community recreation center (i.e. YMCA).
- Town Hall and maintenance facility needs improvements.

Parks and Recreation

Parks and open space represent one of the key assets in the Platteville region. The City and Town should seek to preserve these areas.

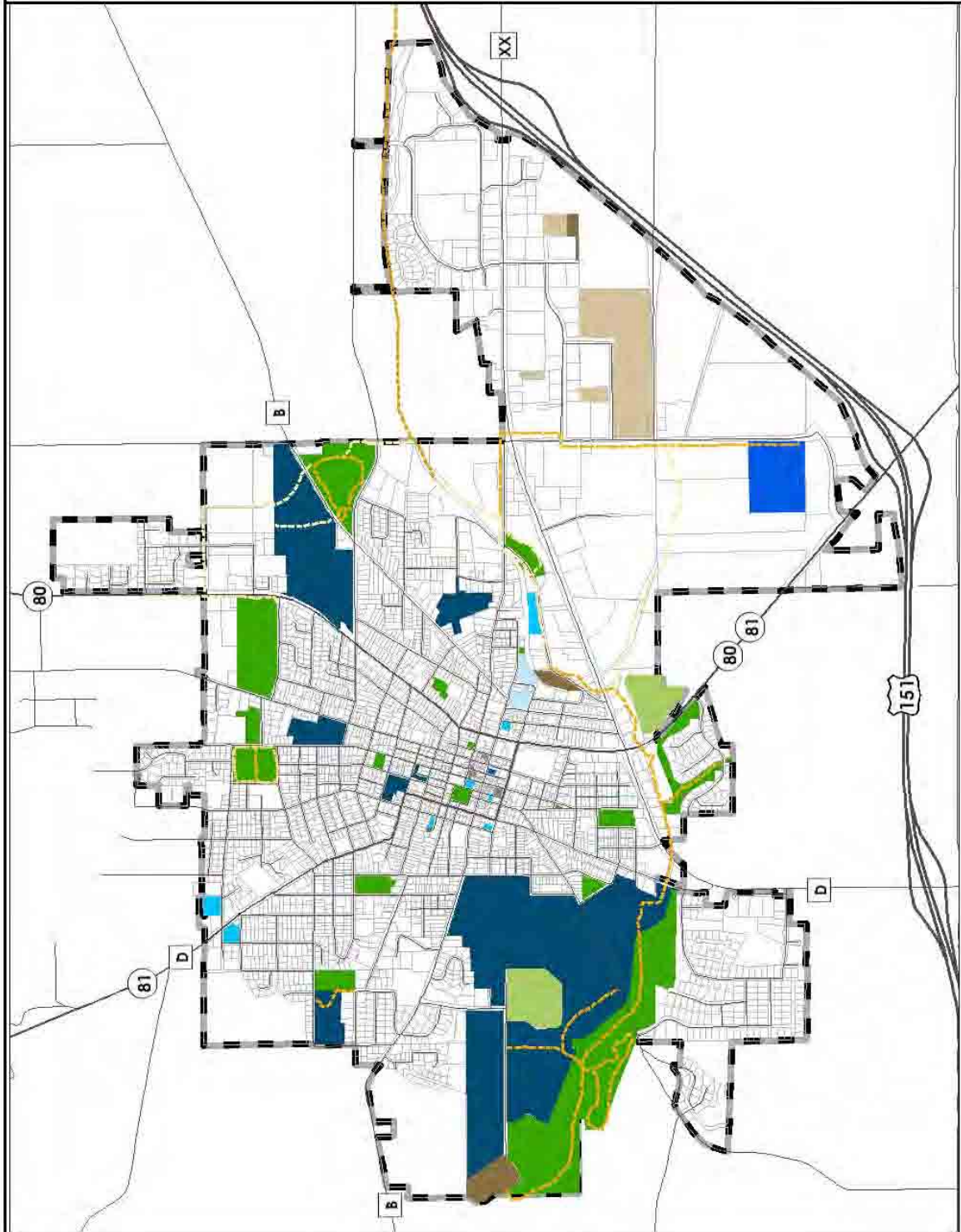
Community Facilities Map 6.1

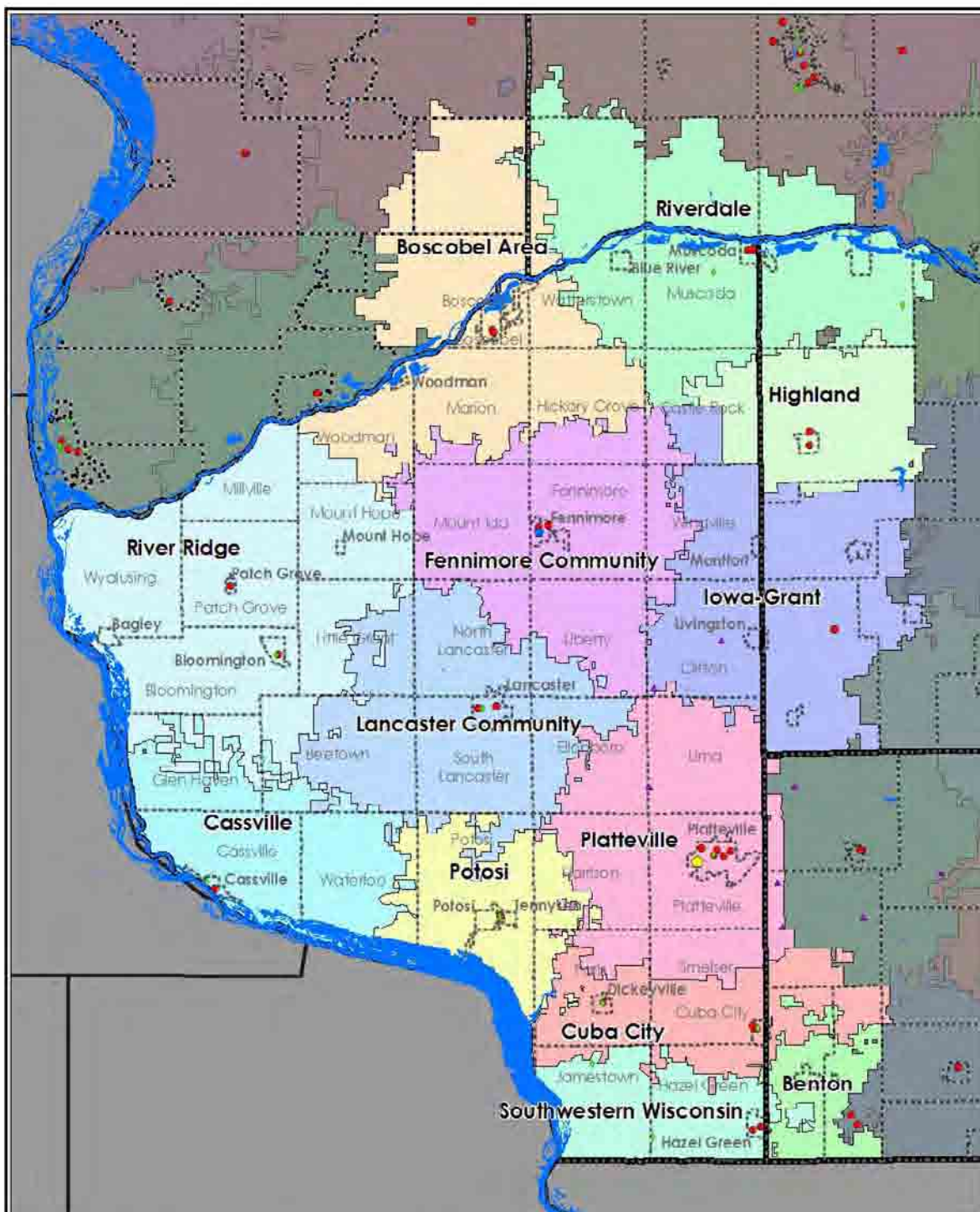
- Education
- Health Care
- Public Other
- Museum
- City Parking Lot
- Utility
- City Managed
- Park
- Cemetery
- State Trail ROW
- Existing Trail
- Planned Trail
- Proposed Trail
- Local Street
- County Highway
- State Highway
- Federal Highway
- Parcel
- City Boundary



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School District Boundaries

Grant County, WI
Map 6.2



0 5 10 Miles

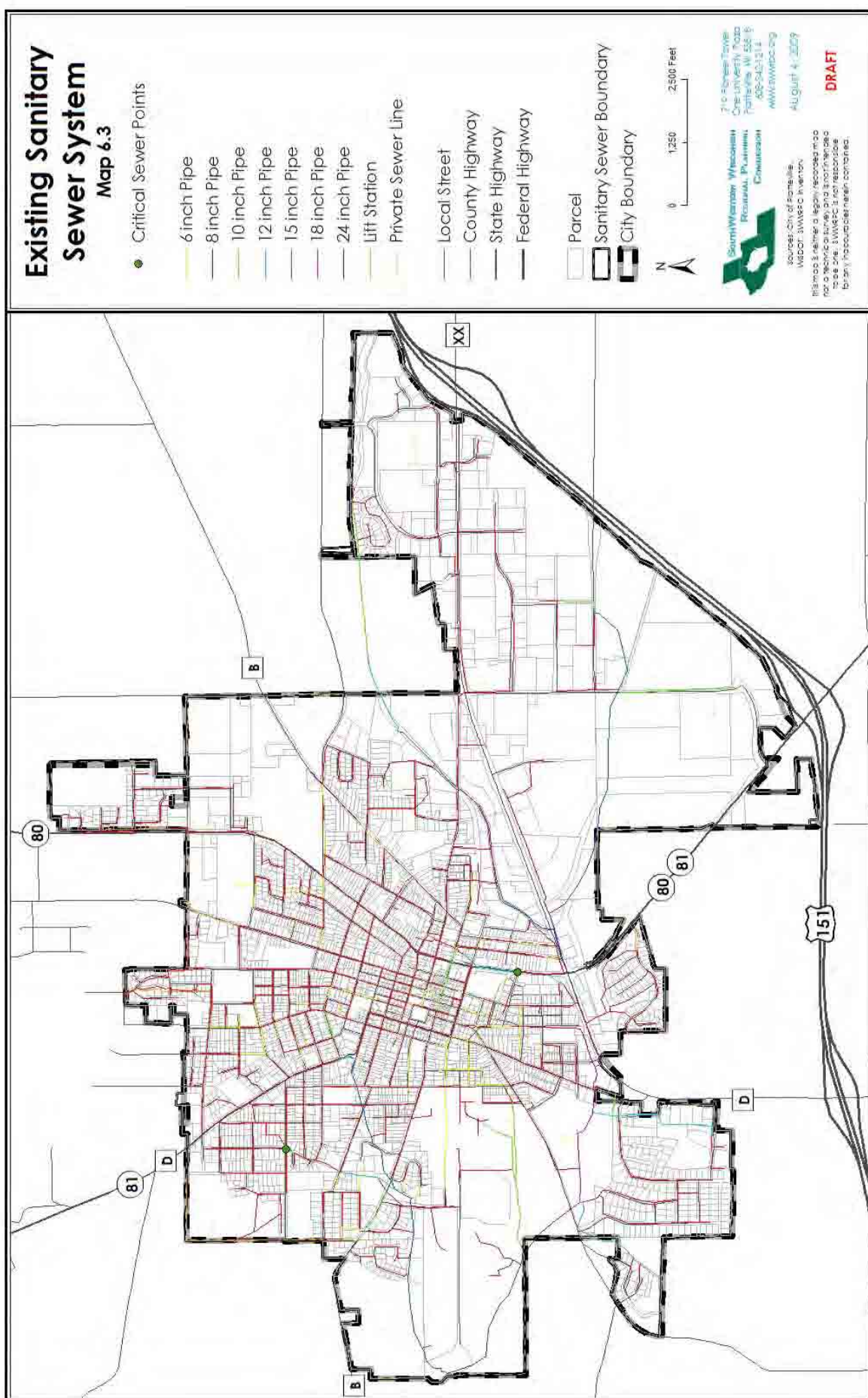
- | | | |
|---|---|---|
| <ul style="list-style-type: none"> University Technical College Private School Public School Mennonite School | <p>School District Name</p> <ul style="list-style-type: none"> Benton Boscobel Area Cassville Fennimore Community Highland Iowa-Grant Lancaster Community Platteville Potosi Prairie du Chien Area River Ridge Riverdale Southwestern Wisconsin Wauzeka-Steubert | <ul style="list-style-type: none"> Cuba City Municipal Boundary County Boundary River |
|---|---|---|



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Sources: US Census (2000)
WDNR, SSWRPC Inventory
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This map is neither a legally recorded map nor a technical survey and is not intended to be one. SSWRPC is not responsible for any inaccuracies herein contained.



VII. INTERGOVERNMENTAL COOPERATION

INTRODUCTION

Successful implementation of the recommendations of a comprehensive plan involves a complex set of intergovernmental factors. The City and Town of Platteville cannot achieve a common vision on their own. First, the vision extends beyond their existing boundaries into areas in which other units of government also have visions and usually, more authority. Second, even within its boundaries, other units of government have substantial influence (e.g., county, schools, state highways, etc.). Often, coordination with other units of government is the only way, or the most effective way, to solve a problem or achieve an objective.

A critical goal of this planning process, which is central to the successful implementation of the plan, is to promote good communication between all governments affected by the plan. A great deal can be accomplished if leaders can communicate openly and negotiate issues in good faith. Genuine effective planning must enable local officials and citizens to openly communicate and to understand that land use change has cumulative impacts that extend far beyond a single community.

INTERGOVERNMENTAL COOPERATION VISION STATEMENT

The City, Town, UW-Platteville, School District, and County all work jointly for the health and welfare of all their citizens. Each governmental unit appreciates, respects, and is fully aware of the unique role and strengths of the other, resulting in a better quality of life for all Platteville area residents.

INTERGOVERNMENTAL GOALS AND OBJECTIVES

Goal 1: Improve communications among the units listed in the intergovernmental cooperation vision statement.

Objective 1.1: Continue regular meetings between the City, Town, County, UW-Platteville, Chamber of Commerce, and School District to communicate services and programs to build mutual respect and cooperation.

Objective 1.2: Expand communication regarding the City, Town, County, UW-Platteville, Chamber of Commerce, and School District with updates and information from other governments.

Goal 2: Identify area-wide resources of all types and use in an efficient, cooperative manner.

Objective 2.1: Cooperatively prepare for area-wide emergency preparedness.

Objective 2.2: Jointly promote the Platteville area's interests.

INTERGOVERNMENTAL COOPERATION EXAMPLES

Following are several examples of intergovernmental cooperation. In most cases, the greatest benefit of coordination will be the result of a proactive effort initiated by the City and Town.

Services/Equipment

The City and Town should work together and with other units of government, both formally and informally to enhance service delivery.

1. Mutual Aid Agreements between area emergency services.
2. Joint agreements between the School District, UW-P, and City Parks and Recreation department to cooperatively share facilities, programs, and education.
3. To reduce costs and eliminate unnecessary duplication of equipment purchases, and to share specialized pieces of equipment.

Annexation

In Sections 66.021, 66.024, and 66.025 of the State Statutes, provision has been made for property owners to transfer contiguous parcels from towns to cities or villages, generally in order to receive urban services such as water and sanitary sewer. Conversely, cities and villages may annex adjoining parcels in Towns for similar reasons or to provide room for urban growth and expansion.

Annexation is often one of the most contentious issues between incorporated and unincorporated areas. Incorporated areas often feel that annexation is the only way the community can grow and prosper while Towns see it as an assault on their territory and an erosion of their tax base. Very often, relations between jurisdictions are damaged by historic concerns about annexation. Development decisions should not be made based upon a fear of annexation or a desire for territory, but rather with the best interests of the community as a whole. Through this plan, the City and Town of Platteville have agreed upon future expansion of the City. This decision should be formalized in the form of an intergovernmental agreement detailing areas for future annexation. This agreement should cover a variety of annexation issues, such as the provision of urban services, costs of providing urban services, timing of annexations, and long-range annexation boundaries.

Extraterritorial Powers

State Statutes provide for some planning oversight for developing areas around cities and villages. These include extraterritorial zoning and plat review, and official mapping. These powers are granted to cities for lands within 1.5 miles of City boundaries. Communities are able to review zoning changes in the extraterritorial areas through a joint committee with members of both the City and the affected Town. Cities also share review authority over platting and subdivisions in their extraterritorial area. This review authority is mainly concerned with land division standards and subdivision improvement standards, rather than land use or zoning. Towns and cities can also officially map right-of-ways for future streets and drainageways in their planning areas. In the City and Town of Platteville, an extraterritorial zoning area has been established which will greatly aid in implementing this plan.

Joint Planning

Comprehensive planning is a shared responsibility between the State, municipalities, Towns, and counties. Several policies are recommended to encourage joint planning and cooperation between governments to promote the efficient use of land and other resources.

INTERGOVERNMENTAL COOPERATION POLICIES AND RECOMMENDATIONS

Not in order of priority

1. Publicize and update the plan to encourage its use in the decision-making process. This includes making copies of the plan available at the Town Hall, City Hall, and library, and presenting the plan to various organizations throughout the community. The Comprehensive Plan should be reviewed annually and updated every 5 years to remain consistent with current local conditions.
2. Ensure compliance with the intents of the Comprehensive Plan as a prerequisite to devel-

opment within the City's and Town's jurisdictions.

3. Establish a rational balance and coordination of City, Town, and County authority over the use and development of land.
4. Encourage coordinated and cooperative agreements between the City, Town, and other public agencies that lower the cost of providing public services.
5. Encourage land use, boundary, and administrative agreements between the City and Town.
6. Conduct annual meetings between the County, Town, and City planning commissions to open channels of communication.
7. Coordinate development land use planning.
8. Work with the Wisconsin Department of Transportation and other regional agencies to assure that transportation and other major infrastructure improvements are consistent with the goals and policies of the Comprehensive Plan.
9. Coordinate to create attractive gateways into the joint community.

Education and Involvement

10. Raise the standard of development by educating developers about good planning and design standards for subdivision layout, site planning, landscaping, building and sign appearance, highway access, parking capacity, and stormwater management. This can be accomplished formally through training seminars and informally through suggestions during the development review process.
11. Require conspicuous public notices to residents and surrounding government agencies that provide relevant information about proposed developments, potential impacts, and the ability to participate before the decision-making process begins.

Information

12. Maintain up-to-date and easily accessible records of information regarding land-use conditions, environmental conditions, jurisdictional boundaries, public facility capacities, and land use plans.
13. Coordinate data collection and data sharing between the City, Town, School District, UW-Platteville and County to provide the most efficient and least expensive source of commonly used data.

Other Implementation and Plan Follow-up Activities

14. Continue to seek grants from the Wisconsin Department of Natural Resources and other State and Federal agencies for the acquisition of outdoor recreation sites, open space, and conservancy lands.
15. Support the formation of a private, nonprofit Land Trust to purchase land and development rights of environmentally significant resource areas and natural areas.
16. Support stormwater management and erosion control efforts to protect the surface and groundwater resources of the area.

17. Review the use of “impact fees” and other capital cost recovery mechanisms to finance the costs of new development in the Town and City.

18. Explore tools for improving the efficiency and effectiveness of the zoning and development review process.

19. Coordinate “cross-jurisdictional” issues such as transportation, open space, sanitary sewer service, stormwater, and environmental corridors.

Existing Intergovernmental Agreements

1. Fire Protection/EMS
2. Police Protection - agreement is with Grant County and UW-Platteville
3. Street Maintenance Agreement

POTENTIAL CONFLICTS AND PROCESSES TO RESOLVE CONFLICTS

The State law requires identification of existing and potential conflicts between governments in the planning area, including processes to resolve any conflicts. The following addresses this issue for each government in the area:

City of Platteville/Town of Platteville:

1. Land use in area north of new bypass to the City limits.
2. Emergency Services (future Town growth)

City/Town/School District:

No apparent conflicts or future conflicts

City/Town/County/UW-Platteville:

1. Police protection
2. 911 Backup System
3. Emergency Services

City/Town/University:

No apparent conflicts or future conflicts

Town of Platteville/Surrounding Towns:

No apparent conflicts or future conflicts

RESOLUTION OF FUTURE CONFLICTS

The City and Town should continue to collaborate on planning, land use, and zoning concerns by reviewing the joint intergovernmental agreement that governs land use decisions.

VIII. LAND USE

INTRODUCTION

Growth within the City of Platteville will promote a compact and contiguous development pattern. Growth will be distributed to both new areas and existing areas. Infill development will occur where appropriate and new growth is to be concentrated in areas contiguous to existing development. The intent is to accommodate new growth without compromising the region's resource base or rural character. Sensitive environmental areas will be protected and public infrastructure will be delivered in the most efficient manner possible.

Land outside of the City limits within the Town of Platteville is primarily designated for rural uses, including agricultural land, rural residential development, and ag-related commercial uses. The extension of City services outside of the City limits is discouraged.

Smart growth allows communities to develop in a way that supports economic development, yet in no way compromises the creation of healthy, sustainable neighborhoods that include a range of housing options. This is the desire of the community of Platteville.

Among the many benefits, maintaining a distinct edge between the rural character of the Town of Platteville and the City of Platteville encourages compact development, which allows for the most efficient use of new infrastructure investments, saves on costs of local services, including police and fire protections and road maintenance, and safeguards the viability of existing and traditional agricultural industries by reducing encroachment into these rural areas. Maintaining this edge is one of the most direct ways to protect natural systems. If it is not protected, sprawl results with unplanned development spread throughout the rural landscape. In many areas of Wisconsin, it is too late to stop sprawl, but the residents of Platteville have voiced their concerns regarding sprawl throughout this process. Maintaining rural character is a top priority for Town residents.

This section includes a series of goals and objectives and recommended policies for residential, commercial, industrial and public lands. It is meant to guide day-to-day decision making in the community. The Land Use maps are not zoning maps but are intended as a framework to guide future zoning and development decisions. These decisions should be consistent within this framework.



LAND USE VISION STATEMENT

Platteville is committed to providing for sustainable, planned, development, that provides affordable housing, green space and commercial and retail uses in appropriate locations.

LAND USE GOALS AND OBJECTIVES

Goal 1: Plan for the orderly and efficient development of corridors.

Objective 1.1: Develop Commercial/Retail on 80, 81, and Business 151 Corridor.

Objective 1.2: Explore the feasibility of a bypass of Highways 80 and 81 to minimize truck and freight traffic in the City.

Objective 1.3: Discourage unplanned development along major corridors.

Goal 2: Encourage a sustainable planned development pattern throughout the Town and City.

Objective 2.1: Require new development to be consistent with the Comprehensive Plan.

Objective 2.2: Locate urban development north of Hwy 151.

Objective 2.3: Locate residential development in areas convenient to community facilities, including parks, schools, and retail.

Objective 2.4: Preserve and enhance Main Street as the civic, retail core of the community.

Objective 2.5: Implement conservation subdivision design in rural areas to preserve environmentally sensitive resources and the rural character of the Town.

Objective 2.6: Encourage infill development to occur within the City.

Objective 2.7: Development and redevelopment should compliment the existing infrastructure.

LAND USE INVENTORY

Land Use Intensity and Density

Land use intensities are typically determined by making three calculations: maximum net residential density (i.e. the maximum number of dwelling units allowed per acre of land excluding lands devoted to streets, utilities, green space, etc.), maximum floor area ratio (i.e. the total building square footage divided by the total site area), and the minimum green space ratio (i.e. the area of a development site that must remain in permanently protected green space). The maximum net residential density, maximum floor area ratio and minimum green space ratio are calculated based on the specific zoning requirements for each zoning district. These ratios vary from zoning district to zoning district in both the City of Platteville and Grant County Zoning Ordinances.

Existing Land Use

Map 8.1 shows existing land use in the City. Map 8.2 shows existing land use in the City of Platteville's extraterritorial zoning jurisdiction. Tables 8.1 and 8.2 illustrate acreages in each of the major categories of land use for the City and Town. All acreage totals are expressed as "net acres" which means the land area devoted to streets, utilities and required green space is excluded from

the acreage total for each land use category.

Nearly 84% of the Town's land is classified as agriculture, with just over 4% residential. Approximately 6% of the City's land is in residential use and 1 percent commercial.

Table 8.1: Town of Platteville Land Use

Land Use Category	2008 Acres	Percent of Total
Residential	767	4.2%
Commercial	235	1.3%
Manufacturing	7	0.04%
Agriculture	15443	84.3%
Undeveloped	787	4.3%
Ag-Forest	448	2.4%
Forest	315	1.7%
Other	318	1.7%
Total	18320	100.0%

Source: Town of Platteville Statement of Assessment 2008

The data in Table 8.2 indicate that the Town of Platteville has gained between three and twenty-two units annually over the past eight years. The data indicate that 418 residential dwelling units were constructed in the City between 1992 and 2000, an average of 41.8 units per year. There were 58 significant commercial projects (including new construction, additions and remodeling) in the City between 1992 and 2001.

Table 8.2: Town of Platteville Home Gains and Losses

	2000	2001	2002	2003	2004	2005	2006	2007	Total
Additions:	3	5	5	24	11	21	8	8	85
1 family									
2 family	1	0	0	0	0	0	0	0	1
3+ family	1	0	0	0	0	0	0	0	1
Mobile	0	0	0	0	0	0	0	0	0
Deletions:	0	1	0	2	0	0	0	1	4
1 family									
2 family	0	0	0	0	0	0	0	0	0
3+ family	0	0	0	0	0	0	0	0	0
Mobile	1	0	2	0	6	0	0	1	10
Annexations:	0	0	0	0	0	0	0	0	0
Gained									
Lost	0	0	0	0	2	5	0	1	8
Total Additions	5	5	5	24	11	21	8	8	87
Total Deletions	1	1	2	2	6	0	0	2	14
Net Change	4	4	3	22	5	21	8	6	73

Source: State of Wisconsin Demographics Services Center 2009

Sixty-one (61) lots were created in the City of Platteville between 1997 and 2001. The average number of lots created per year was 12.2. Thirty-nine (39) lots were commercial lots, while 22 lots

were created for residential uses. Land divisions in the City and its 1 1/2-mile extraterritorial jurisdiction are regulated by the City of Platteville Subdivision Regulations.

There were 27 residential lots, two commercial lots and two agricultural lots created in the Town of Platteville between the years 1997 and 2001. An average of 6.2 lots were created per year in the Town of Platteville between the years 1997 and 2001. Land divisions in the Town are regulated by the Grant County Subdivision Ordinance.

Table 8.3 New Residential & Commercial Construction - City of Platteville

Year	Single-Family Dwellings	Duplex Dwellings	Multiple Family Dwellings	Commercial Projects
1992	18	1	8	8
1993	17	4	27	5
1994	20	4	6	4
1995	11	5	38	9
1996	9	3	0	1
1997	9	2	39	6
1998	16	3	6	4
1999	15	3	87	6
2000	11	3	2	10
2001	13	0	10	5
Total	139	28	223	58

Source: City of Platteville, 2002 Note: Commercial projects include new construction, remodeling and additions

Table 8.4 New Lots Created – City of Platteville

Year	New Residential Lots	New Commercial Lots	Total Lots Created
1997	16	18	34
1998	1	0	1
1999	2	3	5
2000	0	6	6
2001	3	12	15
Total	22	39	61

Source: City of Platteville, 2002

Table 8.5 New Lots Created – Town of Platteville Land Divisions

Year	New Residential Lots	New Commercial Lots	New Agricultural Lots	Total Lots Created
1997	1	0	0	1
1998	0	0	0	0
1999	2	0	0	2
2000	10	1	2	13
2001	14	1	0	15
Total	27	2	2	31

Source: City of Platteville, 2002

Average Sales Price Single Family Home

The average sales price for a single-family home in the City of Platteville was \$136,406 in 2007, up from \$96,700 in 2001. The Town of Platteville experienced much less residential sales activity than the City between the years 2005 and 2009. The average annual home sales price in the Town ranged from a low of \$137,848 in 2005 to a high of \$196,087 in 2007. After 2007, there is a sharp decrease in the number of housing sales and the average housing price for both the City and Town of Platteville.

Table 8.6 City of Platteville Home Sales Data

Year	# of Sales	Average Sales Price
2005	53	\$116,982
2006	64	\$119,319
2007	70	\$136,406
2008	64	\$127,821
2009	41	\$125,608

Source: Wisconsin Department of Revenue, 2009

Table 8.7 Town of Platteville Home Sales Data

Year	# of Sales	Average Sales Price
2005	29	\$137,848
2006	31	\$156,618
2007	26	\$196,087
2008	25	\$175,712
2009	12	\$134,857

Source: Wisconsin Department of Revenue, 2009

Land Values

According to the Town of Platteville Assessor, in the 2002, agricultural land in the Platteville area sold for approximately \$2,000 per acre, while forest land sold for \$1,000 to \$1,500 per acre. Vacant land bordering the City of Platteville sold for approximately \$30,000 per acre.

Redevelopment Opportunities

Potential redevelopment opportunities in the Platteville area include some of the older neighborhoods near the UW-Platteville campus and the downtown area. The building stock in these areas is old and in some cases, the structures are in fair to poor condition. New development or redevelopment in these areas should respect the historic architectural character and integrity of existing buildings and neighborhoods. Revised zoning standards and architectural guidelines should be established to foster high quality redevelopment and infill development in these areas. New developments that occur in or adjacent to historic districts and/or historic buildings should compliment the character of the existing architectural heritage. Multiple-family structures should provide for a 'buffering' device to mitigate noise, traffic, lighting, and other potential nuisances. Devices may include landscaping, fences, walls, and open space.

Other redevelopment opportunities include existing strip commercial developments along STH 81 and USH 151. As these developments age and as traffic patterns change due to the construction of the USH 151 bypass, major renovations or complete redevelopment of the some of these sites will occur. There are several large vacant commercial structures in the City along USH 151 and STH 81 that are prime candidates for redevelopment. The City should explore the possibility of using tax increment financing, private public partnerships, Community Development Block Grants and

other mechanisms to foster redevelopment in these areas as the need occurs. The City should upgrade its zoning ordinance to include standards that foster higher quality architecture, site design, landscaping, lighting and signage in existing highway commercial areas and in newly developing areas.

Land Use Conflicts

Existing land use conflicts in the City include areas where multiple family dwelling units abut single-family dwellings, especially near the UW-Platteville campus and around the edges of the downtown area. The general locations of these land use conflict areas include the lands east of Hickory Street, south of Market Street and north of Southwest Road, the area bounded by Hickory Street on the east, Madison Street on the north, Stoneridge Road on the west and West Main Street on the south, the lands from the UW-Platteville campus east to the downtown area, Chestnut Street from USH 151 to the downtown area, and the lands along West Mineral Street and South Water Street in the downtown area. Problems in these areas include complaints about noise, parking and property maintenance. The City has worked to address these issues through zoning standards that require appropriate levels of screening, lighting, parking, signage and site design. In addition, the City's Rental Inspection Ordinance and Building Code address property upkeep issues. The City seeks to address these conflicts by revising the zoning ordinance to establish higher standards for landscaping, lighting, parking, signage, building design and placement, stormwater management, etc. Improved zoning standards combined with the gradual redevelopment of these areas over time will offer the opportunity to resolve many of these issues. Further, diligent property maintenance will resolve some of these issues in the short-term.

Other land use conflict areas in the City include transition areas between commercial/industrial uses and residential especially on the east and southeast sides of the City. Conflict issues in these areas include lighting, noise, traffic congestion, and lack of adequate screening materials in parking lots and loading areas. Revisions of the zoning ordinance that establish standards for higher quality development and site design will help address these issues over time as new development and redevelopment occurs.

LAND USE PROJECTIONS

Residential Land Demand

Net residential density is derived by dividing the total number of dwelling units in the community by the number of acres in residential use excluding the area devoted to roads, utilities, and green space. A general rule of thumb is that approximately 20% of the developed acreage of a community is devoted to streets, utilities, and required green space. If this assumption is applied to the City of Platteville's residential area, the resulting net residential density is 4.26 dwelling units per acre. This figure is derived by dividing the total number of dwelling units in the City (3,482) by the net residential acreage (817 acres). The net residential density of the Town of Platteville is 0.77 dwelling units per acre, which is derived by dividing the total number of dwelling units in the Town (483) by the net residential acreage (624).

Figures 8.1 and 8.2 illustrate the land use projections for both the City and Town of Platteville in regards to residential, commercial, manufacturing, and agriculture. Tables 8.8 and 8.9 show the residential land demand for the City and Town of Platteville based on net residential densities. The City will need 78.5 acres of land to accommodate projected residential growth between the years 2000 and 2020. The Town will need 57.86 acres of residential land between the years 2000 and 2020.

Figure 8.1 Land Use Projections – City of Platteville

Source: Wisconsin Department of Revenue and the Southwestern Wisconsin Regional Planning Commission, 2009

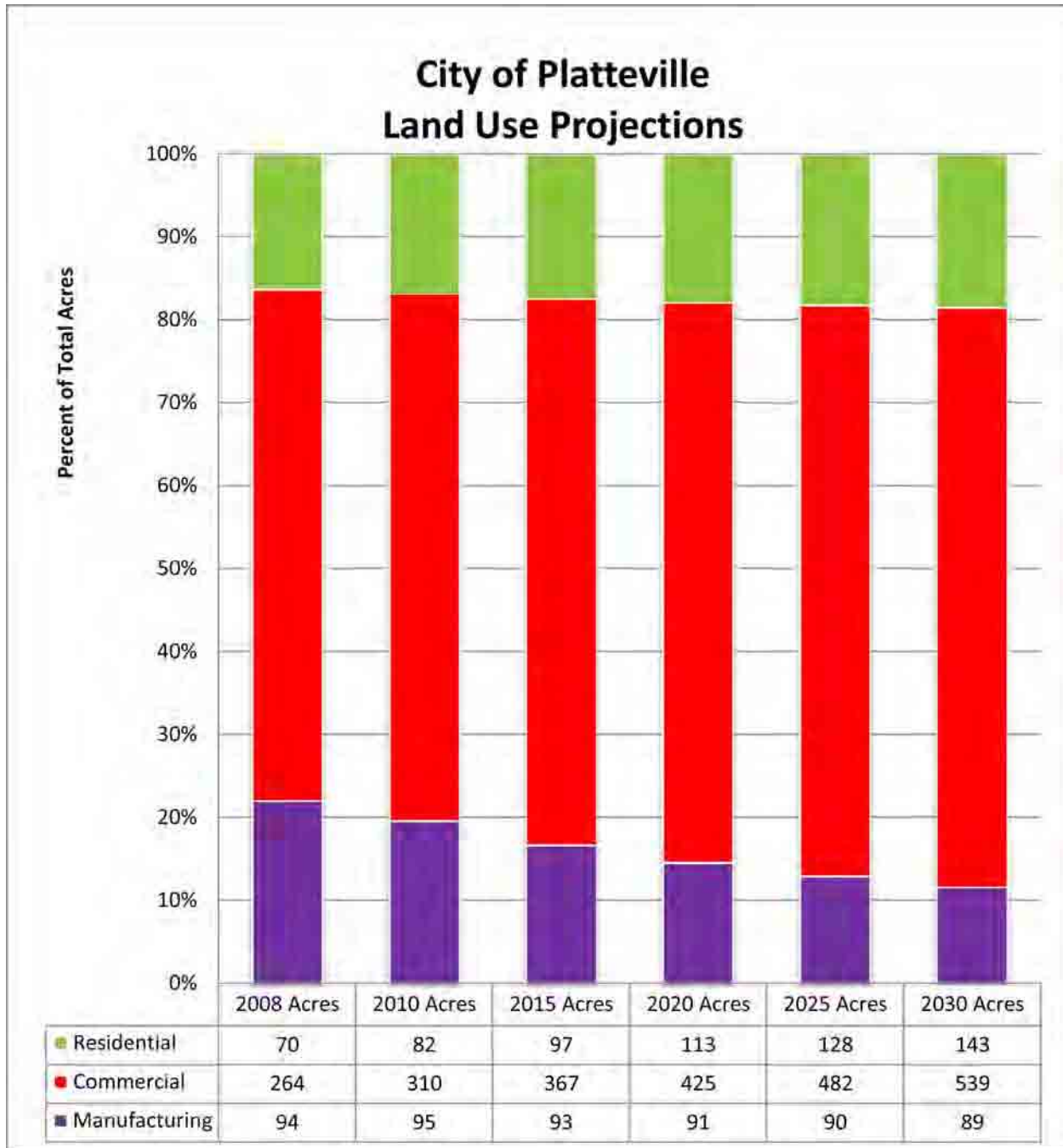


Figure 8.2 Land Use Projections – Town of Platteville
Source: Wisconsin Department of Revenue and the Southwestern Wisconsin Regional Planning Commission, 2009

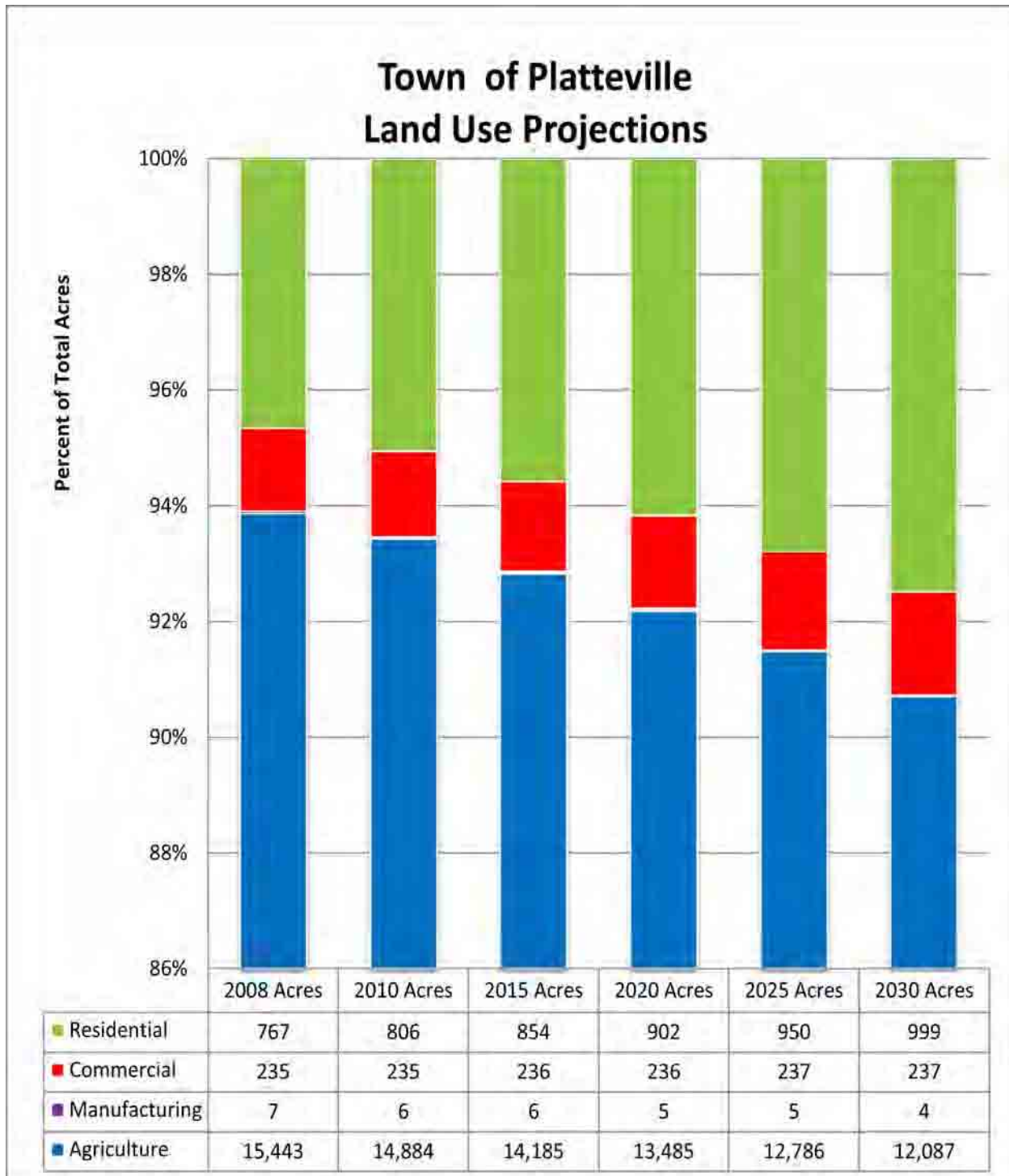


Table 8.8 Projected Residential Land Demand – City of Platteville

Year	Population Per HH	New Population	Future Housing Units	Average DU/Acre	Additional Acres
2000	2.3				
2005	2	167	83.5	4.26	19.6
2010	2	167	83.5	4.26	19.6
2015	2	167	83.5	4.26	19.6
2020	2	168	84	4.26	19.6
Total		669	334.5	4.26	78.5

Source: Wisconsin Department of Administration and Schreiber-Anderson Associates, 2003

Table 8.9 Projected Residential Land Demand – Town of Platteville

Year	Population Per HH	New Population	Future Housing Units	Average DU/Acre	Additional Acres
2000	3				
2005	3	56	18.67	0.77	14.3
2010	3	56	18.67	0.77	14.3
2015	3	57	19	0.77	14.63
2020	3	57	19	0.77	14.63
Total		226	75.33	0.77	57.86

Source: Wisconsin Department of Administration and Schreiber-Anderson Associates, 2003

COMMERCIAL LAND DEMAND

City of Platteville

There are approximately 222 gross acres of developed commercial land in the City of Platteville. If the assumption that 20% of the 222 acres are devoted to streets, utilities and required green space, there are approximately 178 net acres of commercially developed lands in the City. The City's year 2000 population was 9,989. This results in a ratio of 0.018 acres of commercial land per person. Assuming this ratio remains the same during the 20 year planning horizon, and if the population projections listed in Table 8.10 are used, the City will need 12 acres of land for commercial development to accommodate projected population growth. It should be noted that a number of factors can significantly alter the future acreage needed to accommodate commercial development. These factors include the impact of the new USH 151 bypass on the demand for regional commercial sites in the City and significantly different population growth rates in the community than are assumed in the plan. The proposed Land Use Plan includes enough land to easily accommodate the City's demand for commercial development between the years 2000 and 2020. There are currently approximately 29 acres of vacant, commercially zoned lands in the City of Platteville.

Town of Platteville

There were 245 net acres of commercial land in the Town of Platteville in the year 2000. The ratio of commercial acres to population in the Town of Platteville was 0.1824 acres of commercial land per person in the year 2000. If the population projections in Table 8.11 are used, then 41.2 acres will be needed for commercial land between 2000 and 2020.

Table 8.10 Projected Commercial Land Demand – City of Platteville

Year	New Population	Commercial Land/ Person	Additional Acres
2000		0.018	
2005	167	0.018	3
2010	167	0.018	3
2015	167	0.018	3
2020	167	0.018	3
Total	669	0.018	12

Source: Wisconsin Department of Administration and Schreiber/Anderson Associates, 2003

Table 8.11 Projected Commercial Land and Demand – Town of Platteville

Year	New Population	Commercial Land/ Person	Additional Acres
2000		0.1824	
2005	56	0.1824	10.2
2010	56	0.1824	10.2
2015	57	0.1824	10.4
2020	57	0.1824	10.4
Total	226	0.1824	41.2

Source: Wisconsin Department of Administration and Schreiber/Anderson Associates, 2003

INDUSTRIAL LAND DEMAND

City of Platteville

There are approximately 264 gross acres of developed industrial land in the City of Platteville. If the assumption that 20% of the 264 acres are devoted to streets, utilities and required green space, there are approximately 211 net acres of land devoted to industrial use in the City. The City's year 2000 population was 9,989. This results in a ratio of 0.021 acres of industrial land per person. Assuming this ratio remains the same during the 20 year planning horizon, and if the population projections listed in Table 8.12 are used, the City will need 14 acres of industrial land to accommodate projected population growth between the years 2000 and 2020. There are currently over 200 acres of vacant, industrially zoned land in the City of Platteville.

Town of Platteville

The ratio of industrial acres to population was 0.0015 acres per person in the year 2000. Table 8.12 below presents in five-year increments the demand for industrial land in the Town of Platteville through the year 2020. Less than one acre of additional industrial land is projected in the Town over the 20-year planning period.

Agricultural Land Consumption

The data in Table 8.13 indicate that approximately 62.7 acres of farmland were converted to non-agricultural uses each year (439 total acres converted) between the years 1990 and 1997. If this trend continues through the 20-year planning period, 1,254 acres of farmland will be converted to nonagricultural uses between the years 2000 and 2020 (Table 8.16).

Table 8.12 Projected Industrial Land Demand – Town of Platteville

Year	New Population	Industrial Land/Person	Additional Acres
2005	56	0.0015	0.084
2010	56	0.0015	0.084
2015	57	0.0015	0.084
2020	57	0.0015	0.084
Total	226	0.0015	0.34

Source: Wisconsin Department of Administration and Schreiber/Anderson Associates, 2003

Table 8.13 Farmland Sales, 1990-2008 – Town of Platteville

Year	1990-1997	1998-2008
Number of Parcels Sold	40	38
Acres Sold:		
Total	3,812	5,427
Continuing in Agriculture	3,373	-
Converted out of Agriculture	439	-
% Sold and Converted	2.50%	-
Average Value of Sales (\$/Acre):		
Total	\$846	\$3,177
Continuing in Agriculture	\$846	\$3,177
Converted out of Agriculture	N/A	N/A
Total Farmland Acres	17,253 (in 1990)	15,443 (in 2008)

Source: PATS & Department of Revenue, 2009

Table 8.14 Projected Acres of Farmland Converted to Non-Agricultural Uses Town of Platteville

Years	Farmland Ages Consumed
2000 - 2005	313.5
2006 - 2010	313.5
2011 - 2015	313.5
2016 - 2020	313.5
2000 - 2020	1,254 Total

Source: Program on Agricultural Technology studies, University of Wisconsin – Madison and Schreiber Anderson Associates, 2003

LAND USE POLICIES AND RECOMMENDATIONS

The following policies should guide the decisions of the City Council, Town Board, the respective Plan Commissions, the extraterritorial zoning committee, property owners, developers, and governmental agencies as those bodies and individuals consider land use proposals such as applications to rezone property, divide land, annex land, issue conditional use permits, approve site plans, and construct or install utilities. Many of these policies can be implemented through the administration of City, town and county ordinances and capital improvement plans. Other policies can be implemented through the actions of other units of government, property owners and developers. In some case, current ordinances will need to be amended or new ordinances adopted to fully implement the policies. The Implementation Element identifies those situations.

Not in order of Priority

General Urban Development Land Use Policies

1. The lands between the Business USH 151 corridor and the USH 151 bypass should be reserved for future City development. Land in this area may be annexed to the City. As land in this area is proposed for development, it should be annexed to the City in an orderly and efficient manner.
2. Promote the lands around the USH 151 interchange at the Business USH 151 corridor as an important economic development zone for the Platteville community.
3. New urban development will be guided to the City of Platteville Sewer Service Area.
4. The City of Platteville Sewer Service Area could be expanded to include the lands around the new Interchanges, which will be addressed in an intergovernmental agreement.
5. New unsewered development within the Platteville Sewer Service Area will be addressed as part of an intergovernmental agreement.
6. Prior to rezoning large tracts of land for development (tracts that are five (5) acres or more in size) the City strongly encourages the preparation of detailed area development plans for those locations. Detailed area development plans should include detailed recommendations for future land use, transportation facilities, utility facilities, parks and open space and urban design.
7. The City intends to work closely with the Wisconsin Department of Natural Resources to monitor the City's Sewer Service Area to ensure that adequate acreage is available to meet the demand for new urban development.
8. The City encourages the development of Traditional Neighborhood Developments (TNDs) (see Glossary) and Mixed Use Developments and intends to create Traditional Neighborhood Development and Mixed Use zoning districts to foster such development.
9. The City and Town strongly encourage infill development and redevelopment on lands that are vacant, blighted or underutilized, using TIF, a redevelopment authority, etc.
10. The City and Town strongly encourage the preservation of architectural, historic, cultural and natural resources.
11. The City and Town strongly encourage the use of conservation development (see Glossary) principles and practices as community growth areas are developed.
12. The City and Town of Platteville anticipate that all development in the City of Platteville

Sewer Service Area will be annexed to the City, in accordance with the procedures set forth in an intergovernmental agreement.

13. The City and Town intend to prevent the development of commercial uses in areas where such development would have a negative impact on surrounding land uses.

14. Environmental resources as detailed in the Natural Resources Element of this plan shall be preserved and protected. Existing natural features should be identified and considered during site design.

15. Stormwater detention areas should be designed to create quality focal points or entry features.

16. The design of fast food restaurants, convenience stores or other auto-oriented uses should include safe and equal access for pedestrians and other modes of traffic.

17. Shared parking between lots is encouraged. Access between shared parking on separate lots can be accomplished through shared-access agreements. Individual curb cuts for each parking area are discouraged.

18. The City should encourage preservation of green space and environmentally sensitive areas.

19. Encourage new developments to include facilities that enhance pedestrian and bicycle circulation.

20. Platteville's central business district should remain the primary civic, office, cultural and entertainment center within the area.

21. The City should continue to maintain and enhance its downtown through cooperation with the Main Street program, RDA, and the Platteville Area Chamber of Commerce on necessary planning efforts.

22. New development in the central business district should be compatible with the historic architectural character of the area.

23. New development near the USH 151 interchanges and along community entry corridors such as STH 80/81 should be clustered in highly planned, mixed-use activity centers.

24. Speculative commercial rezonings on the edges of the City, especially near the new USH 151 interchanges and along community entryway corridors, are discouraged in order to prevent the establishment of unplanned, uneconomical and fiscally undesirable development.

25. Access controls should be strictly enforced along arterial streets such as STH 80/81 and new streets serving future development near the USH 151 interchanges. Shared parking and joint access agreements between adjacent uses are strongly encouraged.

26. The City and Town intend to protect environmentally sensitive lands through the use of their zoning, land division control and official mapping powers.

27. Existing institutional uses are strongly encouraged to continue to work with the City and Town prior to expansions of existing facilities so that potential negative impacts of such expansions on adjacent neighborhoods and the community as a whole, can be avoided.

28. The City and Town intend to control the development of land along the Highway 151 bypass and interchanges, and the highways leading into the City, through the adoption of design standards and guidelines for commercial and industrial developments. The standards will be designed to ensure high-quality architecture, site design, signage and landscaping, such as the following:

- Parking lots should be landscaped and properly designed.
- Non-agricultural fences, if provided and visible from the road, should be decorative or include landscaping facing the roadway.
- Signage and billboards should be controlled through a shared City/Town permitting process.
- Exterior storage of materials and equipment should be screened from view from roads and adjoining properties.

AGRICULTURAL AND RURAL DEVELOPMENT POLICIES

Not in order of priority

1. Businesses, other than agricultural-related businesses, are generally discouraged from the Town of Platteville.
2. Prior to rezoning lands for agricultural-related commercial or industrial uses, the Town shall first formally amend the Land Use Plan map so that land use district designation for the subject lands is changed from the Agricultural District to the Agricultural Commercial District.
3. All development applications for agricultural related commercial development outside the ET area shall be accompanied by a detailed site plan, complete with location, size, and proposed use of buildings.
4. Proposed commercial or industrial use in the Town must be compatible with agricultural and rural residential dwellings.
5. All equipment, inoperable vehicles, materials, or other supplies stored outside must be effectively screened from view from public roads or adjoining properties.
6. Home-based businesses that are compatible with either adjoining agricultural or rural residential uses are acceptable in the Town. When considering permits for such uses, the Town Plan Commission and Town Board shall take into consideration the following factors:
 - Road access and traffic
 - Parking
 - Signage
 - Aesthetic impact
 - Screening of equipment and materials
 - Restrictions on expansion or re-use

LAND USE DISTRICTS

This section of the Land Use Element includes descriptions of each of the recommended Land Use Plan districts. All zoning decisions, land divisions, utility extensions, capital improvement projects, annexations and other land development related decisions should be consistent with the recommended Land Use Plan.

Maps 8.3 and 8.4 illustrate proposed land use recommendations for the City and Town of Platteville, respectively. Map 8.5 indicates the productive agricultural soils of the region. Prime farmland (see Glossary) can be found to the south and east of the planning area. Map 8.6 shows environ-

mentally significant areas. Most areas with slopes greater than 12% are found in the western and southeastern portions of the planning area. Map 8.7 illustrates developable areas in the Platteville sanitary sewer service area.

Low Density Residential District

The Low Density Residential District is intended to accommodate primarily single-family residential development. Institutional uses, utilities, public playgrounds, foster homes and home occupations are also appropriate in this district with proper zoning controls. The net density in this district should not exceed five (5) dwelling units per acre. Recommended zoning districts in the Low Density Residential District include the R-1 One-Family Residential Zoning District and the Planned Unit Development District. The Traditional Neighborhood Development Zoning District is also appropriate in this land use district.

Medium Density Residential District

The Medium Density Residential District is intended to accommodate primarily single family and duplex/two-flat residential development. Institutional uses, clinics, senior housing and services, clinics, children's nurseries, group homes, bed and breakfast establishments and home-based offices are also appropriate in this district with proper zoning controls. The net density in this district should not exceed eight (8) dwelling units per acre. Recommended zoning districts include the R-1 One-Family Residential, R-2 One and Two Family Residential and Planned Unit Development Districts. The Traditional Neighborhood Development Zoning District is also appropriate in this land use district.

High Density Residential District

The High Density Residential District is intended to accommodate a mix of single family, duplex/two-flat and multifamily dwelling units. Other uses that may be appropriate in this district include fraternities, sororities, rooming houses, and institutional uses, utilities and limited commercial uses provided all zoning requirements are met. The net density in this district should not exceed twenty-two (22) dwelling units per acre. Recommended zoning districts include the R-3 Multi-Family Residential and Planned Unit Development Districts. The Traditional Neighborhood Development Zoning District is also appropriate in this land use district.

Traditional Neighborhood Development District

The Traditional Neighborhood District is intended to be an alternative land use option in all undeveloped areas designated for Low Density Residential, Medium Density Residential, High Density Residential or Commercial development. The purpose of the Traditional Neighborhood Development (TND) District is to encourage mixed-use, compact development that is sensitive to the environmental characteristics of the land and facilitates the efficient use of services. A Traditional Neighborhood Development District diversifies and integrates land uses within close proximity to each other, and it provides for daily recreational and shopping needs of residents. A Traditional Neighborhood Development is a sustainable, long-term community that provides economic opportunity and environmental and social equity for its residents.

The TND district is designed to ensure the development of land as a traditional neighborhood. Its design adopts the city planning principles that were the norm in the United States from colonial times until the 1940's. The TND district is characterized by the following design elements:

1. Neighborhoods that are limited in size and oriented toward pedestrian activity.
2. A variety of housing types, jobs, shopping, services, and public facilities.
3. Residences, shops, workplaces, and civic buildings interwoven within the neighborhood, all within close proximity.

4. A network of interconnecting streets and blocks that maintains respect for the natural landscape.
5. Natural features and undisturbed areas that are incorporated into the open space of the neighborhood.
6. A coordinated transportation system with a hierarchy of appropriately designed facilities for pedestrians, bicycles, public transit and autos.
7. Well-configured squares, plazas, greens, landscaped streets, preserves, greenbelts, and parks woven into the pattern of the neighborhood and dedicated to the collective social activity, recreation, and visual enjoyment of the populace.
8. Civic buildings, open spaces, and other visual features that act as landmarks, symbols, and focal points for the community.
9. Compatibility of buildings and other improvements as determined by their arrangement, bulk, form, character and landscaping to establish a livable, harmonious and diverse environment.
10. Private buildings that form a consistent, distinct edge and define the border between the public street space and the private block interior.
11. Architecture and landscape that respond to the unique character of the region

Traditional Neighborhood District Size & Density

The recommended minimum size of a Traditional Neighborhood Development District is 40 acres. Sites larger than 120 acres should be developed as multiple neighborhoods, with each neighborhood designed to be integrated into an overall plan. At least 20% of the land area in a Traditional Neighborhood District should be open space (i.e. parks, greens, squares, greenbelts, etc.). The recommended maximum gross density (the total number of dwelling units divided by the total site area) of a Traditional Neighborhood District is five dwelling units per acre.

Traditional Neighborhood District Sub-Areas

1. **Mixed Residential Area (MRA):** The Mixed Residential Area (MRA) is primarily a residential development area mixed with open space, commercial, civic and institutional uses, and buildings.
 - A. Recommended Land Use Allocations
 - Single-family residential lots should comprise between 50% and 80% of the land area of the Mixed Residential Area (MRA).
 - Not less than 10% and not more than 20% of the residential units in the MRA should be townhouse/rowhouse and/or apartment units.
 - Not more than 10% of the residential units in the MRA should be duplex or two-flat units.
 - Commercial uses should be allocated to not more than 2% of the land area of the MRA.
 - Commercial buildings should be limited to a maximum of 15,000 square feet in the MRA.
 - Multiple family buildings should not include more than eight units per building in the MRA.
2. **Neighborhood Center Area (NCA):** The Neighborhood Center Area (NCA) serves as the focal point of a Traditional Neighborhood Development district. Neighborhood Center Areas may include mixed-use buildings, retail shops, restaurants, offices, banks, hotels, governmental offices, churches, community centers and attached residential dwelling units (i.e. duplexes, two-flats, rowhouses/townhouses and apartments).

Figure 8.7 Traditional Neighborhood District Structure

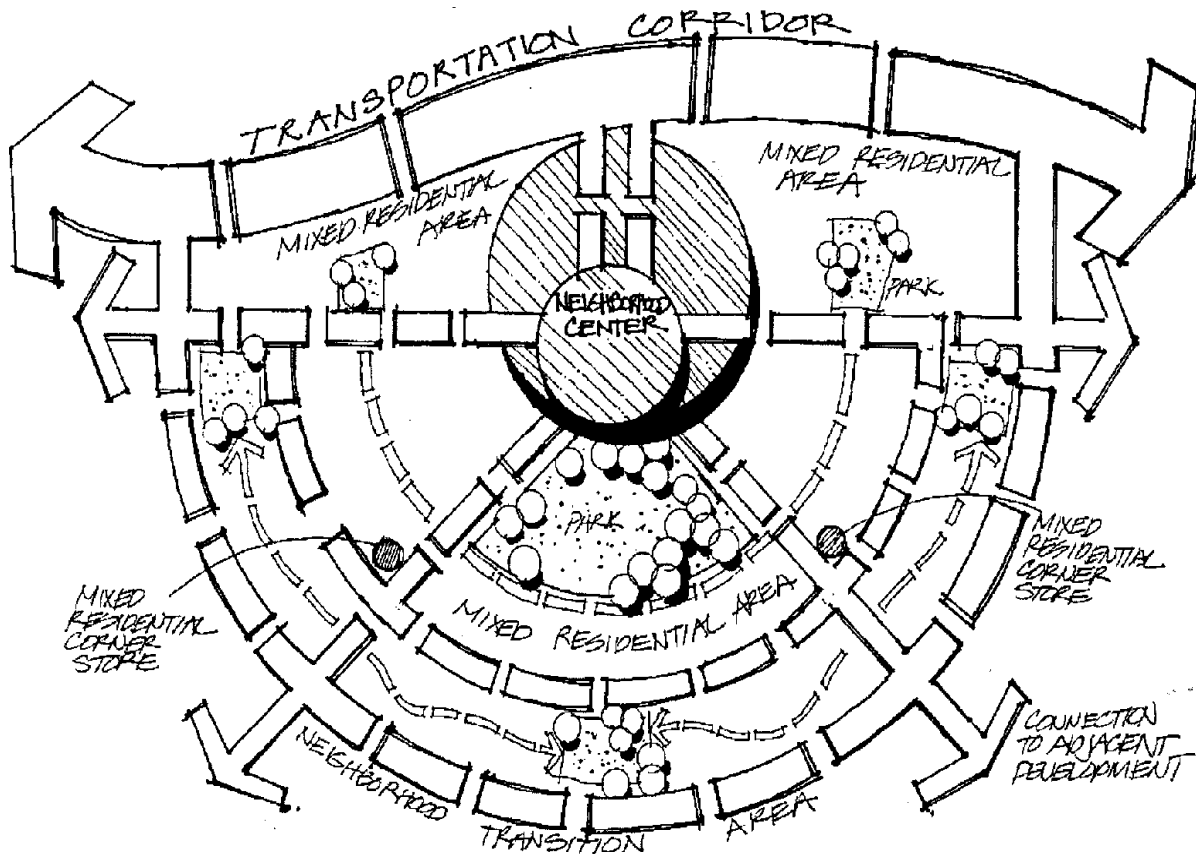
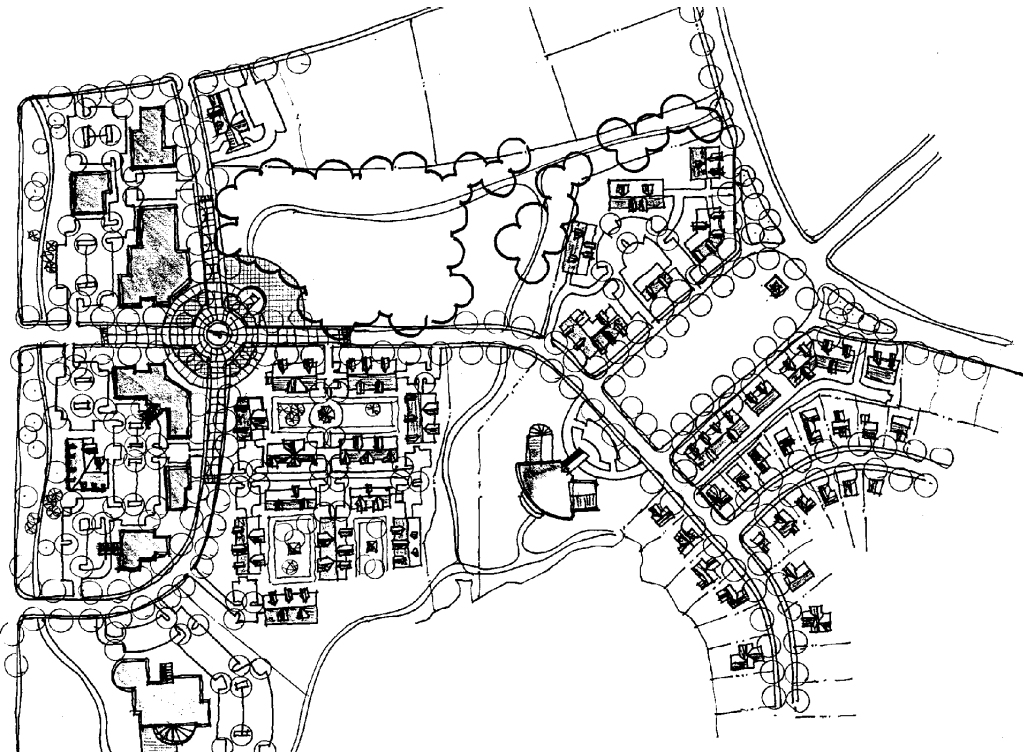


Figure 8.8 Example of a TND Neighborhood Center Area



A. Recommended Land Use Allocations

- Multiple family residential uses (owner-occupied or rental townhouse/rowhouse, and apartment units) should be allocated to at least 20% of the land area of the NCA.
- Commercial uses should be allocated to not less than 20% of the land area of the NCA.
- Civic uses (churches, schools, municipal buildings, etc.) should be allocated to not less than 1% and not more than 2% of the land area of the MRA.

3. Neighborhood Transition Area (NTA): Neighborhood Transition Areas are typically located along the perimeter of a Traditional Neighborhood Development District. Only single-family dwelling units are permitted in the Neighborhood Transition Area. A portion of a Traditional Neighborhood Development district that adjoins existing or platted conventional low-density housing must be designated as a Neighborhood Transition Area. Recommended zoning districts include the Planned Unit Development District and a newly created Traditional Neighborhood Development District.

Mixed Use District

The purpose of the Mixed Use District is to allow a mixture of complementary land uses including housing, retail, offices, commercial services, and civic uses in an efficient, compact, and relatively dense development pattern. Mixed use means both "vertical mixed use" (i.e. buildings with multiple uses), or "horizontal mixed use" (compatible uses adjacent to one another). This district is intended to provide flexibility in the siting and design of new developments and redevelopment to anticipate changes in the marketplace. This district is intended to foster mixed-use development areas that are characterized by very high quality architecture, signage, landscaping, and site design. Further, these areas should be safe and comfortable for pedestrians. Streets in Mixed Use Districts should be carefully designed as public places that encourage pedestrian and bicycle travel through high quality streetscape improvements and multi-modal transportation facilities (i.e. streets, sidewalks, bicycle lanes, multi-use paths, etc.). The district is further intended to provide transitions between high traffic streets and residential neighborhoods. Finally, this district is intended to provide appropriate locations for automobile and truck dependent uses and maintain mobility along major traffic corridors. Big box retail uses are discouraged in these areas unless they are a part of a highly integrated, well planned mixed-use development. Strip commercial development and typical big box developments are inappropriate in this district.

Appropriate zoning districts for areas designated Mixed Use District on the Land Use Plan map are the Planned Unit Development District or a new Mixed Use Zoning District. Prior to allowing new development or redevelopment in these areas, the City will create a new Mixed Use Zoning District that establishes specific zoning standards and regulations for mixed use developments. Prior to developing these areas, detailed traffic circulation and land use plans shall be prepared for these areas in order to protect the transportation function and safety of major street corridors and to ensure appropriate secondary access points and connections to adjacent neighborhoods. In general, Mixed Use areas should be developed as highly planned, compact activity centers or nodes rather than uncoordinated, poorly planned strip development.

The Oregon Transportation and Growth Management Program has prepared an excellent guidebook for local communities titled "Commercial and Mixed Use Development Code Handbook". This handbook is an excellent resource for local governments and illustrates the basic principles of the Mixed Use District.

Commercial/Industrial District

The Commercial District is intended to accommodate large and small-scale commercial and office development. A wide range of retail, service lodging and office uses are appropriate in this district. Recommended zoning districts include the B-1 Neighborhood Business District and the B-3 Highway Business district. In general, the B-3 Highway Business Zoning District is recommended only along the developed portions of the existing USH 151 corridor. Undeveloped lands along the exist-

ing USH 151 corridor, STH 80/81 south of the existing Highway 151 corridor and lands around the new USH 151 interchanges that are designated as Commercial Districts on the Land Use Plan map should be zoned either Planned Unit Development District or a newly created Mixed Use zoning district in order to ensure high quality development along community gateways. The Traditional Neighborhood Development Zoning District is also appropriate in this land use district. This industrial portion of this district is intended to accommodate a variety of industrial, warehousing and related uses. Recommended zoning districts include the M-1 Heavy Commercial/Light Manufacturing District, the M-2 Heavy Manufacturing District, the M-3 Mixed Use Commercial/Manufacturing District and the M-4 Applied Technology District.

Central Area Mixed Use District

The Central Area Mixed Use District is intended to include the City's mixed-use central business district. This area includes lands currently zoned B-2 Central Business and CBT-Central Business Transition. This district is intended to remain a compact, densely developed pedestrian-oriented area with a mix of commercial, office, institutional, residential, civic and park and open space uses. Vacant lots, large gaps in street walls (the line of attached building facades along the street frontage) and large surface parking lots fronting on East and West Main Street should be avoided. Multiple story, mixed use buildings that include high quality architecture, signage, lighting and streetscape amenities that are sensitive to and enhance the historic character of Platteville's central business district are strongly encouraged.

Institutional District

This district is intended to accommodate civic, institutional and related uses including schools, churches, libraries, governmental buildings and utilities. The University will continue to establish and maintain its campus identity through its physical development and implementation of its Campus Plan.

Parks and Open Space District

This district is intended to include environmentally sensitive areas such as wetlands, steep slopes and floodplains, publicly owned recreation facilities and other permanently protected open spaces.

Agricultural District

This district is intended to accommodate long-term agricultural land uses. Non-agricultural related uses are strongly discouraged in this district. The majority of the Town is included in this district.

Criteria for Proposed Rezoning from Exclusive Agricultural to Business, Commercial or Industrial Uses

1. The proposed business or commercial use shall be compatible with the rural character of the Town of Platteville.
2. Applicants for any rezoning or conditional use permit shall demonstrate that all equipment, materials, machinery, or supplies or vehicles, including inoperable or unlicensed vehicles, will be screened from view from all public rights of way and from adjoining properties.

Agricultural District and Rural Development District Land Use Guidelines

The Town shall require all new development in the Agricultural District and the Rural Development District to meet the following land use guidelines:

1. All applications for rezoning, conditional use permits or land divisions in the Town of Platteville shall be accompanied by a specific use proposal and a site plan prepared to a measurable scale showing the following information:
 - Narrative description of the proposed use including number of dwelling units, type of busi-

- ness, number of employees, and size of structures.
- Site plan showing the existing and proposed principal and accessory structures.
- Location of existing and proposed driveways.
- Location of existing and proposed private septic systems or nearest sanitary sewer lines and connections.
- Direction of drainage and location of any on-site stormwater management facilities, if any are provided.
- Locations, dimensions, and design of commercial signage, if applicable.
- Location and proposed screening for any outside storage areas for commercial vehicles, equipment, materials, or supplies, if applicable.

Zoning Review Criteria

When requests for rezoning or conditional uses come before the Town of Platteville, the Plan Commission and Town Board will use the following review criteria in rendering their recommendation and or approval:

1. The proposed rezoning or conditional use permit must be consistent with the goals and policies of the Town of Platteville Comprehensive Plan.
2. The proposed rezoning or conditional use must not adversely affect adjoining or nearby properties in terms of loss of economic value or potential loss of enjoyment or use of their property.
3. The proposed rezoning or conditional use shall not remove more land from agricultural production for future use than is necessary to accommodate the proposed use, as reviewed by the Plan Commission and Town Board on case-by-case basis.
4. Approval of the proposed rezoning or issuance of a conditional use permit shall not result in extraordinary demand for Town services or adversely impact Town roads or other Town facilities. Where there is a potential impact on Town facilities, the Town Plan Commission or Town Board may require an applicant to prepare an impact analysis, and if needed, provide compensation, assurances or other guarantees to the Town protecting the Town from higher serving costs.
5. Sites proposed for rezoning or conditional use permits that will be served by private septic systems should have soil tests or other data or permits demonstrating suitability for private septic systems.

Land Division Review Criteria

When requests for land divisions come before the Town of Platteville, they will be reviewed on the basis of the following criteria:

1. All land divisions creating parcels less than 35 acres in size shall be created by Certified Survey Map (CSM).
2. Proposals for land divisions shall be reviewed concurrent with rezoning and/or conditional use permits that will be needed for the proposed future use of the land.
3. Land divisions that will create new lots served by private septic systems should have soils tests or other data or permits demonstrating suitability for private septic systems.
4. In the event that the Town Board determines that it is necessary to consult with a third party

in considering factors in the petitioner's application for a zoning change, CUP, or land division, all reasonable costs and expenses associated with such shall be borne by the applicant. Failure to pay such costs and expenses or provide information requested by the Town Board shall be grounds for denial or revocation of a CUP or zoning request. The applicant may provide to the commission the names of such consultants, which the applicant believes to be qualified to assist in resolving the issues before the commission, but the commission is not bound to use these consultants.

Rural Development Policies for Outside of the ET Zone

These guidelines shall apply only on those lands outside the Extra Territorial zone of approximately 3/4 miles from the city limits of Platteville, as shown on the official Zoning Map of the City of Platteville. Those properties already within the ET Zone are subject to the ET Zoning Regulations, whose actions are to be determined at meetings of the ET Zone Committee, composed of three representatives each from the City and the Town.

An application for a rezoning and/or division of property within the boundaries of the Town of Platteville, and outside the ET Zone, may be considered by this Board according to the following guidelines:

1. One lot per 25 acres of land, with a minimum lot size of 1- acre. Lots may be combined. In calculating lots, if the division remainder is more than 0.5, the next highest number shall be allowed, if 0.49 or less, the next lowest number shall be allowed.
2. Proposed lots should be located in a suitable area of non-prime farmland if at all possible. The Commission would consider prime agricultural land if they determine that no available non-prime land exists or that a prime agriculture location provides better protection of other natural resources. Lots should be clustered, if at all possible, so that at least one boundary is adjoining another lot. Building sites should be so planned as to preserve natural features of the landscape wherever possible.
3. For purposes of determining the number of allowable lots, all land must be contiguous, and owned by the same party or entity. However, split parcels will be considered individually by the Plan Commission.
4. After initial land division has been approved, all lots so designated must be sold and have occupied homes before any other additional lots will be considered for the same property that was used to determine the original lot division. Any variances from this shall be considered on an individual basis by the Commission.

All lots of record on lands within the boundaries of this agreement shall be bound by this agreement as of its effective date.

General Site Plan Review Criteria

The Town Board and Plan Commission shall use the following guidelines in reviewing and evaluating site plans.

1. Structures, driveways, and septic system drainage fields shall be located in such a manner so as to minimize the loss of productive agricultural land.
2. New roads or private driveways should be designed and located so that they will have a minimum impact on exiting or potential future farming practices. In implementing this policy, the Town Plan Commission and Town Board shall consider the following criteria:
 - Roads and private driveways should be located along existing fence lines or along the edges of tillable fields as much as feasible.

- Roads and private driveways should not divide farm fields in such a manner that it would be difficult or costly to till adjacent farmland using modern farming equipment.
 - Roads and private driveways shall meet all other Town of Platteville and Grant County standards and requirements.
3. Runoff and modifications of the drainage patterns resulting from any development should not increase the amount of flow or pattern of drainage on adjoining agricultural land. Issues related to the interpretation of this policy shall be referred to the Grant County Land Conservation Department.

Agricultural Commercial District

This district is intended to provide for the proper location of manufacturing, storage, warehousing and related marketing or industrial activities that are related to the agriculture industry. Examples of agricultural commercial uses include, but are not limited to, sorting and packing service for fruits and vegetables, canning operations, production of cheese and other milk products, feed mills, livestock sales, grain elevators and bulk storage of feed grains, sale of farm implements and related equipment, horticultural services, and poultry hatching services. Development in this district shall meet the Agricultural District and Rural Development District Land Use Guidelines listed above.

Rural Development District

This area is intended to accommodate existing and a limited amount of future non-agricultural residential development that is served by private septic systems. The use of conservation development (see Glossary) design principles and practices is encouraged in this district. The Town intends to follow the guidelines listed below as it considers proposals for new rural development.

Residential Siting Standards and Criteria within Agricultural Areas

Any proposed residential development in Agricultural Areas shall comply with the following siting and design requirements.

1. Non-farm residential development is considered generally incompatible with the goal of agricultural preservation and shall be discouraged in the Town of Platteville but allowed only if meeting all Town criteria for development.
2. When lands are zoned for rural development, the Land Use Plan map shall be formally amended so that the land use designation for the subject lands is changed from the Agricultural District to the Rural Development District.
3. Rural residences should be clustered on less productive soils.
4. The minimum parcel size is one acre.
5. New public roads and private drives shall be located in such a manner so as not to divide farm fields. Roads or driveways should avoid crossing agricultural land to reach non-farm development. Generally, "flag lots" or layouts requiring long access roads are discouraged.
6. Development shall be avoided if possible on soils classified as "prime farmland", "farmland of statewide significance" (see Glossary), those areas shown as having severe or very severe limitations for septic tanks (as shown on soils maps), and hydric ("wet") soils. Discretion may be used for sites that consist entirely of soils classified as "prime farmland", or "farmland of statewide significance".
7. No development shall be permitted within the 100-year floodplain of any navigable waterway in the Town.

8. Development within environmental corridors, sensitive environmental areas (e.g., wetlands, woodlands), and on slopes in excess of 12% shall be discouraged.

Special Use District

The Special Use District is intended to accommodate the Platteville Airport. A Special Use District is a one designed to accommodate highly specialized uses on large tracts of land in appropriate locations.

URBAN DESIGN

Once a community has proposed land uses for its future, it is important that the configuration of uses compliment the topography, existing infrastructure, public space, and scale of the community. The following text will describe some of the areas of Platteville in which a significant development of land is being proposed for the future. The illustrations are only proposed scenarios used to demonstrate how land uses, transportation infrastructure, and public space might be arranged.



Overview

The illustration above reveals the additional land uses that are being proposed by this plan. The areas in white and light grey within the city limits signify existing land uses that are not changing. The key elements of the overall plan are:

- North 'Backdoor Corridor' bypass.
- Network of green space that follows existing stream beds.
- High-density development adjacent the University.
- Emphasis on Highway 81 Corridor (N & S).
- Significant development in the SE quadrant of the City.
- Reclamation and development of quarry into a major green space.

Key

existing land uses

- existing downtown/commercial
- existing institutional

proposed land uses

- residential
- commercial
- mixed-use
- industrial/manufacturing
- green space



Highway 81 Northwest Corridor

Highway 81 serves as a major corridor from the northwest. Efforts should be made to assure that uses along this route do not place a burden on the transportation infrastructure. In addition, these uses should be able to accommodate a variety of development types and serve as a gateway to the community.

Recommendation: A mixed-use development that fronts 81 but has a majority of its access from behind as to limit its impact on the transportation infrastructure. Building proportions and materials should be pedestrian in scale and high in quality to help signify and celebrate the entry into a community. Development should reinforce this corridor to help calm traffic entering the city and to provide for a human scale for residents.



NW Addition

As land is developed around the edges of the city, it is important to reinforce the existing infrastructure to reduce the costs of services and provide for a pedestrian-scale environment.

Recommendation: Delineate future right-of-ways so as to build upon the existing infrastructure in proportions similar to the traditional Platteville city block. Encourage development patterns that promote walkable streets and tie in to the existing street network.



North Addition

As land is developed around the edges of the city, it is important to reinforce the existing infrastructure to reduce the costs of services and provide for a pedestrian-scale environment. If a 'Backdoor Corridor' bypass is constructed, pressure will be placed on developing areas north of the City.

Recommendation: Delineate future right-of-ways so as to build upon the existing infrastructure in proportions similar to the traditional Platteville city block. Encourage development patterns that promote walkable streets and tie in to the existing street network. Care should be taken to study the impacts of development on the new bypass.



North Campus Addition

In order to accommodate the increased pressure of an expanding University population, the lands north and south of the campus could be developed as high-density housing.

Recommendation: Develop neighborhoods that have the capacity and characteristics suitable for student and/or staff. Allow for increased density, bicycle paths and parking/storage. Low maintenance/high quality materials and traffic-calming and security-sensitive architecture and landscaping.



South Campus Addition

As with the North Campus Addition, the South Campus Addition has the capacity to meet the demands of higher enrolment/staffing.

Recommendation: Develop neighborhoods that have the capacity and characteristics suitable for student and/or staff. Allow for increased density, bicycle paths and parking/storage. Building construction should incorporate low maintenance/high quality materials. Streetscaping should include traffic-calming and security-sensitive architecture, landscaping, and lighting. Access to trails and green space will be very important as more people demand additional forms of transportation and outdoor recreation.

Highway 81 South Corridor

With the improvements of the new bridge for 'Markee Way', the Highway 81 South Corridor will serve as a 'front door' for the University as well as the City.

Recommendation: A mixed-use development that fronts 81 but has a majority of its access from behind as to limit its impact on the transportation infrastructure. Building proportions and materials should be pedestrian in scale and high in quality to help signify and celebrate the entry into a community.





NE Addition

As land is developed around the edges of the city, it is important to reinforce the existing infrastructure to reduce the costs of services and provide for a pedestrian-scale environment. The presence of 'prime farmland' soil will limit the amount of land that is available in this quadrant of the City. Therefore, new development should be restricted in land area and encourage to develop at a higher density.

Recommendation: Delineate future right-of-ways so as to build upon the existing infrastructure in proportions similar to the traditional Platteville city block. Encourage development patterns that promote walkable streets and tie in to the existing street network. Promote high-density development to maximize its value and reduce the need for future expansion onto valuable farmland.



NE Quadrant

The land north of Business 151 Corridor is currently dominated by 'big box' retail and a quarry. As the demand for housing and commercial uses increases, the NE Quadrant may develop into an area rich in shopping and residential uses and may feature an expansive green space.

Recommendation: Delineate future right-of-ways so as to build upon the existing infrastructure. Encourage future residential to connect with and enhance existing and new park and trail system. Investigate the reclamation of quarry to result in additional green space.

SE Quadrant

This mixed-use development along highway 80/81 takes advantage of its proximity to highway 151 and the Southwest Health Center.

Recommendation: Delineate future right-of-ways to provide efficient connections to existing infrastructure. Encourage mixed-use development that can accommodate a variety of housing and commercial needs. Efforts should be made to reinforce the needs and assets of the Southwest Health Center.

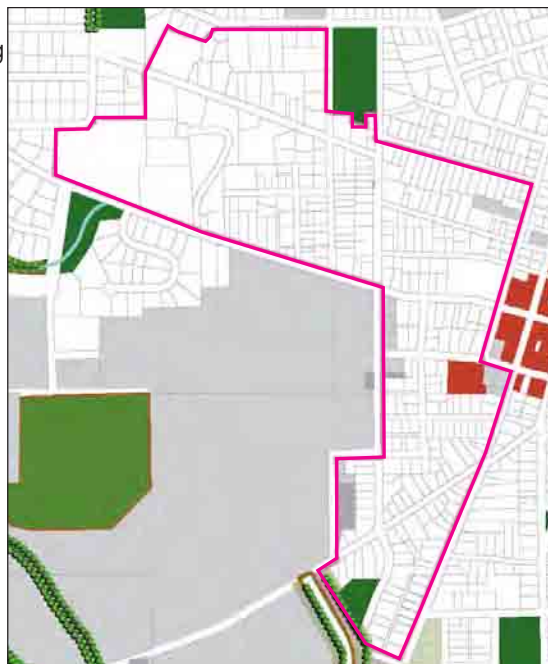


Central Neighborhoods Near Campus

Increased enrolment has placed housing and parking pressure on the existing neighborhoods near campus. There are concerns over the loss of single-family owner-occupied housing and the increase of traffic and crime.

Recommendation: In 2008, a UWP Transition Task Force provided several recommendations regarding parking and housing (see Appendix A). A summary of those recommendations is listed below.

- Encourage higher density development near campus.
- Support University and private partnerships for developing housing on-campus.
- Investigate options for providing financial assistance for development within transition zone.
- Explore University/City/private partnerships for providing parking options near campus.
- Require permits for on-street parking near campus.
- Modify zoning regulations to require more off-street parking for residential developments.



During the 2009-2010 update of this plan, these concerns resurfaced. Some of the key issues discussed were:

Issues

- **The Role of the University:** UWP continues to increase its enrolment without providing for housing on campus. This places pressure on the surrounding neighborhoods to provide that housing. Are there opportunities for UWP, the City, and developers to provide additional housing on campus?
- **Nuisances:** Problems regarding traffic, parking, noise, and crime have increased with the additional number of students living near campus.
- **Enforcement:** Lack of enforcement of rental property regulations and poor property management of rental units results in unattractive and perhaps dangerous living conditions.
- **Out of Scale Development:** Large-scale high-density buildings can alter the character of single-family neighborhoods that in turn reduce quality of life and perhaps property value.
- **Historic Preservation:** New construction can conflict with the historic districts within the area thus dissolving the historic character and integrity of the district.
- **Economic Development:** Developers and property owners wish to provide housing near campus to address increased demand.
- **Transportation:** Encourage higher density development near campus to reduce the reliance on the automobile for students and staff.

The issues listed above reflect the duality of the district. While there is a need to provide for affordable housing near campus to meet the needs of an increasing student/staff population, it is

important that those needs are met without sacrificing the integrity of the surrounding neighborhood. Striking a balance between these two competing perspectives will require further investigation. In response to those concerns, consider the use of the following planning and zoning tools.

Zoning

Zoning is used to prescribe the land uses and building types/form/density allowed in a specific area of a jurisdiction. Two methods in which zoning could be used to address the area near campus would be:

- **Rezone:** This would alter the prescribed uses and building types/form. This could be used to increase, decrease, or step the building patterns near campus at specific property locations.
- **Rewrite:** Changing the language of the zoning ordinance to redefine a specific zoning classification or create a new classification to alter the allowable uses, building types/forms, and/or density to attain the desired outcome for the area.

Design Guidelines

Another method for addressing the area near campus would be to develop design guidelines that all new development would need to meet. Specific requirements regarding density, building form, material selection, parking, and site design could be used to manipulate design outcomes.

Planned Unit Development (PUD)

A Planned Unit Development (PUD), is both a type of building development as well as a regulatory process. A PUD is a designed grouping of varied and compatible land uses, such as housing, recreation, commercial centers, and industrial parks, all within one contained development or subdivision. There will always be instances in which the zoning requirements for a specific site create a burden that limits or even prevents development. PUDs are used to address those instances to encourage development outside the typical regulatory framework that zoning provides. The requirements of those projects are directly negotiated with the City on a project by project basis.

Overlay District

An overlay district is a zoning tool that creates additional or alternative requirements for a specific geographic location. Some of the issues that such a district could address are:

- **Housing Density:** An overlay district could be used to either increase or decrease housing density to address the issue of increased housing demand near campus within a single-family neighborhood. A system of restrictions or recommendations could be used as carrots and sticks to shape development patterns to meet the City's needs.
- **Building Form:** The district could place specific restrictions or reward developers for meeting design recommendations (building mass, scale) that respect and reinforce the physical characteristics of the neighborhood.
- **Building Materials:** The district could place specific restrictions or reward developers for meeting specified building material guidelines that promote quality construction.
- **Site Design:** The district could place specific restrictions or reward developers for meeting design recommendations that enhance the neighborhood (parks, landscaping, buffers, etc.) while mitigating potential nuisances.
- **Parking:** The district could place specific restrictions or reward developers for meeting design recommendations for reducing the impact on traffic and parking.
- **On-site Management:** The district could place specific restrictions or reward developers for meeting design recommendations that promote on-site management of multiple-family developments.
- **Community Engagement:** The district could place specific restrictions or reward developers for providing increased public input throughout the design and design review process.

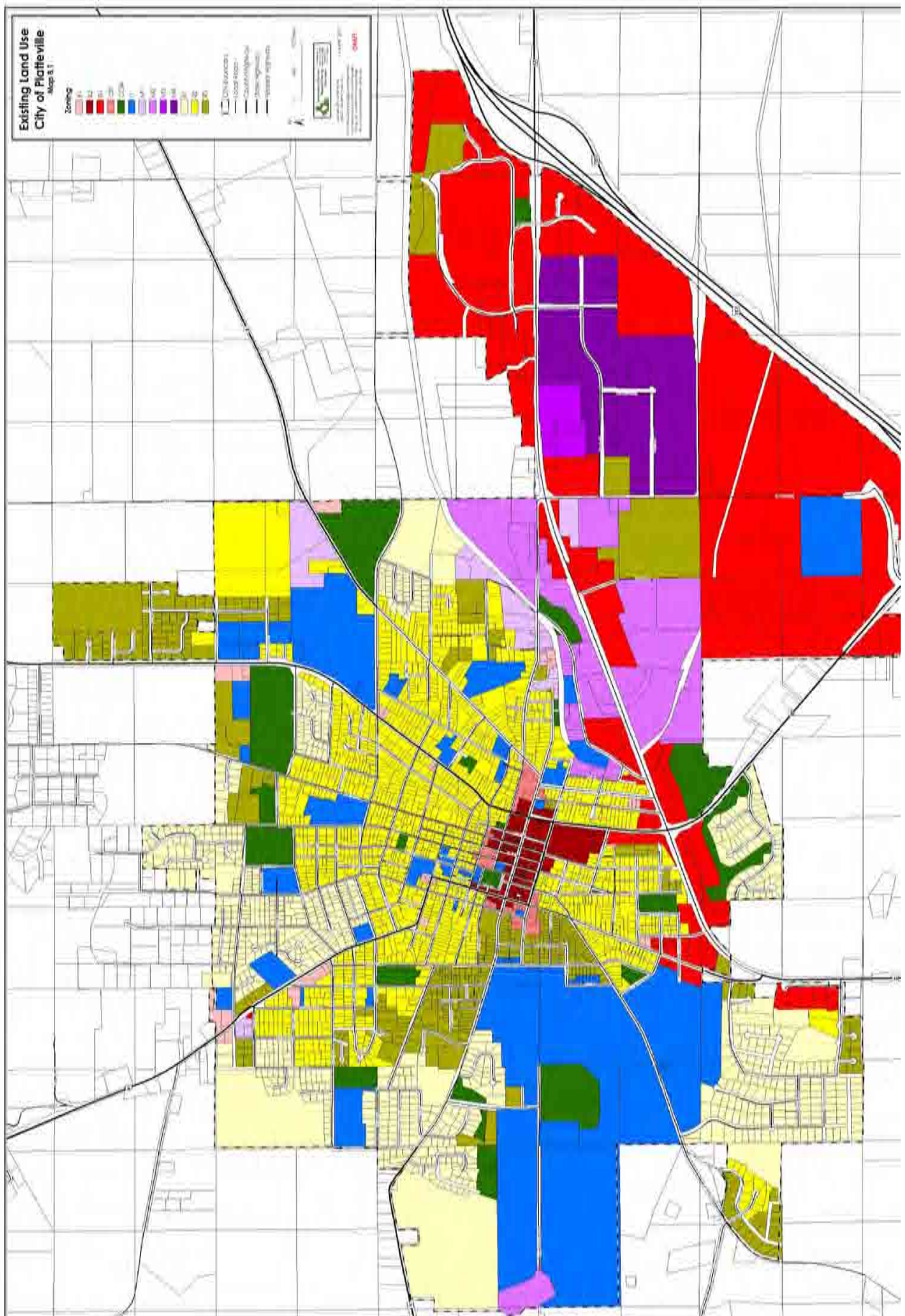
Appendix B and C provide some examples of overlay district policies.



North 'Backdoor Corridor' Bypass

Over the years the City has attempted to reserve right-of-way to allow for a bypass around the north edge of the city limits. In 2006 and 2007, the City of Platteville's Public Works Department worked with the UW Platteville's Engineering Department to develop a bypass alignment that would divert traffic on STH 80 and STH 81 around the developed area of the City (see Appendix D). The students developed two options that both utilized Walnut Dell as the east-west corridor. Both options provide for a west access point to STH 81 near County D and east access to County B. The key difference in the proposals are the location of the north-south corridor that connects County B to Walnut Dell Road. Option 1 utilizes Moundview Rd while option 2 requires a new road to be constructed west of Moundview Rd. In 2010, the bypass was readdressed during the update of this document. It was decided that Moundview Rd provided the best access to County B (see image above).

Recommendation: The Town and City should work together to maintain a future right-of-way (either option 1, 2 or an entirely new option) that will accommodate a bypass. Because the bypass traverses prime farmland, land use controls will need to be put into place to limit development.



Existing Extraterritorial Zoning
Map 8.2

Agricultural Transition
 Single Family Residential
 Multi-Family Residential
 Commercial
 Local Street
 County Highway
 State Highway
 Federal Highway
 Town/Parcels
 Parcel
 City Boundary

0 1,000 2,000 Feet
 N

111 Forest Tower
 One University Plaza
 Raleigh, NC 27601
 919-286-1111
 www.wvmap.com
 August 1, 2014
 Sources: City of Raleigh
 WISDOT, SWMap 2.0
 This map is a general representation of the recorded map
 and is not a legal document. It is not intended to be
 used for any legal purpose. It is not a substitute for
 a legal document. It is not a substitute for a legal
 document. It is not a substitute for a legal document.

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 Agricultural Transition
 Single Family Residential
 Multi-Family Residential
 Commercial

— Local Street
— County Highway
— State Highway
— Federal Highway
Town Parcels

Parcel
City Boundary

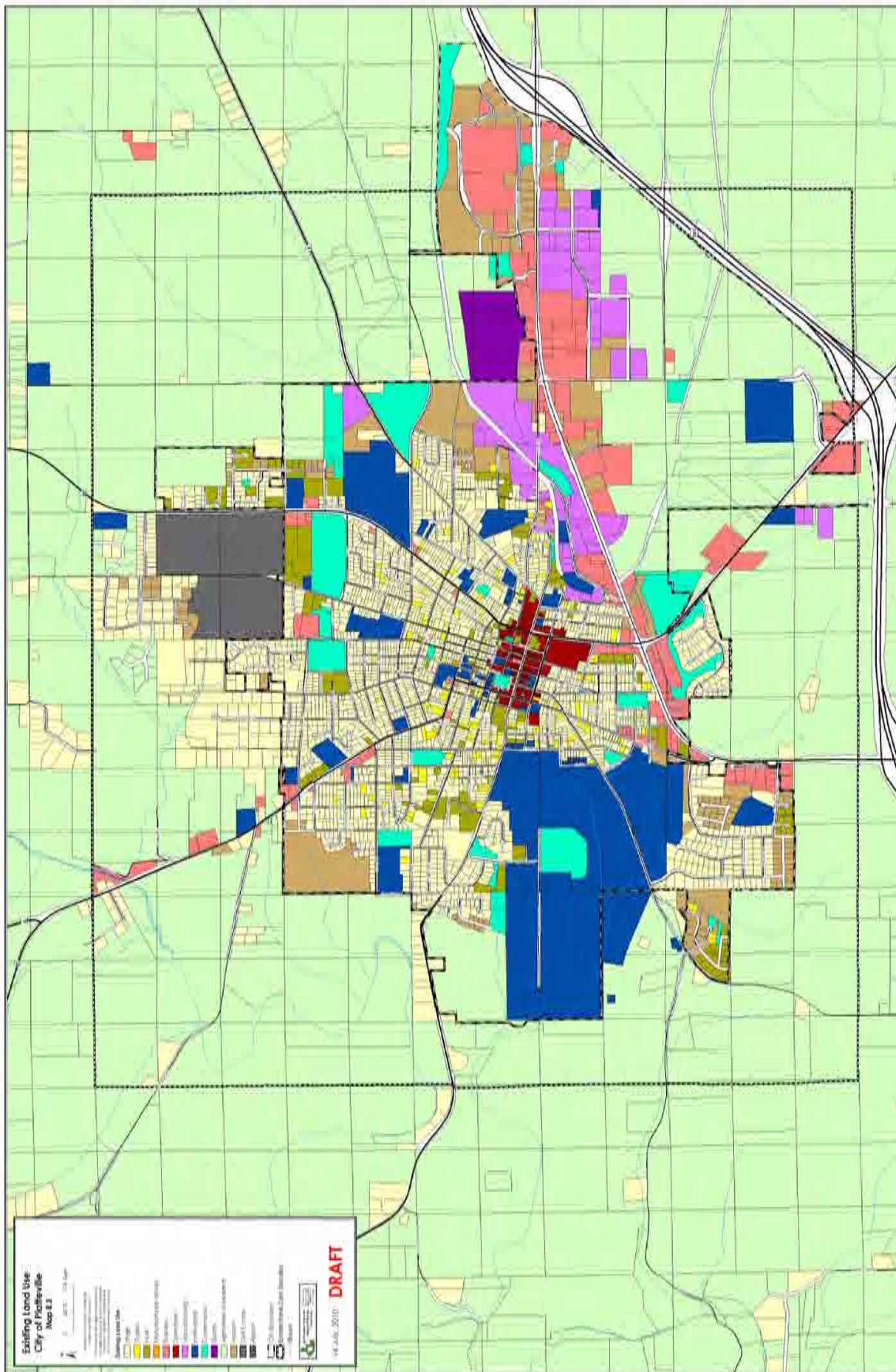
**Southwest Wisconsin
Hemp Processing
Commission**

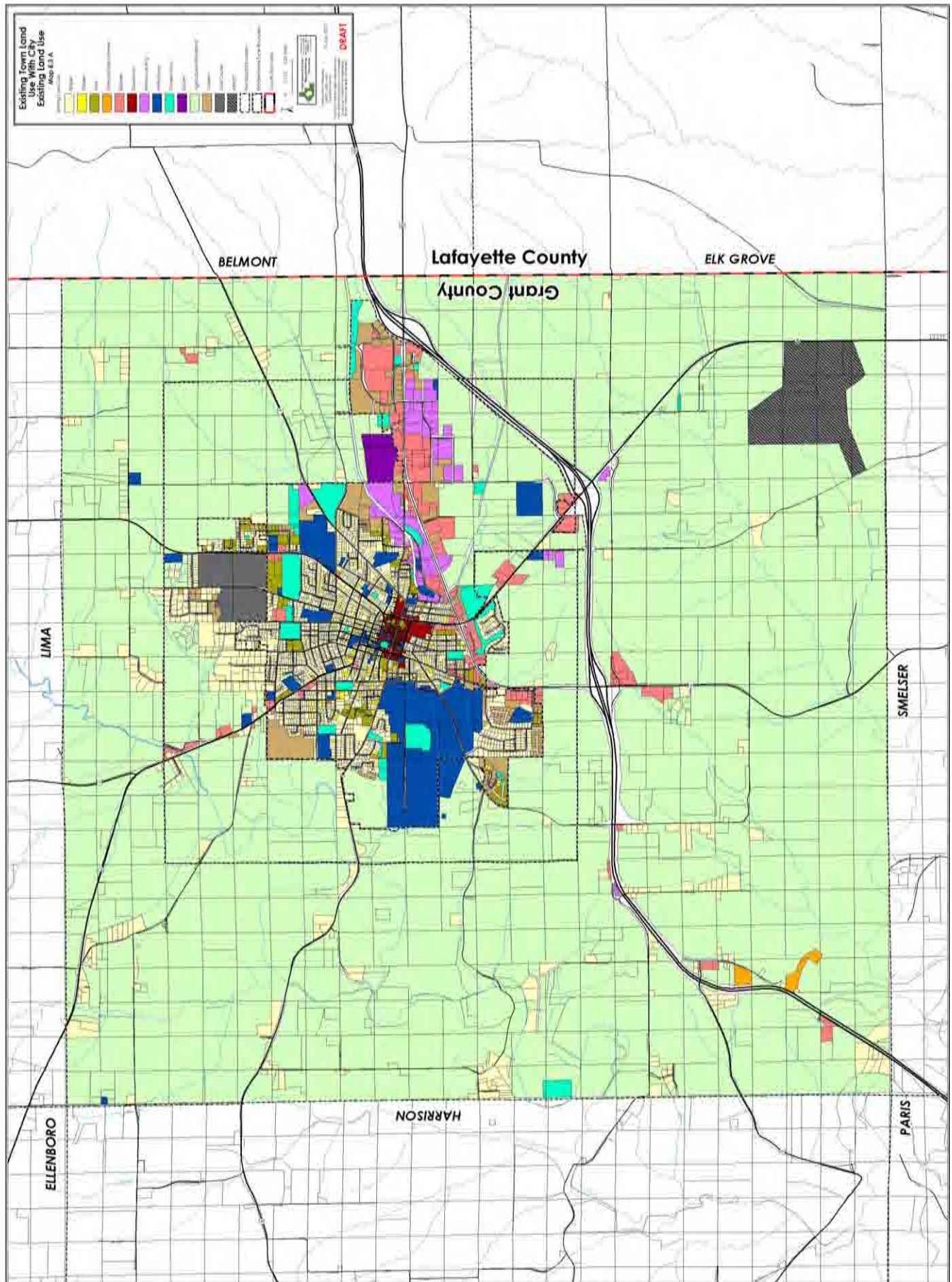
717 Fosholt Tower
One University Plaza
Madison, WI 53706
608-245-1314
www.wiswmp.org

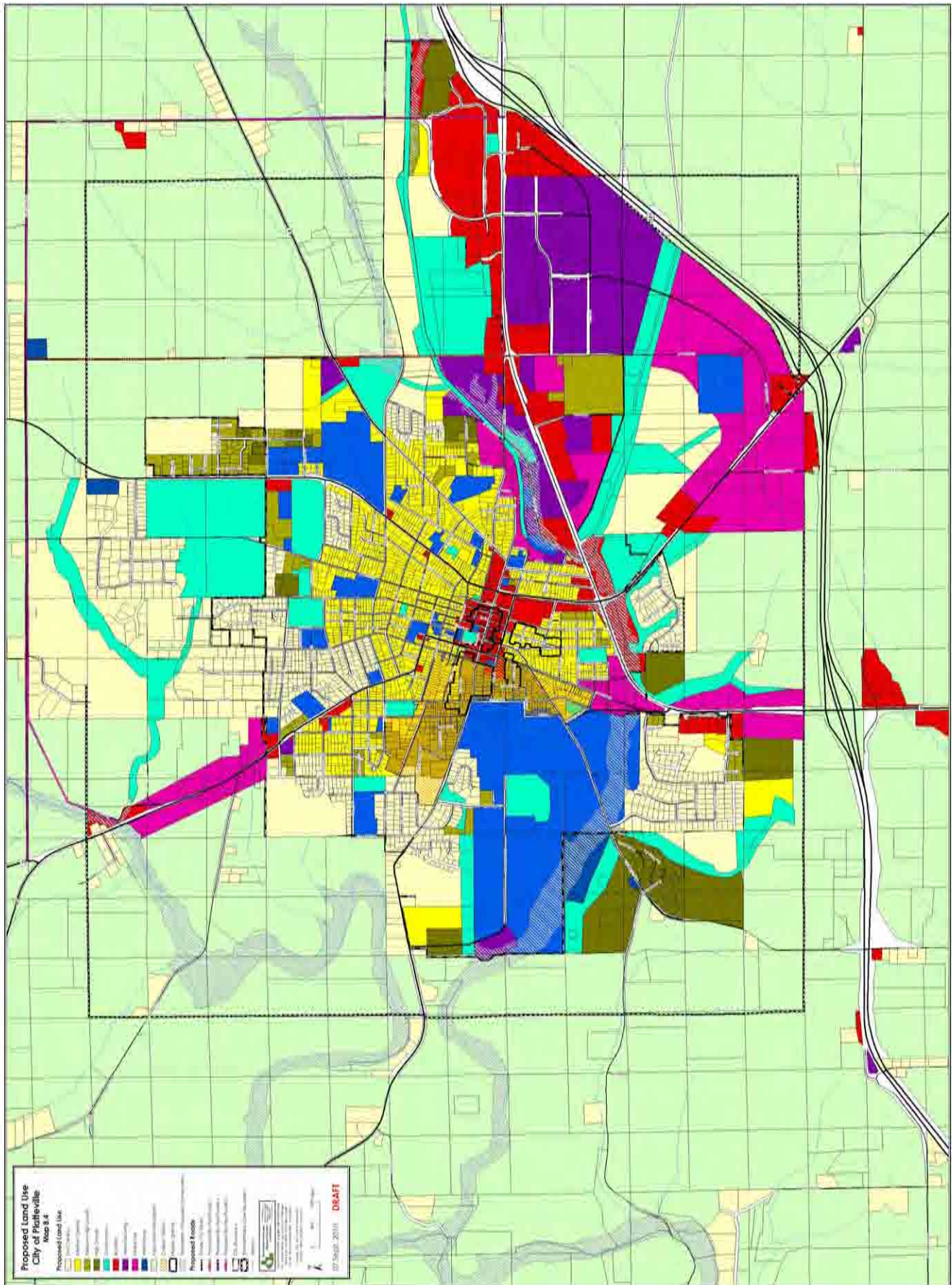
Submitted On 8/10/2019
Accepted On 8/20/2019

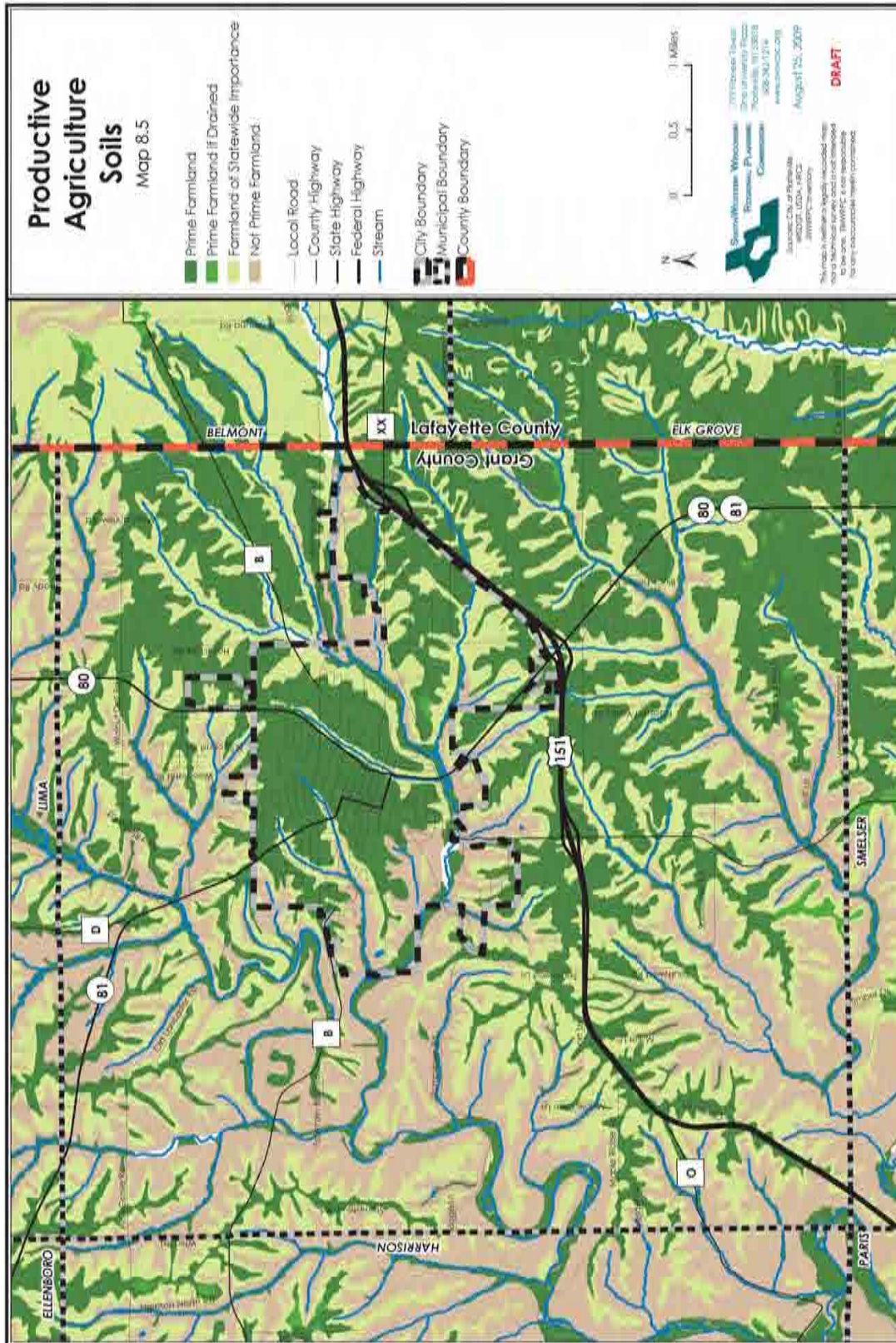
DRAFT

This material is neither a recommendation nor a technical survey and is not intended to be one. IWRPC is not responsible for any inaccuracies herein contained.

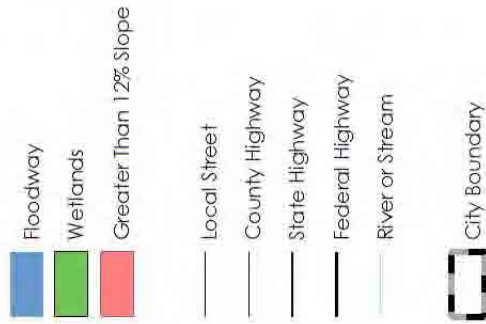








Environmentally Significant Lands Map 8.6



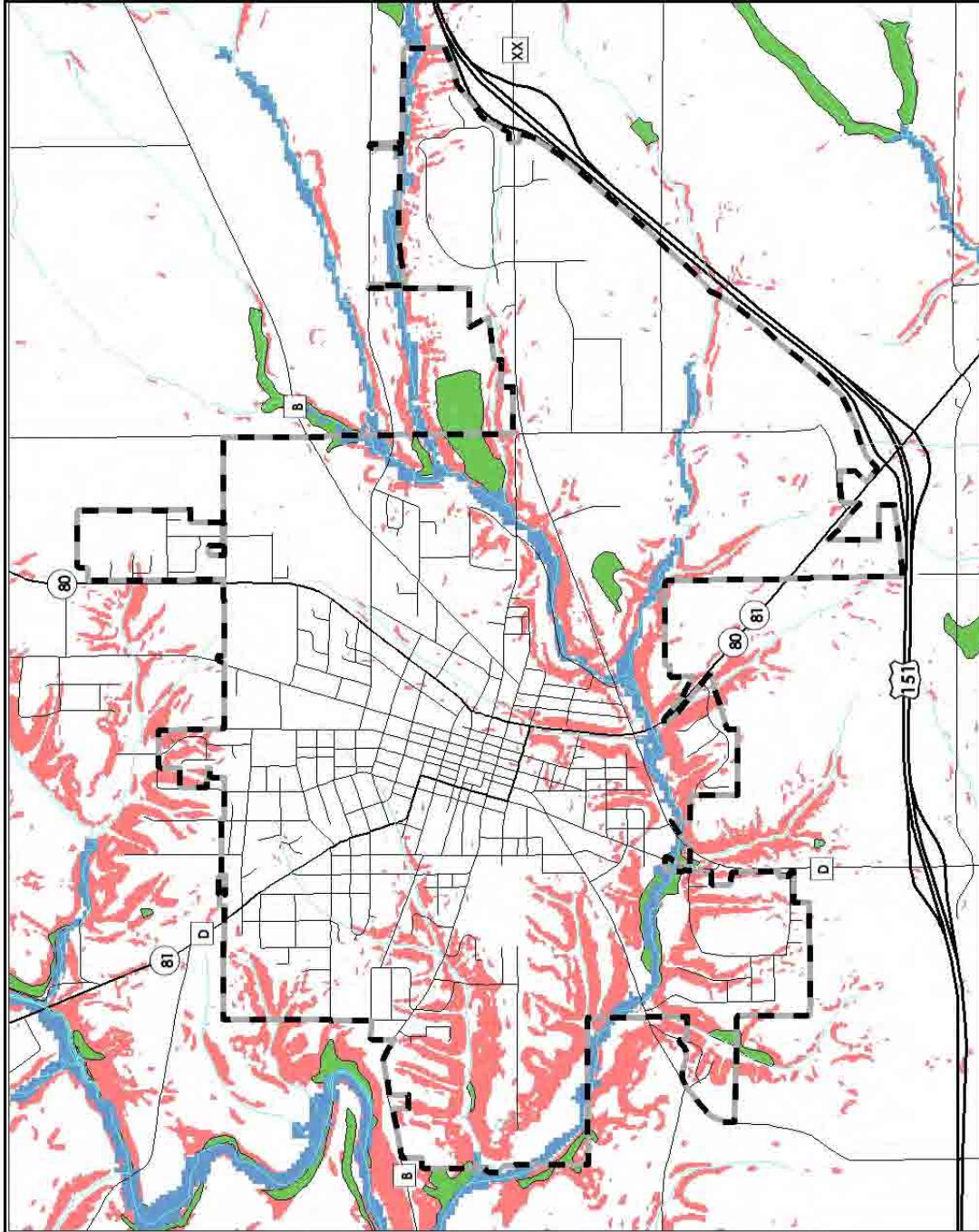
Southwestern Wisconsin
Regional Planning
Commission
715 Packer Drive
One University Plaza
Platteville, WI 53589
(608) 785-1314
www.swmwpc.org

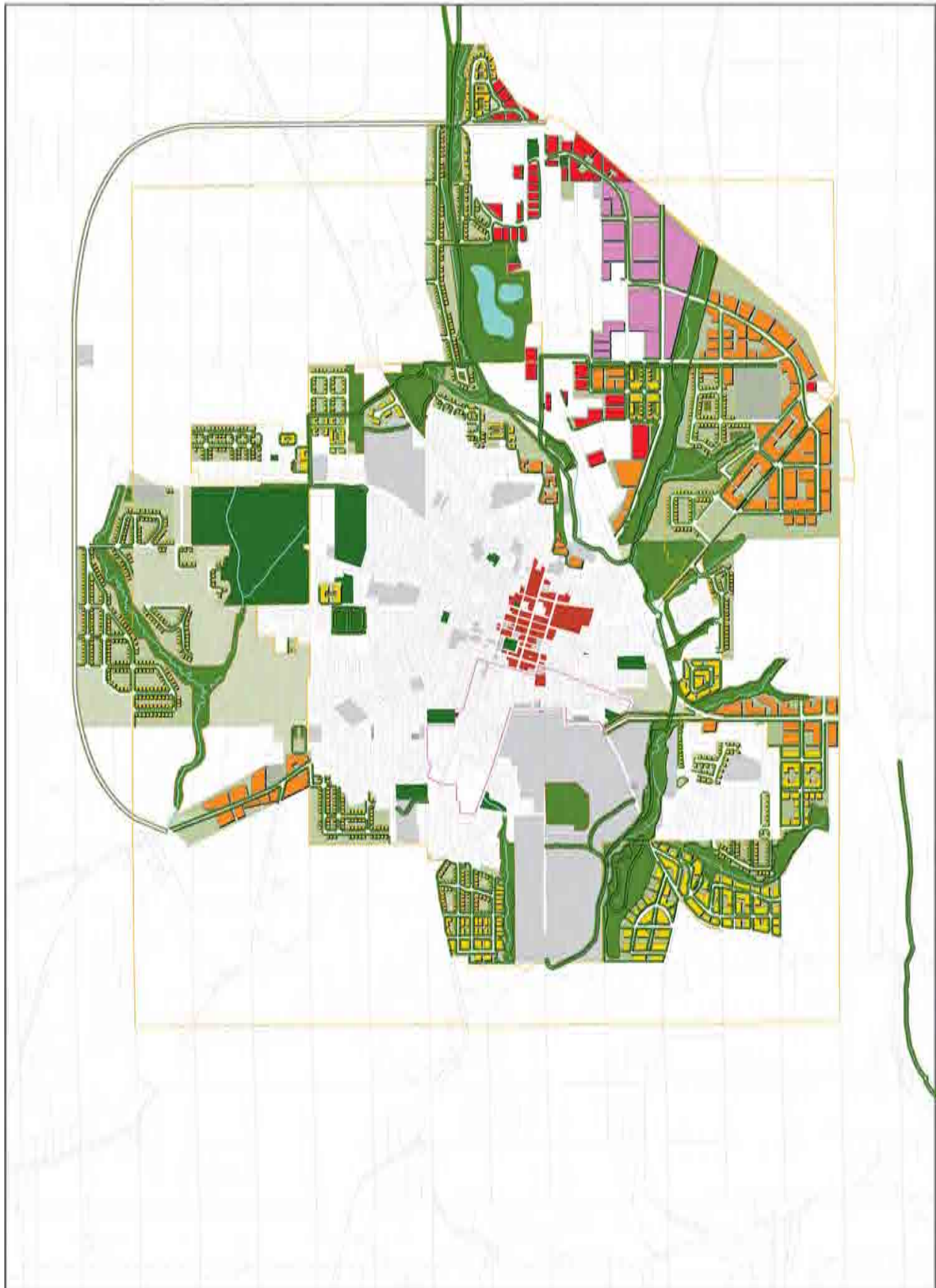
Source: City of Platteville
WISDOT SWMPC Inventory

This map is derived from a locally recorded map
that is a technical survey and is not intended
to be used for any other purpose.
For any inaccuracies herein contained.

October 1, 2009

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IX. IMPLEMENTATION

INTRODUCTION

The keystone effort expressed in the previous chapters is the preparation of the comprehensive plan. The plan is the instrument which the City Council/Town Board will utilize to plan for and guide the growth and development of the Platteville community over the next twenty years.

The comprehensive plan is considered to be a flexible guide to decision making rather than an inflexible blueprint for development. The decisions reflected in it regarding the location of different land uses were based on existing knowledge of the characteristics and expressed priorities of Platteville leaders and its people and anticipated growth and development patterns. As this knowledge or comprehension of these and other factors expands and makes existing proposals undesirable, then the plan should be amended.

Amendments should be made only after a realistic evaluation of existing conditions and the potential impact of such a change is made. Amendments should not be made merely to accommodate the daily pressures of planning and/or government. It is important to recognize that planning is a process that should occur on a continuing basis if the community is to take advantage of new opportunities as conditions change.

This comprehensive plan presents many proposals for the Platteville community which are considered reasonable, feasible, and extremely important to the welfare of the entire community. However, the value of the comprehensive plan will be measured in terms of the degree of success the community achieves in accomplishing these proposals. The effectiveness of the comprehensive plan will be directly related to the ongoing recognition of the plan proposals by the City Council, Town Board, and by the appointed boards and commissions. Their future decisions in taking administrative action, particularly those involving applications of provisions in the Zoning Ordinance and Subdivision Regulations, will determine the degree of success the community achieves in accomplishing the goals set forth in the plan.

The Plan Commissions play a very critical role in the planning process and must be ever alert to the opportunities and needs of the community, bringing such needs to the attention of the elected bodies or other agencies within the community having direct responsibility for public improvements. The appraisal of local needs and the continuing application of the planning principals set forth herein will assure maximum benefits from the plan and will result in orderly and economical achievement of the goals which have been established in preparation of this plan.

Implementation depends upon both private and public action. Public action includes administration of the zoning ordinance and subdivision regulations, long-range financial programming, and the review by the Plan Commissions of proposals affecting the physical development of the community. The Plan Commissions have a continuing responsibility to see that the plan is kept alive, as well as adjusted to conform with changing conditions. It must be realized that a change in one phase of the plan will, in most probability, affect all parts of the plan and therefore, thoughtful consideration should be given to all implications before making a decision.

Administrative personnel and appointive boards and commissions will have the Plan to guide them in decision making. Close cooperation between the city and the town is essential to proper administration and effectuation of the plan. Coordination with other governmental jurisdictions (i.e., County) and agencies is equally important to realization of planning goals.

The greatest number of decisions affecting urban development are made by citizens through private actions. Thus, it is essential that the public understand and support the plan. Through involvement of citizens in the development of the plan's goals and objectives, as well as additional input at various other stages of the planning process, it is the express intent of the plan to reflect

the views of the community.

THE ROLE OF IMPLEMENTATION IN THE COMPREHENSIVE PLANNING PROCESS

It has been said that a plan is only as good as its implementation. The people of Platteville have worked hard to develop this plan as a vision of their future. Whether or not that vision is realized depends upon the degree to which the elements of the plan are put into place by the local government.

Local governmental bodies (elected and appointed) make decisions which determine whether or not the plan can be realized. All of this affects how the plan relates to the future development of Platteville. Over the twenty year life of the plan, hundreds of decisions will be made which will impact its success. Therefore, it is important that each of these decision making bodies accept the basic recommendations of the plan and make decisions and further recommendations based upon it.

This element looks at those tools already in place to help decision making bodies in their work. It should be stated at the outset that the plan can be implemented using existing tools and regulations. No new laws or regulations are required in order for the plan to be realized. What is required is the commitment of all of the decision making units of the plan ideals.

PLAN ADOPTION

The first official action toward plan implementation is the adoption, by the Platteville Joint Plan Commission, of the plan document as the general statement of public policy on land development within the community. After adoption by resolution by the Joint Plan Commission, each respective Council/Board (city and town) must adopt the plan by ordinance. This action formalizes the plan document as the current basic frame of reference on general development patterns over the next 20 years. The plan, thereby, becomes a tool for communicating the community's land use policy and for coordinating various individual decisions into a consistent set of actions to harmoniously shape the area's continued growth in the desired manner.

DEVELOPMENT CONTROL ORDINANCES

One of the most important tools of plan implementation is the authority to control development of private land. Most jurisdictions have a zoning ordinance and subdivision regulations which provide specific land use restrictions and development standards. Since the early 1920's, when the concept of land development control was initiated in the United States, development control techniques have been expanded, refined and subjected to all levels of judicial scrutiny. As the purview of municipal authority has changed along with new land development techniques, so have the development control ordinances.

ZONING REGULATIONS

Careful application of modern zoning controls can go far in assisting the community in accomplishing the goals of this comprehensive plan. The zoning ordinance establishes definitions, standards and procedures for administrative and legislative bodies to review and approve specific land developments. The existing zoning ordinance should be updated to reflect the plan recommendations for lands in the City and in the extraterritorial area.

SUBDIVISION REGULATIONS

Instituting development standards for land subdivision is another regulating measure of importance in community development. It is essential that the opening of new residential and other areas, by the platting for sale of lots, be at a level which will not be a liability to the public at a future date. Subdivision regulations serve an important function by ensuring the orderly growth and development of unplanted and undeveloped land. Chapter 236 of the Wisconsin Statutes regulates the division of land by subdivision plat and certified survey map.

Good subdivision controls include minimum standards for street widths, lot sizes, block sizes, street grades, utility easements, etc. In addition, such conditions as dead-end streets, offset intersections and the relationship of streets to adjacent neighborhoods should be regulated in a reasonable manner and in the best public interest. The city's subdivision ordinance should include clear statements of development policies. These policies should detail the developer's responsibilities for providing sanitary sewers, storm sewers, water, roads and other improvements. The city has the power to enforce such regulations through approval of plats by the Plan Commission as well as the City Council and to require bonds or other surety to assure standard construction of such improvements.

Additionally, the city is empowered, via State Statutes, to review the subdivision of land within unincorporated territory up to 1-1/2 miles from its corporate limits. It is this authority that gives the city the opportunity to ensure that development in unincorporated territory is in conformance with the "official" plan for these areas.

It is important that the Joint Plan Commission give careful attention to the enforcement of these regulations and general standards. Each preliminary plat should be reviewed thoroughly to assess the compatibility of the proposed street pattern with adjoining land. It is important that the proposed development plan follow recommended land planning standards and it is essential that the engineering design of streets, storm drainage facilities, sanitary sewers and utility systems conform with adopted criteria and requirements. An engineering review is important as the Plan Commission passes judgment on a proposed development plan.

The areas to be platted should also be compared with the comprehensive plan to determine what, if any, attention should be given to future school sites, park sites, thoroughfares, changes in land use, cluster/conservation subdivision design, and other elements of the Plan.

OFFICIAL MAPPING

The official map is another tool for land use control that can be used to preserve the integrity of the comprehensive plan and to regulate future growth. Chapters 60 and 62 of the Wisconsin Statutes provide for the establishment of an official map to indicate all existing and planned streets, parks and other public uses. The official map enables the city/town to prevent private development from occurring in areas designated for other uses. The city has an official map but it is in need of an update. The town presently has no official map, but should adopt one and update it periodically. All proposed street extensions, park areas and drainage ways should be identified on the map.

CODES

Building, electrical, plumbing, mechanical, and fire prevention codes provide sound standards for the safe construction, use, and occupancy of buildings. These codes should be considered implementation devices of plan for a variety of reasons. First, use of the codes insures that the high quality of development sought as an objective of the plan is, in fact, carried out via the permit and inspection requirements of the codes. Secondly, through the same permit requirements, government is providing a check-off point to insure that the proposed land uses are in accordance with the proposed uses embodied in the plan and permitted by the appropriate zoning district. Finally, use of the codes provides a mechanism that insures that following the construction of a building to the required standards, the building is maintained in an acceptable fashion over time.

CAPITAL IMPROVEMENT PLAN

A method by which the public related components of the comprehensive plan can be implemented is through capital improvements programming (CIP). A CIP provides an orderly sequence of funding, prioritization and project status. It furnishes a means of assuring that projects will be carried out in accordance with the community's ability to pay without creating an excessive tax burden.

A capital improvement may be defined as a major expenditure of public funds, beyond maintenance and operating costs, for the acquisition or construction of a needed physical facility. Salaries, supplies, and other overhead expenditures are considered maintenance and operating costs and should be provided for elsewhere in the annual budgetary process. Improvements or acquisitions of a permanent nature representing a long-term investment of public funds are considered a capital improvement.

A capital improvement program is simply a method of planning for major capital expenditures and scheduling them over a period of time in order to maximize the use of public funds. It is a means of attempting to coordinate a physical development plan with the jurisdiction's current and anticipated financial resources.

The capital improvements program is a five-year plan. The overall purpose of assigning years to proposed projects is to provide a short-range outline for action, and a long-range schedule of project completion for an accurate picture of needed capital improvement projects and resources.

The first year phase of the program presents the most comprehensive and detailed picture of those projects scheduled for immediate action. This phase of the program, known as the capital improvement budget, is presented with a detailed list of anticipated expenditures and sources of funding. The second phase of the capital improvements program includes those projects specified as being necessary but not of an urgent or immediate nature to warrant inclusion into the first year of the program. This phase does not require a detailed cost breakdown, however estimates of capital costs should be provided. The capital improvements program provides continuity by addressing long-range projects and therefore minimizing duplication or conflicts with other improvements.

It is important to note that the capital improvements program should be reviewed and updated each year. Those projects which were scheduled but were not undertaken should be re-evaluated and rescheduled in the capital improvements program as determined by the needs, desires, and financial characteristics of the community. This is a tool that should be utilized and updated by the City and also one that should be considered by the Town, particularly with respect to transportation capital expenditures (i.e., road maintenance, bridge repair/maintenance).

URBAN GROWTH BOUNDARY

The city and town should use the urban growth boundary concept as a guide for future development. Specifically, development should be limited outside of the urban growth boundary until a substantial portion of land within the urban growth boundary is developed. The urban growth boundary delineations are based on population and land use projections, existing zoning and development patterns, the location of environmentally sensitive areas, and meetings with local officials to determine where growth should occur. These urban growth boundaries reflect a narrowing of growth options to include only areas best suited and actually needed for development by the year 2020. Restricting development to within the urban growth boundary will reduce the cost of public services and utilities. In this instance, the "informal" urban growth boundary is somewhat coterminous with the extraterritorial zone.

CITIZEN INVOLVEMENT

Public support is a principal tool in the planning program. First, citizen participation is essential during plan preparation to ensure that issues addressed and proposals offered reflect local desires and attitudes. The Joint Planning Commission actively participated in plan development. Second, public involvement is needed to implement the comprehensive plan. Many of the plan's recommendations will require years of effort and financial commitment. Only with strong community support can such efforts be maintained. Accordingly, the community's civic and business organizations should actively promote the plan and its importance among Platteville area residents.

CONTINUING PLANNING PROGRAM

An effective planning program should be continually reviewed and updated to reflect the processes of actual development and the changing attitudes and priorities of the community. Resource information should be gathered and studied to determine trends and reevaluate projections, forecasts and plans. In five years, the comprehensive plan should be reviewed in depth to make any necessary policy or recommendation changes in relation to the direction and character of community development at that time.

COMPREHENSIVE PLAN MONITORING AND UPDATING PROCESS

Although not truly an implementation device, the importance of plan monitoring and review to the implementation of the plan should be noted. The plan is based on variables that are dynamic and whose future direction cannot always be accurately predicted. Accordingly, such variables as population and urban development characteristics should be periodically compared against the plan's assumptions and recommendations (at least every 10 years). The process for updating the plan should include public input through a public hearing procedure. Both the Town and City should be in agreement to any changes in the document. Amendments to the plan should be carried out through a joint City/Town Plan Commission process.

CONCLUSION

Regardless of what course future development does take in the Platteville community, demands for public services and increased pressures for unsuitable development of land will continue. Without some control over future development, the community will not be able to effectively and economically meet these demands. This could result in various problems for the taxpayers, including land use and traffic problems, high taxes, minimal municipal services, low and declining property values and congested and blighted environmental conditions. Community officials have recognized the problems and the potential, and they are preparing for orderly development. Part of this program, the preparation of a comprehensive plan and a program for its implementation, has now been accomplished.

This is only the first step, however. The plan can either become a static policy statement gathering dust on a shelf, or it can be transformed into a dynamic action program for orderly, efficient and rewarding development. The first alternative will do nothing to improve the stature of the community-the second alternative will. Given a concerned government and citizenry, the planning program can become a blueprint for growth that will change as the community changes, yet will always give the community considered objectives to reach.

ACTION PLAN

In Appendix G, the foregoing strategies are supplemented by specific recommended actions and timeframes to measure achievement and their responsible parties for the next five years. It is recommended that the Action Plan be updated annually. The annual update should be initiated by the City Community Development Director, in coordination with the City and Town Plan Commissions.



CITY OF PLATTEVILLE

Department of Community Planning & Development

75 North Bonson Street, Platteville, WI 53818 (608) 348-9741


MEMO:

To: Common Council
From: Joe Carroll, Community Planning & Development Director
Date: January 16, 2008
Re: UWP Transition Task Force

Last fall the Council President and City Manager formed a task force to look at the issues related to housing development and related parking issues in the area near UWP. The task force members consisted of local housing developers, representatives from UWP, City Staff and residents that lived near the University. The purpose of the task force was to investigate housing and parking issues and make recommendations for addressing these problems, with the primary intent to develop suggestions on how best to accommodate the anticipated growth in student renters that will result from the Tri-State Initiative. The following is a summary of the ideas and suggestions that have been discussed by the task force.

Housing Ideas:

- 1) Modify the regulations regarding the maximum allowable number of tenants in a housing unit. The current limit of four unrelated individuals per unit is completely arbitrary. Instead, the maximum number of occupants would vary based on the characteristics of the property. Specifically, the number could be increased based on the number of bedrooms, total square feet of the unit, and the amount of parking available. The number could also be based on the distance from campus.
- 2) The University has indicated they have no desire to provide additional housing facilities in the foreseeable future. However, there may be some potential that the University could provide land for the private development of housing and/or parking facilities for housing. This would most likely occur on the edges of the campus in areas that are not planned for administrative or educational facilities. One potential situation would be to redevelop the land southeast of the stadium in a project that would coincide with the planned entrance road to campus. This development area would be on land that is currently partially on-campus, and partially off-campus.
- 3) Modify the zoning and development regulations regarding the allowable density of housing in areas near the campus. Some areas should be allowed to have a higher density and taller buildings than currently allowed. These areas would be designated in an updated plan following some adopted criteria, such as:
 - a. The proximity to campus educational or administrative buildings. The closer to campus, the higher the allowable density.
 - b. The availability of off-street parking, either on the same lot as the development, or in the vicinity of the development.
 - c. The amount of existing renter-occupied housing in the area, and/or the proximity to owner-occupied housing in the area.
 - d. If the development is located in a historic district or not.

- e. Higher quality architecture could also be granted a higher density and/or a taller building.
 - f. The availability of on-site management may also be a consideration when allowing higher density housing.
- 4) Modify the zoning regulations in areas further from campus to restrict the number of rental properties. This would be done to encourage the preservation of historic properties.
- 

University Housing Overlay Zone

- A. **Purpose.** The University Housing Overlay zone is created for the following purposes:
1. Provide student, faculty and other multi-family housing in the immediate vicinity of UW-Platteville.
 2. Provide for the establishment and control of planned residential developments that do not conform to the size, density, shape and location of conventional detached housing projects.
 3. Promote and achieve greater flexibility in design of residential neighborhoods than is possible through strict application of conventional zoning and subdivision regulations.
 4. Allow increased density for development that meets additional design compatibility requirements.
 5. Encourage superior architectural and site design that emphasizes quality development, provision of recreational amenities, pedestrian connections, and is harmonious with natural characteristics of the land, including topography, significant tree clusters and water courses.
- B. **Staff and Neighborhood Meeting.** The applicant for any development that exceeds the underlying zoning requirements shall conduct at least one meeting with the neighborhood and City Staff prior to the placement of the request on the Plan Commission agenda. The meeting shall be held to explain the proposed development and to discuss all neighborhood concerns. Written notice of the meeting shall be given by the applicant at least one (1) week prior to the date of the meeting to all property owners within 200 feet of the development. The application for approval shall include a list of all individuals who were notified, a roster of attendees at the meeting, and a copy of the minutes from the neighborhood meeting.
- C. **Approval by the City.** The Plan commission shall review all developments in the University Housing Overlay zone that do not conform to the underlying zoning requirements, and shall provide its recommendation to the City Council. The City Council shall be the final approving authority for all projects in the University Housing Overlay zone. No development, construction, revision, or additions shall take place to a site until the project has been approved by the City, final plats (if required) have been recorded, and the appropriate permits have been obtained.
- D. **Coordination with Land Division.** If a project involves the division of a parcel, or the consolidation of multiple parcels, then the land division review shall be carried out simultaneously with review of the development. The plans required under this Section shall be submitted in a form that also incorporates the requirements of Chapter 21 of the City Code for the land division approval.
- E. **Zone Boundaries.** The University Housing Overlay zone shall be as outlined on Map 1, which is attached hereto and hereby made a part of this Section.
- F. **Permitted Uses.** High density housing shall be permitted within the University Housing Overlay zone in conformance with the standards set forth in this Section. In addition, all uses permitted and conditional in the underlying zone shall be permitted and conditional in the University Housing Overlay zone.
- G. **Documentation and Contents of Site Plan Drawings.** Anyone requesting approval of a development in the University Housing Overlay zone shall first submit to the Department of Community Planning & Development all of the documentation and site plan drawings required by Section 22.07 of the Platteville Municipal Code.
- H. **Minimum Project Size.** In order to encourage the development of larger housing developments, any site plan for a development in the University Housing Overlay zone shall:
1. Contain at least one half ($\frac{1}{2}$) acre of contiguous area; and
 2. Have at least sixty feet (60') of frontage on a dedicated public street.
- I. **Development Standards of the University Housing Overlay Zone.** All multi-family developments shall follow the guidelines provided in the architectural and site design standards in Section 22.062 of the Platteville Municipal Code unless deviations are allowed as part of the development approval process.

- J. **Building Height.** Buildings may exceed the maximum height of the underlying zoning district by one (1) foot of additional height per foot of additional building setback beyond the setbacks of the underlying district. The maximum height of any building shall not exceed fifty feet (50'). The maximum height requirement does not include mechanical appurtenances and special architectural features. Additional building height may be approved without the increase in setback if it allows for an improved overall project design.
- K. **Density Bonus Design Requirements.** *(This section needs additional detail to determine the base density, the points allotted for improvements, and how much additional density can be increased)* If greater density is requested above the base density, a development shall comply with one (1) or more of the following bonus density design requirements depending upon the desired density increase. The Plan commission shall review and determine if the proposed design complies with the intent of the design requirement before the points are granted. The density bonus points for each individual design component are in parentheses at the end of each requirement. In order to receive the maximum density allowed in the zone, the development shall have received bonus density points from at least one design component in each of the following categories: building design, design theme, landscaping, and open green space. A design component cannot be used to obtain points in more than one category. The density bonus design requirements are as follows:
1. **Building Design.**
 - (a) Materials. All facades of each dwelling structure, exclusive of windows or doors, have a minimum coverage of eighty percent (80%) of the exterior surface in brick, stone or other durable premium exterior material that enhances the overall building appearance. (Up to 20 points.)
 - (b) Windows. Windows are provided in all habitable spaces.
 2. **Design Theme.**
 - (a) Installed Landscaping. Landscaping is designed and installed along all streets of the development according to a theme which provides units and interest. (Up to 20 points.)
 - (b) Theme Lighting. Theme lighting is used throughout the development for street lighting, lighting of walkways, parking areas, entrances, and building exteriors. (Up to 15 points.)
 - (c) Fencing. Perimeter fencing is used throughout the project that matches the building design, i.e., masonry columns or piers using the same brick or stone as the buildings. (Up to 15 points.)
 - (d) Special Features. Special features such as fountains, streams, ponds, sculptures, buildings or other elements which establish a strong theme for the development and are utilized in highly visible locations in the development. (Up to 20 points.)
 3. **Parking Areas.**
 - (a) Attached Garage. Some of the parking is provided for by an attached garage or underground garage. (Up to 30 points.)
 - (b) Carports. Some of the required parking for each unit is covered by carports. (Up to 10 points.)
 - (c) Screening. Parking lots of twenty (20) or more stalls are screened from view by means of berming or landscaping around the perimeter of the parking lot. (Up to 20 points.)
 - (d) Landscaped Islands. Parking lots of twenty (20) or more stalls or a continuous row of parking over ninety (90) feet in length has a landscaped island(s) which provides landscaping at a ratio of one (1) square foot of landscaping per thirteen (13) square feet of hard surface. (Up to 15 points.)
 - (e) Shade Trees. Areas with five (5) or more uncovered parking stalls are designed to include minimum two (2) inch caliper trees located in such a manner as to shade fifty percent (50%) of the parking area upon maturation of the trees. (Up to 15 points.)
 - (f) Parking Amount. Exceeding the required amount of off-street parking stalls.
 - (g) Bicycle Parking. Providing bicycle parking spaces equal to twenty-five percent (25%) of the required on-site automobile parking spaces. Each bicycle parking space shall provide for storage and locking of bicycles, either in lockers, racks or equivalent facilities.
 4. **Recreational Amenities.**
 - (a) Active Recreation. The development includes a recreational amenity primarily for the use of the residents of the development. Amenities may include swimming pools, sports courts, barbecue and picnic facilities, or other features as approved by the Plan commission. The Plan commission may determine the points based on the cost of the amenity, its benefit to the residents of the development, its size and the number of amenities in the development.

(Between 5 to 35 points.)

- (b) **Common Building Facilities.** Development of a common building which shall be used for meetings, indoor recreation, day care, or other common uses as approved by the Plan commission. (Up to 20 points.)
- (c) **Park Dedication.** Dedication of land for public park, public access along a stream, or public access along a planned trail. The City must be willing to accept the proposed dedication before points are awarded. (Public access up to 15 points. Public park up to 40 points.)
- (d) **Construction of Trail or Park.** Construction according to City standards of trail or park which has been dedicated to the City according to item number (c) above. (Trail 15 points, public park 40 points.)

5. Landscaping.

- (a) **Extra Trees.** Design and planting more than the minimum number of trees, shrubs, and perennials per dwelling unit in the development. (Up to 20 points.)
- (b) **Soften Fence Appearance.** Areas which are to be screened use a solid non-see-through wood or masonry fence and landscaping which acts to soften the appearance of the fence. Landscaping may be vines, shrubs, or trees. (Up to 15 points.)
- (c) **Buffer.** High density developments should provide a substantial buffer between the development and all single-family residential parcels located immediately adjacent to the development. The buffer shall reduce to the greatest extent practical, the visual and noise impact of the development on adjacent residential parcels. The buffer required by this subsection may be accomplished through the use of a combination of existing features such as public streets and substantial natural topographical variances (where present), and significant landscaping such as trees, shrubs, walls, fences and berms.
- (d) **Storage /Waste Area Screening.** Solid waste receptacles and dumpsters, which are not located within a building, are enclosed on at least three (3) sides with an opaque screen, fence or wall.

6. Open Green Space.

- (a) **Designed Plan.** Open green space is designed (not left over space between buildings) and flows uninterrupted through the entire development linking dwellings and recreation amenities. (Up to 25 points.)
- (b) **Multiple Uses.** Storm water detention facilities are designed and used for multiple purposes which blend with the overall theme of the open space design i.e., shape of the area is free flowing, the grading and landscaping are carried out in such a manner that the use as a detention pond is not discernible. (Up to 20 points.)

7. Location.

- (a) **Proximity to Campus.** The closer the development is to the UWP campus, the higher the allowable density.
- (b) **Proximity to Historic Districts.** Projects located within one of the State/National Register historic districts or immediately adjacent to a historic district shall receive higher scrutiny.
- (c) **Proximity to Owner-occupied Housing.** Projects that are located in areas that are primarily rental housing are preferred instead of projects located in areas that are primarily owner-occupied housing.

8. Capacity of the Infrastructure. The width of the streets and the size of the water, sanitary and storm mains serving the development shall be reviewed to determine the ability to serve the proposed development.

- L. Completion and Maintenance of Site.** Every development shall conform to the approved development plans or amended development plans. No structures or improvements may be added to developments that are not shown on the approved site plan. All improvements shown on the approved plans shall be maintained in a neat and attractive manner. Failure to complete or maintain a student housing development in accordance with this Chapter and with the approved plans shall be a violation of the terms of this Section.

Whitewater Housing Overlay Zoning - (Common Council June 1, 2010)

SECTION 1: Whitewater Municipal Code, Chapter 19.25, R-O Non-family Residential Overlay District, is hereby created to read as follows:

19.25.010 – Purpose and Intent.

The purpose and intent of the Non-Family Residential Overlay District is to stabilize and protect property values and to provide a mechanism to protect, preserve, and enhance essential characteristics of low density single family residential areas, in particular, areas where due to economic factors and housing pressure in the immediate area, there is the potential for the reduction of family occupied residences, and therefore the loss of the single family character of the neighborhood which will potentially lead to overcrowding, undue population concentration and lower property values.

19.25.020 - Overlay District Application. The restrictions set forth herein are in addition to the restrictions and requirements of the basic district applicable to a particular site. To the extent there is a conflict between the restrictions or requirements associated with the district, the requirements that most restrictively limit the use of the site shall apply. No party other than the owner of the property may initiate an action for the imposition of R-O non-family residential zoning on any particular property if such a petition has been made within the previous 12 months.

19.25.030 – Non-Family Residential Overlay District Additional Restrictions. In all Non-Family Residential Overlay Districts, the non-family household limitation set forth in Whitewater Municipal Ordinance 19.09.520 is reduced from 3 to 2. Therefore, in any Non-Family Residential Overlay District a non-family household shall be limited to 2 unrelated persons.

19.25.040 – Exceptions. This limitation shall not apply to community living arrangements allowed by federal and state law (such as foster homes and adult family homes for the disabled) and, in particular, those allowed under Wisconsin Statute §62.23.

19.25.050 – Non-Conforming Use and Registration. In order to assist the enforcement of this zoning classification, the owner of any property claiming non-conforming use status regarding the unrelated persons limitation imposed by R-O zoning shall register with the City Clerk on a form provided by the Clerk within ninety (90) days of the imposition of the zoning on the property. The information required on the registration form shall include the history of the property that supports its designation as a non-conforming use which shall include the three letter initials and dates of residency of current tenants (or most recent tenants if not currently occupied), and the three letter initials and dates of residency of all tenants who resided at the premises for the last 120 days. The party claiming the non-conforming use status shall also have a continuing requirement to update the registration information to provide the initials of current tenants. Failure to register within ninety (90) days of the imposition of the R-O zoning classification shall cause the non-conforming use status to terminate. The City shall mail a notice of this

requirement to the address on the property's real estate tax statement within fifteen (15) days of the imposition of the zoning on the property. The non-conforming use status of any property under this chapter will be subject to the provisions contained in City of Whitewater Ordinance 19.60.010 Existing Non-conforming Uses.

To find this information online: Go to www.ci.whitewater.wi.us then to Your Government, then to Committees-Agendas-Minutes, then to Common Council, then scroll down to Agendas. Will come to a list of dates: 2010 dates. Click on 6-1-10, Will be a download PDF file - ccmin2010-060197.pdf

Then scroll down to and click on: SECOND READING OF ORDINANCE CREATING R-O FAMILY RESIDENTIAL OVERLAY DISTRICT. AN ORDINANCE CREATING CHAPTER 19.25 R-O NON-FAMILY RESIDENTIAL OVERLAY DISTRICT –

Whitewater city code

Population..... 13,432
UW Whitewater enrollment 2005... 10,626

Chapter 19.09 DEFINITIONS

19.09.290 Family.

“Family” means an individual or a group of two or more individuals who are related by blood, marriage or adoption, together with not more than two additional persons not so related, living as a single household in a dwelling unit. (For the purposes of this title, “family” includes “non-family households.”)
(Ord. 994 § 12.0(part), 1982).

19.09.520 Non-family household.

“Non-family household” means a group of individuals who do not constitute a family under the terms of this title and who live as a single household in a dwelling unit. Within the R-1 and R-2 districts, a non-family household shall be limited to three unrelated persons. Within the R-3 district, a non-family household shall be limited to five unrelated persons. This section is meant to ensure the right of quiet enjoyment of each property owner, or resident of their home. The constant or consistent presence of visitors to a particular residence can constitute the equivalent of additional persons living there, for land use purposes, regardless if they are listed as residents on a lease or deed, if the “quiet enjoyment” of others’ property rights is affected. For the purposes of this section, quiet enjoyment shall mean actions by occupants or visitors which unreasonably disturb other property owners’ or occupants’ enjoyment of their premises.
(Ord. 994 § 12.0(part), 1982).
(Ord. No. 1689A, 6-17-2008; Ord. No. 1694A, 8-5-2008)

The non-conforming use status of any property under this chapter will be subject to the provisions contained in City of Whitewater Ordinance 19.60.010 Existing Non-conforming Uses.

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(Ord. 994 § 12.0(part), 1982).
(Ord. No. 1689A, 6-17-2008; Ord. No. 1694A, 8-5-2008)

EXECUTIVE SUMMARY

The purpose of this report is to detail the analysis performed and the engineering concerns studied with regard to the Backdoor Corridor. In January 2007, Howard Crofoot, P.E., Director of Public Works (PDPW) for the City of Platteville, approached Mound View Engineering and Associates, Inc. (MVE) with a proposal to develop a bypass alignment north of the city of Platteville. The bypass was to divert traffic on STH 80 and STH 81 around the developed area of Platteville. In the spring of 2006 Big M Engineering (BME) defined several bypass warrants, as well as four potential bypass alignments. Southwest Wisconsin Engineering Solutions (SWES) analyzed the Big M Corridor in the fall of 2006. Because of feasibility concerns with two of the remaining three corridors, MVE selected to analyze the Backdoor Corridor in detail.

Mr. Crofoot (PDPW) requested that MVE perform analysis and design on the selected corridor location, design category, feasibility, desirability, and estimated cost. The report includes: specifying design solutions for optimal location, design category, water crossings, pavement type, and intersections for said corridor. The report concludes: a project length of 4.54 miles; an overall projected cost of \$6,027,000; a total cost per mile of \$1,328,000; asphaltic concrete pavement as the least cost solution; two signalized intersections; four stop-controlled intersections (two being tee intersections); and two cul-de-sacs.

MVE recommends that the PDPW inquire about the availability of two companies to analyze the remaining corridors in the Fall 2007 semester. Topographical data should be collected to determine terrain characteristics and establish an acceptable profile. Also, exact earthwork quantities will allow complete cost analyses. Soil boring studies should be conducted to identify existing soil conditions, water table characteristics, and possible abandoned mines or sub-surface voids. The hydrology of the region should be identified to determine flow conditions and culvert/pipe capacities. Once all four corridor analyses are complete, an environmental impact statement should be prepared. Environmental studies will allow more precise alignment layouts and mitigation costs.

Two alignments were designed to minimize the conflict areas. Option 1 is shown in Figure 2.2 and illustrates modifications to the original proposal.

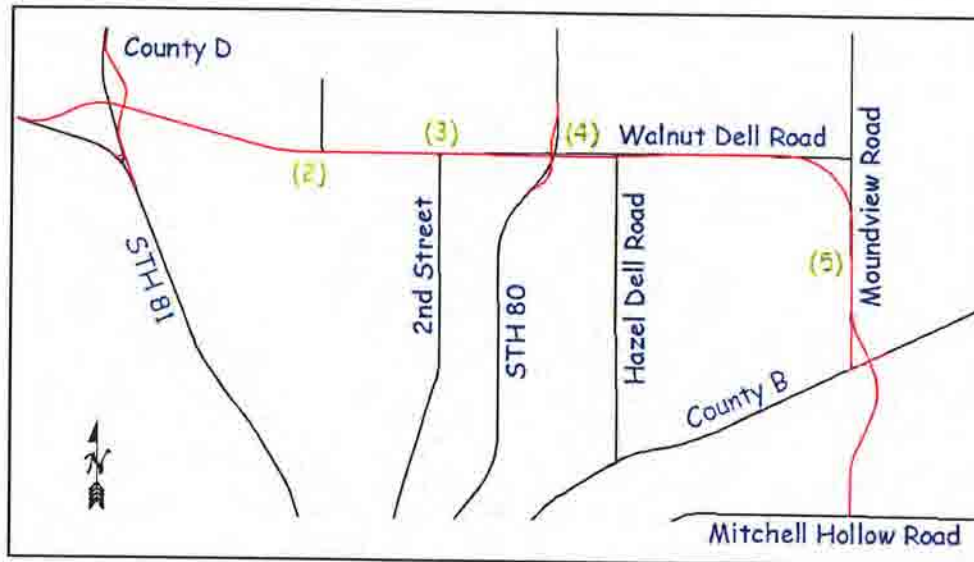


Figure 2.2: Backdoor Corridor Option 1

Figure 2.2 addressed problematic areas (1) and (6) by re-routing the alignment while the remainder of the conflicts still remain an issue. Detailed aerial views of the alignment addressing areas (1) and (6) are illustrated in Appendix A. Option 2, detailed in Figure 2.3 also involved a substantial amount of alignment shifting from the original proposal.

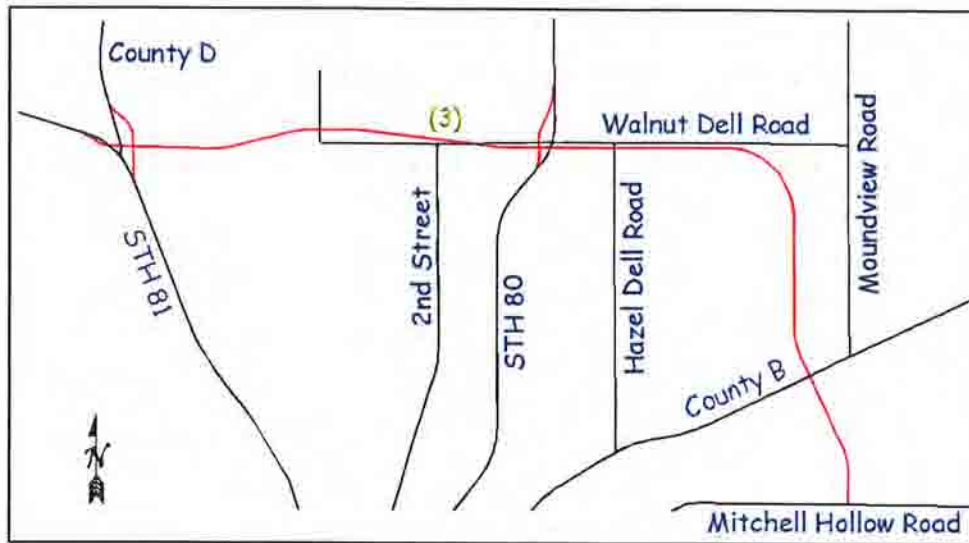


Figure 2.3: Backdoor Corridor Option 2

The above figure addressed problematic areas (1), (2), (4), (5), and (6) illustrated in Figure 2.1.1. Detailed aerial views of the alignment addressing areas (1), (2), (4), (5), and (6) are illustrated in Appendix A.

Each alignment option had advantages and disadvantages based on design methods. Advantages and disadvantages for each option are identified in Table 2.1.

10.0 CONCLUSIONS

Based on the Backdoor Corridor study, the following conclusions can be stated:

- Backdoor Corridor Option 2 is the appropriate alignment design option
 - The total corridor length was 4.54 miles
- Asphaltic concrete, as per cost analysis, is the best option for pavement surfaces
- Inflation Rates
 - All costs influenced by construction labor, material, and overhead will inflate at five percent
 - All administrative costs not directly related to construction labor, material, and overhead will inflate at four percent
- Projected roadway cost per mile = \$885,000
- Projected structural costs = \$1,088,000
- Projected Total Cost = \$6,028,100
- Total Project Cost per mile = \$1,328,000
- The proposed corridor was highly feasible from STH 81/CTH D intersection to CTH B intersection.
- Feasibility was limited south of CTH B due to existing commercial development near the corridor southern termination point. This section was outlined in red on Figure 11.1.

11.0 RECOMMENDATIONS

The following was recommended based on the corridor study performed:

- Inquire upon the availability of two companies to analyze the remaining corridors in the fall of 2007:
 - Time will be of primary importance as Platteville development continues to grow northward. This growth could produce large cost increases with continued manipulation and increased length of proposed corridors.
- Topographical data should be collected to determine terrain characteristics and establish an acceptable profile.
- Exact earthwork quantities need to be determined for appropriate cut and fill quantities. This will allow complete cost analyses.
- Soil boring studies should be conducted to identify existing soil conditions, water table characteristics, and possible abandoned mines or sub-surface voids.
- The hydrology of the region should be identified to determine flow conditions and culvert/pipe capacities.
- A complete environmental impact statement should be prepared prior to finalizing project proposal. Environmental studies will allow more precise alignment layout and mitigation costs.
- Utilize diamond interchange proposed by SWES in 2006 in order to employ existing USH 151 to connect with STH 80/81 at the southern extremities of Platteville. Figure 11.1 illustrates a possible composite of multiple recommended corridors.

Platteville Community Survey Report - 2009

Background

This report summarizes results from the Community Survey conducted as part of the Town and City of Platteville Comprehensive Plan Update. The survey was administered in spring of 2009. All property owners and renters in the City and Town of Platteville, WI received a postcard invite with a private household number on it. Residents were instructed to visit the City website (www.platteville.org) where they could enter their household number and begin to take the online survey. For those who preferred to not use an Internet survey, or those who could not use one, Residents were given a local phone number they could call to receive a paper survey in the mail with return postage included. All University of Wisconsin-Platteville students were invited by email.

The survey was available online for approximately six weeks. A reminder postcard was sent to non-respondents after three weeks. Respondents were entered in a raffle to win \$50 at local businesses as an incentive.

Survey questions were created by a sub-committee of the Platteville Town and City Comprehensive Plan Update Committee.

Response Rate

Overall: 15.5% (N=1755)

- College Students- n=1231
- Non-College Residents- n=588
- City Residents- n=1153
- Town Residents- n=162

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Housing

Questions

Do you agree that Platteville City or Township should create the following:

- Design Standards for new single-family residential construction.
- Standards for how new residential buildings look.

Please rate your satisfaction with the following:

- Maintenance of residential properties within your neighborhood.
- Affordable home ownership opportunities
- Affordable housing rental opportunities

Please tell us whether you agree that the City and/or Township should do the following:

- Encourage more affordable home ownership options.
- Encourage more affordable rental options.

Please rate your agreement with the following statement:

- UWP should provide more on-campus housing.
- UWP should partner with the City to promote more off-campus housing.

Summary

- Desire for more affordable housing (both rental and homeownership) was strong (75% and 67%).
- Most respondents believed that UWP should provide more on-campus housing. Still more would like to see UWP partner with the City to provide more off-campus housing.
- Non-college respondents were significantly more satisfied (66%) with the maintenance of residential properties in their neighborhood, than were college students (40%).
- Overall, respondents agreed (but only slightly) that the City and Township should create standards for how new residential buildings look.

Agricultural, Natural and Cultural Resources

Questions

Do you agree that Platteville City or Township should create the following:

- A cultural resource center (e.g. a performing arts center, art gallery, interpretive center)

Please rate your satisfaction with the following:

- A large cultural event or festival in the Platteville-area.

Please tell us whether you agree that the City and/or Township should do the following:

- Allow non-farm developments to occur on high-quality agricultural land.
- Construct all new municipal buildings to be environmentally-friendly.

Please rate your agreement with the following statement:

- Platteville has a small-town atmosphere
- We have a safe community
- Protecting and preserving farmland is very important
- Preserving historic homes and buildings is very important

Summary

- Overwhelmingly, respondents believed that Platteville has a small-town atmosphere (90%) and is a safe community (94%).
- Respondents did not believe that the City should create a cultural resource center, but did believe that the City should create a large cultural event or festival.
- Respondents strongly agreed that preserving and protecting farmland is important, and to a slightly lesser extent, agreed that non-farm developments should NOT be allowed on prime agricultural land.
- All respondents agreed that preserving historic homes and buildings is important.
- Respondents also generally agreed, although to a slightly lesser extent, that the City and/or Township should construct all buildings to be environmentally-friendly.

Utilities & Community Facilities

Questions

Do you agree that Platteville City or Township should create the following:

- Additional indoor recreational facilities
- Additional outdoor recreational facilities
- Additional recreational programs
- Community programming on public access television
- Community programming video streamed on the Internet
- Community educational programming (workshops or speakers) on municipal-related topics
- Expanded library facilities
- Expanded library services

Please rate your satisfaction with the following:

- Quantity of parks
- Quality of parks
- Youth services
- Senior services and activities
- Internet services
- Police protection
- Emergency medical services
- Fire protection
- Health care services
- Recycling services
- Trash/garbage removal services
- City snow removal
- Township snow removal
- Storm water drainage
- Water and sewer services
- Public library services
- Public education (K-12) facilities
- Public education (K-12) services
- Post-secondary education

Please tell us whether you agree that the City and/or Township should do the following:

None

Please rate your agreement with the following statement:

- Parks and recreational activities (e.g. softball league, swimming lessons) provided by the City are very important.

Summary

- Respondents agreed that the City or Township should build additional indoor and outdoor recreational facilities, to a lesser degree they would like additional recreation programs created.
- Similarly, respondents strongly agreed that parks and recreational activities (e.g. softball league, swimming lessons) provided by the City are very important.
- Overall, respondents were satisfied with the quality and quantity of parks in the community.
- Respondents generally had no opinion on their satisfaction with youth and senior services offered by the community nor about whether the community should provide televised or internet-streamed community programming.
- Overall, respondents were satisfied with:
 - Trash/garbage removal services (77%)
 - Recycling services (76%)
 - Police protection (75%)
 - Fire protection (75%)
 - Emergency Medical Services (72%)
 - Health care services (70%)
 - Water and sewer services (64%)
 - City snow removal (56%)
 - Internet services (55%)
 - Storm water drainage (47%)
 - Township snow removal (37%)
- Snow removal in both the City and Towns had varying-levels of satisfaction. Overall, only 37% of respondents were satisfied with the Town's snow removal, but 67% of Town residents were satisfied. Only 56% of respondents were satisfied with City snow removal.
- Non-college respondents were overwhelmingly satisfied (78%) with the public library services, and agreed to a lesser extent that these services should be expanded (52%). They also agreed that library facilities should be expanded.
- Non-college respondents reported strong satisfaction with K-12 facilities (69%) and services (66%) (college students generally had no opinion).
- All respondents reported satisfaction with the community's post-secondary education.

Economic Development

Questions

Do you agree that Platteville City or Township should create the following:
None

Please rate your satisfaction with the following:

- Retail options
- Dining options
- Entertainment options
- The attractiveness of downtown
- Employment opportunities

Please tell us whether you agree that the City and/or Township should do the following:
None

Please rate your agreement with the following statement:

- I try to buy products and services locally
- I can find most products and services that I need in Platteville
- Downtown businesses are open during the hours that I like to shop
- Tourism is important to our community
- Downtown improvements have benefitted the community
- The industry park is a successful project
- The new east-side commercial district has had a positive impact on the community
- The airport supports economic development in the area

Summary

- Overall, respondents were UNSATISFIED with local retail (46%), dining (59%) and entertainment (59%) options. Of note, non-college respondents were significantly more unsatisfied with local dining options (73%) than were other respondent groups.
- While respondents overall reported that they try to buy products and services locally (80%), only 68% reported being able to find these products and services that they need in Platteville.
- Respondents agreed that tourism is important to the community (58%) and downtown improvements have benefitted the community (61%).
- While 52% of respondents agreed that downtown businesses are open when they want to shop, many do not.
- Non-college respondents agreed that the industry park is successful (61%) and that the new east-side commercial district has had a positive impact on the community (66%).
- Most respondents did not report having an opinion on the economic impact of the local airport (57%).

Transportation

Questions

Do you agree that Platteville City or Township should create the following:

- Additional bike and walking paths throughout the City
- Additional sidewalks throughout the City
- Regional intercity bus system
- Truck route bypass (Hwy 80 & 81)

Please rate your satisfaction with the following:

- Condition of sidewalks
- Condition of major roads (i.e. Business 151 and Hwy 80)
- Condition of City streets
- Condition of Township roads
- Campus-area parking
- Downtown parking
- On-street parking near UWP should have time restrictions
- More parking opportunities should be provided for commuter students
- Taxi service in Platteville

Please tell us whether you agree that the City and/or Township should do the following:

None

Please rate your agreement with the following statement:

- The City should pay for the cost of sidewalk installation in conjunction with street reconstruction projects
- The City should require sidewalks on both sides of the street in all residential neighborhoods
- Sidewalks and streets are well-suited for biking
- Sidewalks and streets are well-suited for walking
- The Platteville walking/biking trail system should be expanded

Summary

- Respondents overall agreed that additional bike and walking paths (71%) and sidewalks (59%) should be created throughout the City. Respondents agreed that additional sidewalks should be paid for as part of street reconstruction projects (65%).
- 65% of respondents agreed that the Platteville walking/biking trail system should be expanded.
- College students agreed that sidewalks should be required on both sides of the street in all residential neighborhoods (54%), while 57% of non-college respondents DISAGREE with this statement.
- Respondents tended to agree that sidewalks and streets are well-suited for walking, but not for biking.
- Respondents reported satisfaction / unsatisfaction with:
 - Condition of sidewalks (56% / 31%)
 - Condition of major roads (71% / 18%)
 - Condition of City streets (43% / 48%)
 - Condition of Township roads (41% / 27%)
- Most respondents reported being unsatisfied with campus area parking; college students more-so than non-college respondents.
- Respondents were nearly split over their satisfaction with downtown parking. Non-college respondents were more satisfied with downtown parking than were college students.
- College students strongly disagreed that on-street parking near UWP should have time restrictions, other respondents disagreed as well, but to a lesser extent.
- Most respondents agreed that more parking opportunities should be provided for commuter students.
- Respondents slightly agreed that they would like to have a regional intercity bus system and that a truck route bypass should be created on Hwy 80 & 81.
- Overall, respondents had no opinion on the local taxi service.

Intergovernmental Cooperation

Questions

Do you agree that Platteville City or Township should create the following:

None

Please rate your satisfaction with the following:

None

Please tell us whether you agree that the City and/or Township should do the following:

None

Please rate your agreement with the following statement:

- The UWP, City, and Township should cooperate and coordinate on major plans and projects
- The UWP, City, and Township are doing an adequate job of cooperating and coordinating with one another

Summary

- Respondents overwhelmingly agreed that the UWP, City, and Township should cooperate and coordinate on major plans and projects.
- Most respondents reported having no opinion on whether the UWP, City, and Township are doing an adequate job of cooperating and coordinating with one another.

Land Use

Questions

Do you agree that Platteville City or Township should create the following:

None

Please rate your satisfaction with the following:

None

Please tell us whether you agree that the City and/or Township should do the following:

- Increase population density within the City before extending the City limits
- Increase population density near the UWP Campus to accommodate student needs
- Locate new housing developments adjacent to existing housing developments
- Increase the commercial density before extending the City limits
- Promote green space in all new developments
- Connect all residential developments to one another with walking/biking paths, outdoor recreation trails, or parks
- Require streets to interconnect between developments

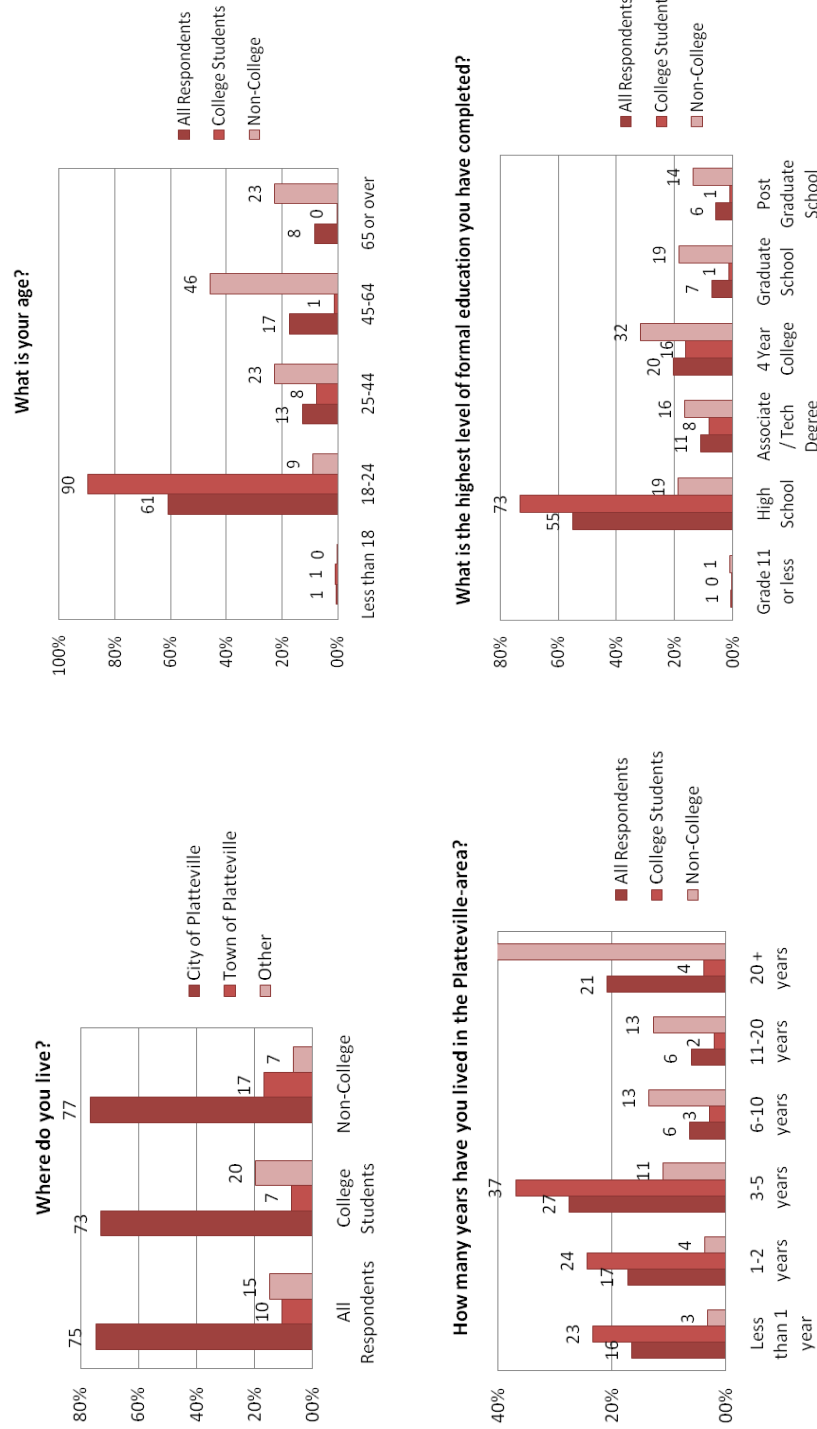
Please rate your agreement with the following statement:

None

Summary

- Most respondents agreed that population density should be increased near the UWP Campus to accommodate student needs (60%).
- Respondents were split on whether density should be increased within the City before extending the City limits; but Town respondents strongly agreed on this issue (53%) compared with other respondent groups.
- Respondents, did, however, agree that the City and Township should locate new housing developments adjacent to existing housing developments (56%).
- Respondents also agreed that commercial density should be increased before extending City limits (54%).
- Respondents strongly agreed that green space should be promoted in all new developments (75%).
- Most respondents agreed that all residential developments should be connected to one another with walking/biking paths, outdoor recreation trails, or parks. College students had the strongest agreement (73%).
- Most respondents also agreed that streets should be required to interconnect between developments; non-college respondents had the strongest agreement (56%).

Demographics



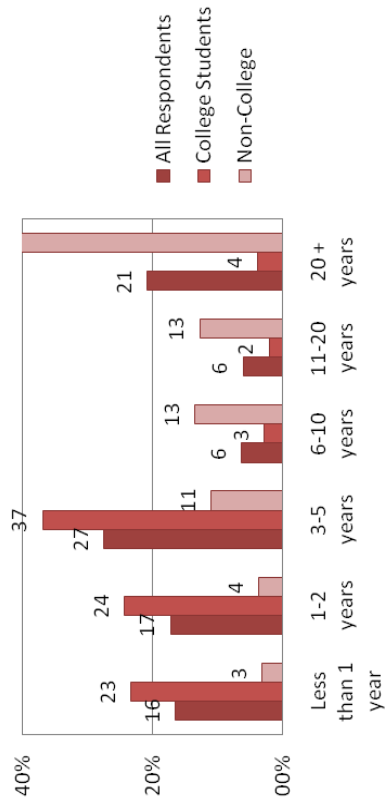
RESPONSE RATE: 15.5% Response number by group: City Residents- 1153 Non-City Residents- 162
Number of Responses: 1755 College Students- 1231 Non-College Respondents- 588

Note: Numbers in graphs above represent percentages.

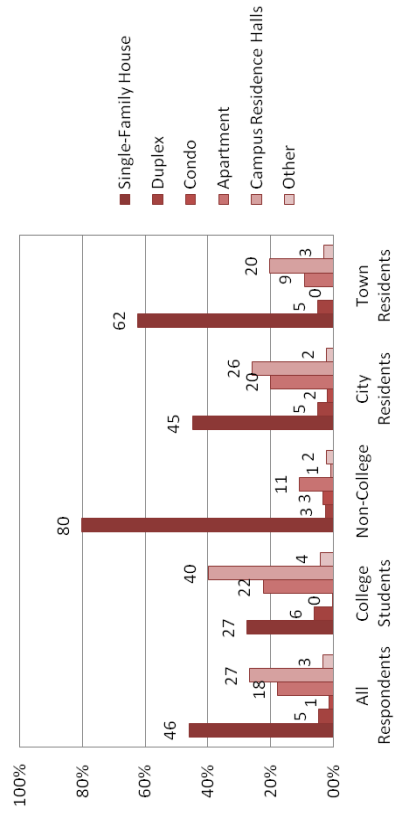


Demographics

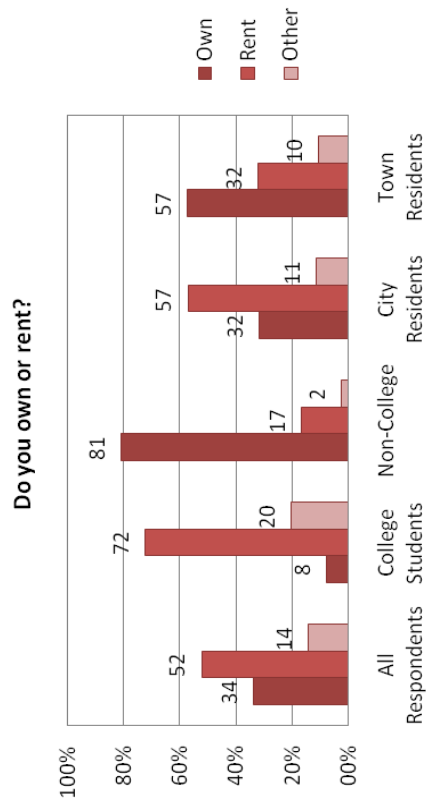
How many years have you lived in the Platteville-area?



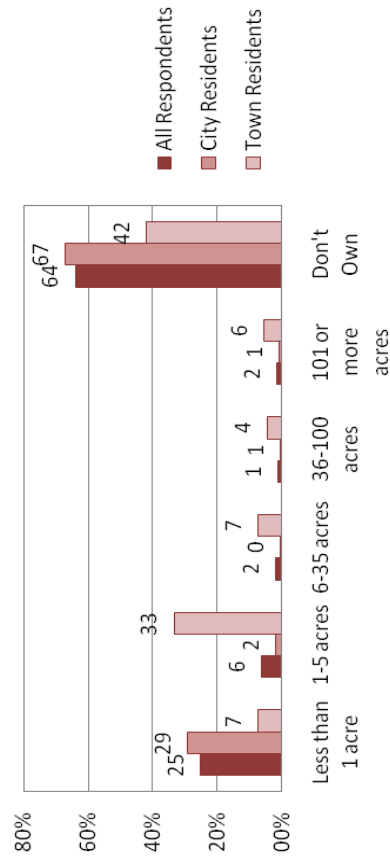
Which of the following best describes your residence?



Demographics

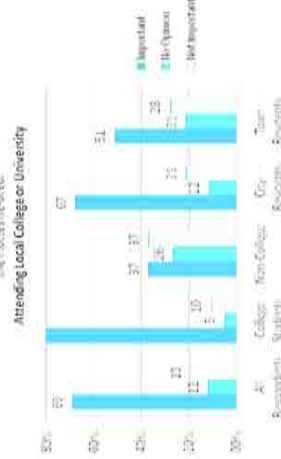


How many acres, including your house and any farmland, do you own?

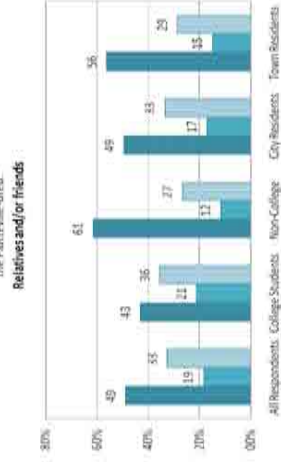


Quality of Life

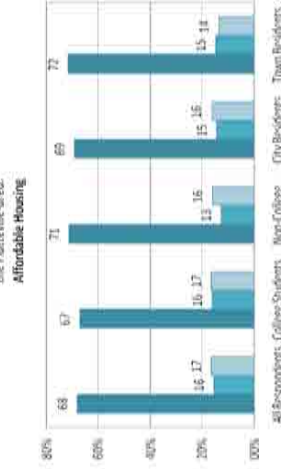
Rank the importance of the following factors in your decision to live in the Plattville area:



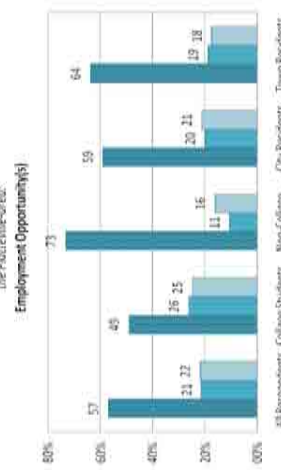
Rank the importance of the following factors in your decision to live in the Plattville area:



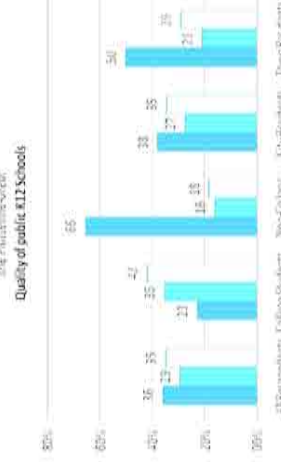
Rank the importance of the following factors in your decision to live in the Plattville area:



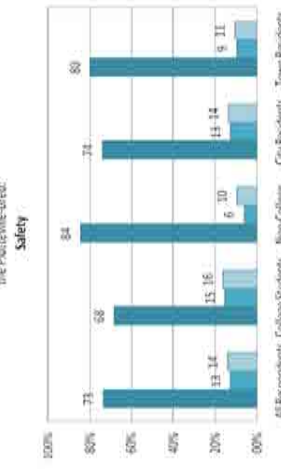
Rank the importance of the following factors in your decision to live in the Plattville area:



Rank the importance of the following factors in your decision to live in the Plattville area:



Rank the importance of the following factors in your decision to live in the Plattville area:



RESPONSE RATE: 15.5%
Number of Responses: 1755

Response number by group:
College Students- 1231
Non-College Residents- 588

City Residents- 1153
Non-City Residents- 162

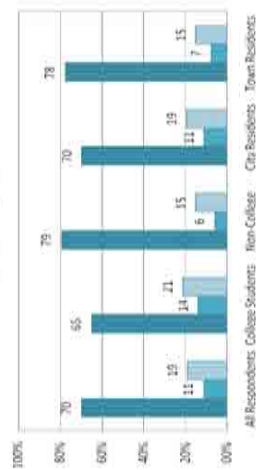
Note: Numbers in graphs above represent percentages.



Quality of Life

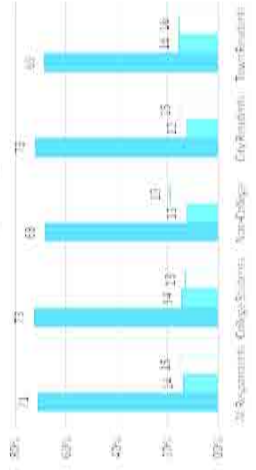
Rank the importance of the following factors in your decision to live in the Platteville area:

Small-Town Atmosphere



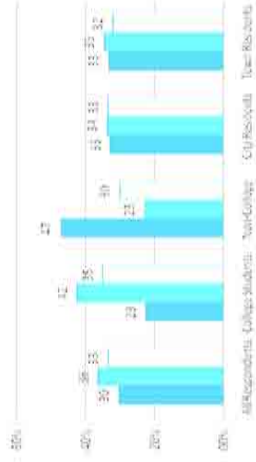
Rank the importance of the following factors in your decision to live in the Platteville area:

University community



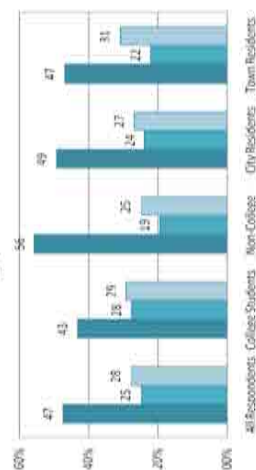
Rank the importance of the following factors in your decision to live in the Platteville area:

Cultural Center of SW Wisconsin



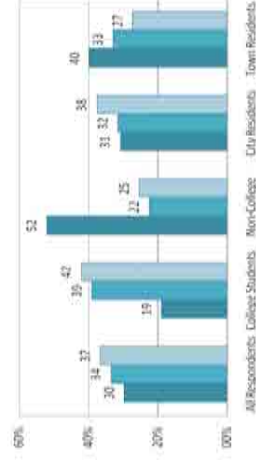
Rank the importance of the following factors in your decision to live in the Platteville area:

Geographic Location



Rank the importance of the following factors in your decision to live in the Platteville area:

Health Care / Senior Care



RESPONSE RATE: 15.5%
Number of Responses: 1755

Response number by group:
College Students- 1231
Non-College Respondents- 588

City Residents- 1153
Non-City Residents- 162

Note: Numbers in graphs above represent percentages.



Open-Ended

Please name another small city that you feel has a vibrant and attractive downtown.		
City	Percent of Total	Number
Galena, IL	16.62%	171
Mount Horeb, WI	5.15%	53
Mineral Point, WI	4.96%	51
Lancaster, WI	3.98%	41
Dodgeville, WI	3.11%	32
Monroe, WI	3.01%	31
Reedsburg, WI	2.82%	29
Shullsburg, WI	2.72%	28
Cuba City, WI	2.14%	22
Viroqua, WI	1.94%	20
Darlington, WI	1.85%	19
Dubuque, IA	1.75%	18
Baraboo, WI	1.75%	18
New Glarus, WI	1.36%	14
Fennimore, WI	1.36%	14
Cedarburg, WI	1.17%	12
Stoughton, WI	1.07%	11
Other	44.22%	445

Open-Ended

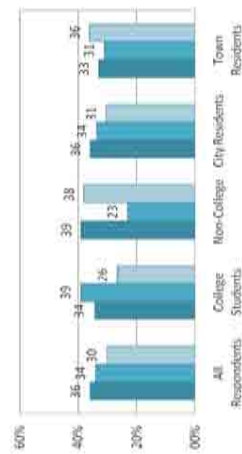
Please name two (2) types of businesses that you would like to see established in Platteville.		
Business Type	Percent/Total	Number
Dining - General	39.97%	955
Clothing	8.66%	207
Entertainment - General	7.95%	190
Department Store	6.95%	166
Technology	5.65%	135
Sporting Goods	3.60%	86
Grocery	3.10%	74
Entertainment - Fitness and Recreational Centers	2.97%	71
Bookstore	2.93%	70
Mall	2.34%	56
Industrial / Manufacturing	1.34%	32
Art / Crafts	1.30%	31
Shoe Store	1.00%	24
Bakery	0.92%	22
Automotive	0.75%	18
Transportation Services	0.59%	14
Music Shop	0.54%	13

Business Type	Percent/Total	Number
Health Services	0.42%	10
Engineering Business	0.38%	9
Pet Shop	0.38%	9
Farm Equipment	0.33%	8
Beauty Services	0.29%	7
Office Supply	0.25%	6
Resale Shop	0.21%	5
Bank	0.17%	4
Daycare	0.08%	2
Other	6.40%	153
N/A	0.50%	12

Housing

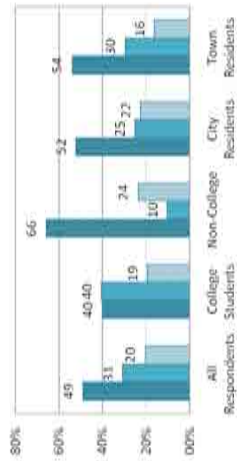
Do you agree that Platteville City or Township should create the following?

Standards for how new residential buildings look



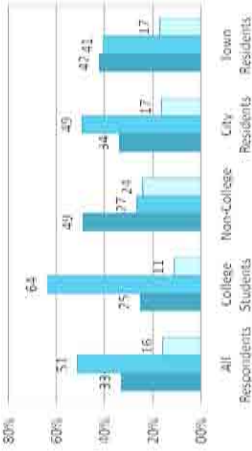
Please rate your satisfaction with the following:

Maintenance of residential properties within your neighborhood



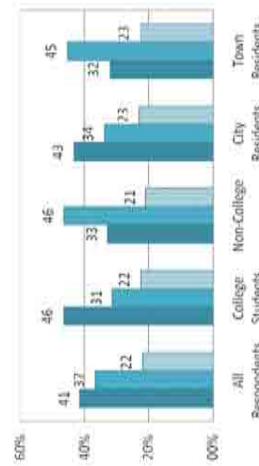
Please rate your satisfaction with the following:

Affordable home ownership opportunities



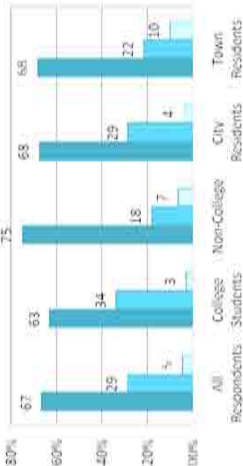
Please rate your satisfaction with the following:

Affordable housing rental opportunities



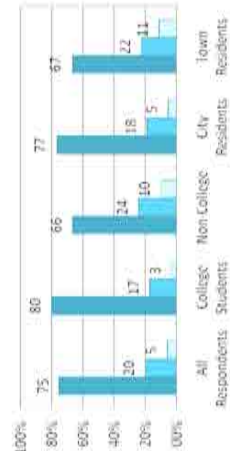
Please tell us whether you agree that the City and/or Township should do the following:

Encourage more affordable home ownership options



Please tell us whether you agree that the City and/or Township should do the following:

Encourage more affordable rental options



RESPONSE RATE: 15.5%

Number of Responses: 1755

Response number by group:

College Students- 1231

City Residents- 1153

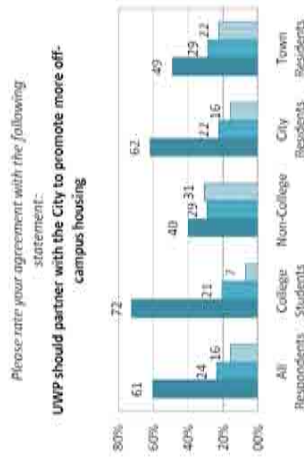
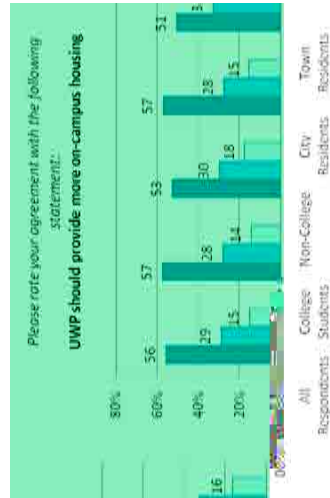
Non-College Residents- 588

Non-City Residents- 162

Note: Numbers in graphs above represent percentages.



Housing



RESPONSE RATE: 15.5%
Number of Responses: 1755

Response number by group:
 College Students- 1231
 Non-College Residents- 588

City Residents- 1153
 Non-City Residents- 162

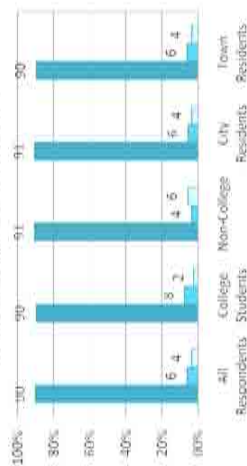
Note: Numbers in graphs above represent percentages.



Agricultural, Natural and Cultural Resources

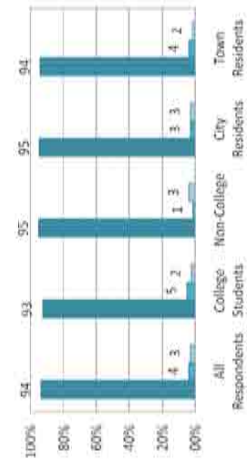
Please rate your agreement with the following statement:

Platteville has a small-town atmosphere



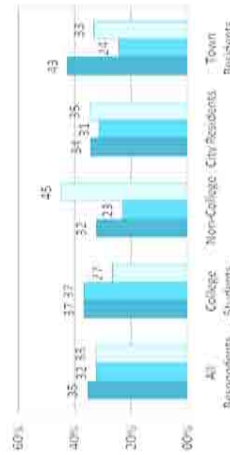
Please rate your agreement with the following statement:

We have a safe community



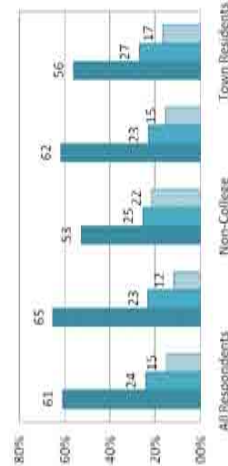
Do you agree that Platteville City or Township should create the following?

A cultural resource center (e.g., a performing arts center, art gallery, interpretive center)



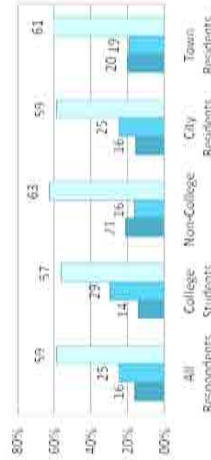
Do you agree that Platteville City or Township should create the following?

A large cultural event or festival in the Platteville-area



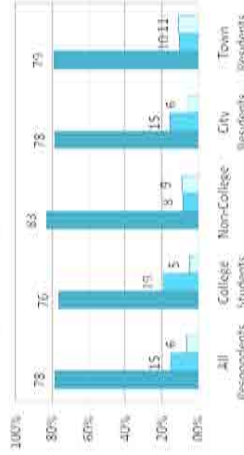
Please tell us whether you agree that the City and/or Township should do the following:

Allow non-farm developments to occur on high-quality agricultural land



Please rate your agreement with the following statement:

Protecting and preserving farmland is very important



RESPONSE RATE: 15.5%
Number of Responses: 1755

Response number by group:
College Students- 1231
Non-College Residents- 588

City Residents- 1153
Non-City Residents- 162

Note: Numbers in graphs above represent percentages.

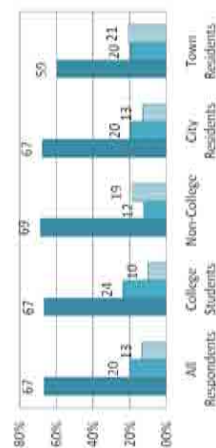


Agricultural, Natural and Cultural Resources

Please rate your agreement with the following

Statement:

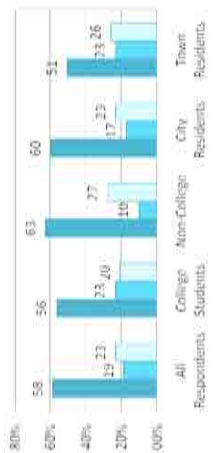
Preserving historic homes and buildings is very important



Please tell us whether you agree that the City and/or

Township should do the following:

Construct all new municipal buildings to be environmentally friendly



RESPONSE RATE: 15.5%

Number of Responses: 1755

Response number by group:
College Students- 1231
Non-College Respondents- 588

City Residents- 1153
Non-City Residents- 162

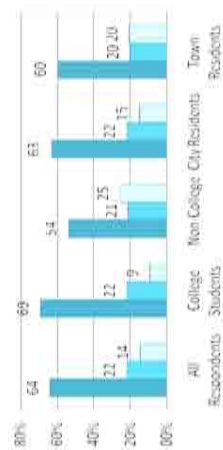
Note: Numbers in graphs above represent percentages.



Utilities & Community Facilities

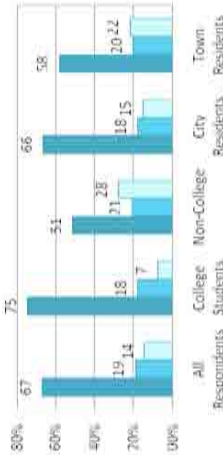
Do you agree that Platteville City or Township should create the following?

Additional indoor recreational facilities



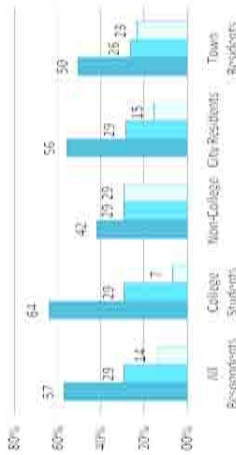
Do you agree that Platteville City or Township should create the following?

Additional outdoor recreational facilities



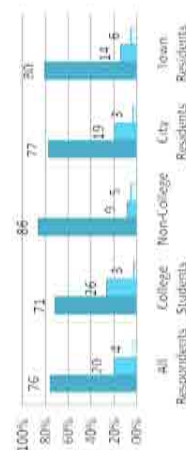
Do you agree that Platteville City or Township should create the following?

Additional recreational programs



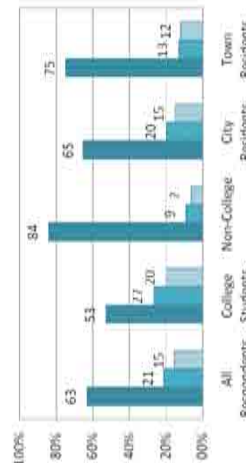
Please rate your agreement with the following statement:

Parks and recreational activities (e.g. softball league, swimming lessons) provided by the City are very important



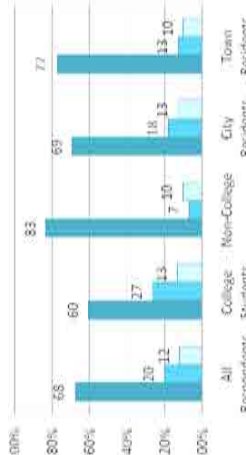
Please rate your satisfaction with the following:

Quantity of parks



Please rate your satisfaction with the following:

Quality of parks



RESPONSE RATE: 15.5%

Number of Responses: 1755

Response number by group:

College Students- 1231

City Residents- 1153

Non-College Residents- 588

Non-City Residents- 162

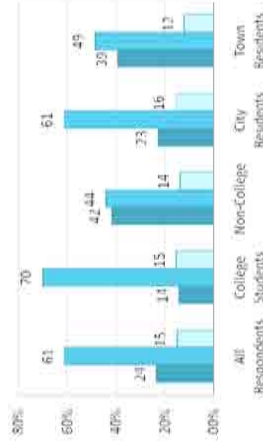
Note: Numbers in graphs above represent percentages.



Utilities & Community Facilities

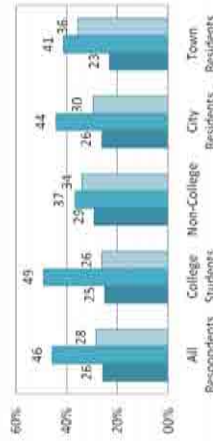
Please rate your satisfaction with the following:

Youth services



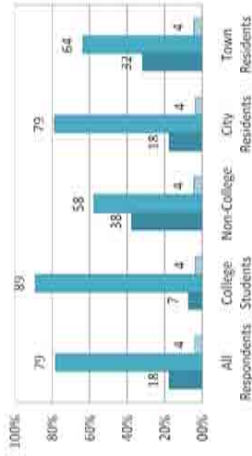
Do you agree that Platteville City or Township should create the following?

Community programming video streamed on the internet



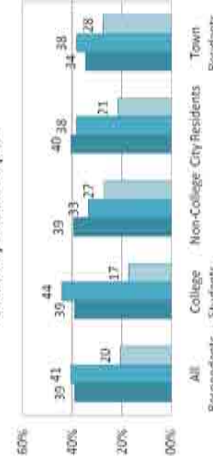
Please rate your satisfaction with the following:

Senior services and activities



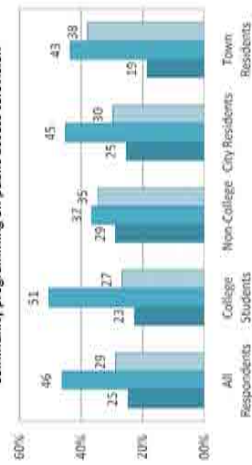
Do you agree that Platteville City or Township should create the following?

Community educational programming (workshops or speakers) on municipal-related topics



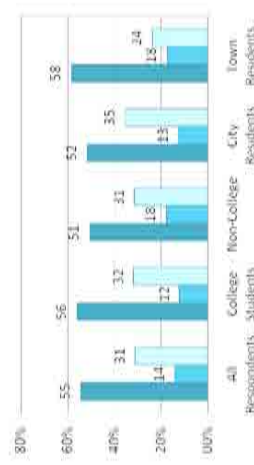
Do you agree that Platteville City or Township should create the following?

Community programming on public access television



Please rate your satisfaction with the following:

Internet services



RESPONSE RATE: 15.5%

Number of Responses: 1755

Response number by group:

College Students- 1231

City Residents- 1153

Non-College Residents- 588

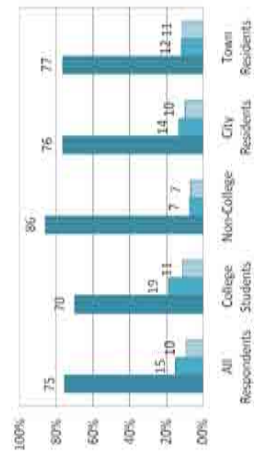
Non-City Residents- 162

Note: Numbers in graphs above represent percentages.

Utilities & Community Facilities

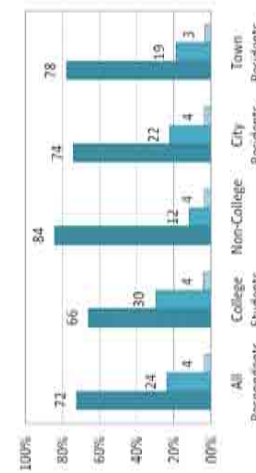
Please rate your satisfaction with the following:

Police protection



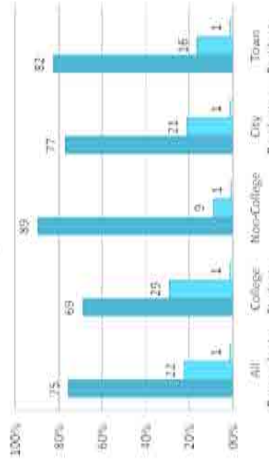
Please rate your satisfaction with the following:

Emergency medical services



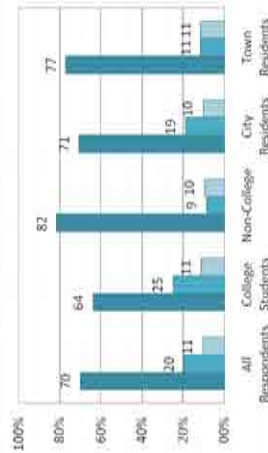
Please rate your satisfaction with the following:

Fire protection



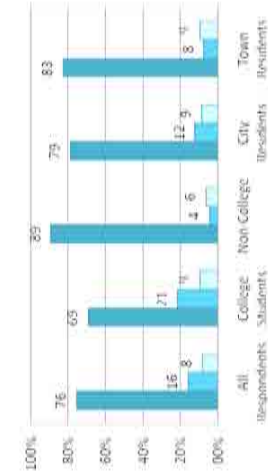
Please rate your satisfaction with the following:

Health care services



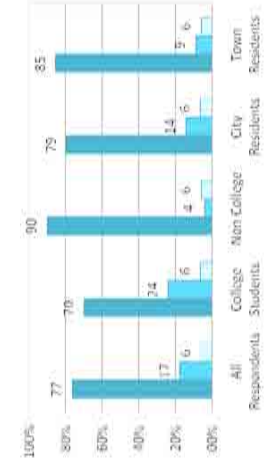
Please rate your satisfaction with the following:

Recycling services



Please rate your satisfaction with the following:

Trash/garbage removal services



RESPONSE RATE: 15.5%
Number of Responses: 1755

Response number by group:
College Students- 1231
Non-College Residents- 588

City Residents- 1153
Non-City Residents- 162

Note: Numbers in graphs above represent percentages.





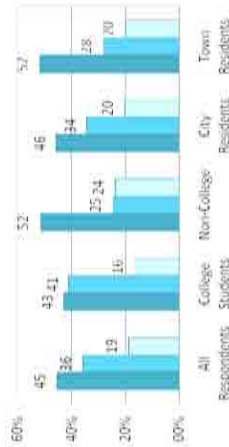
RESPONSE RATE: 15.5%



Utilities & Community Facilities

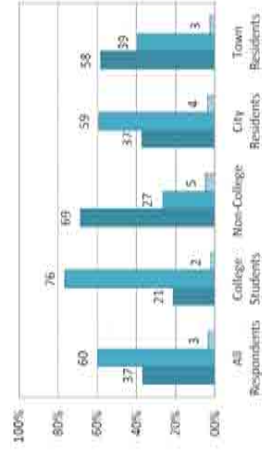
Do you agree that Platteville City or Township should create the following?

Expanded library services



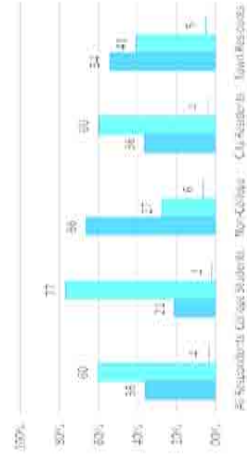
Please rate your satisfaction with the following:

Public Education (K-12) facilities



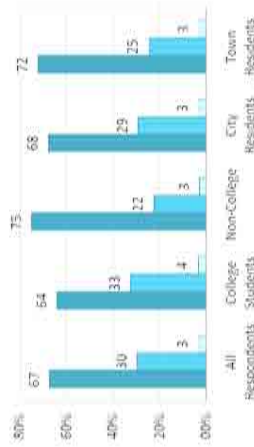
Please rate your satisfaction with the following:

Public Education (K-12) services



Please rate your satisfaction with the following:

Post-secondary education



RESPONSE RATE: 15.5%
Number of Responses: 1755

Response number by group:
College Students- 1231
Non-College Respondents- 588

City Residents- 1153
Non-City Residents- 162

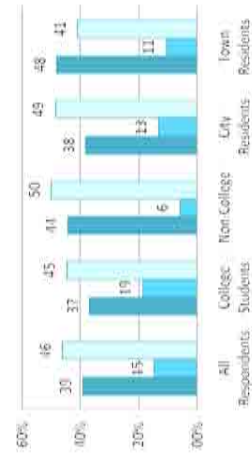
Note: Numbers in graphs above represent percentages.



Economic Development

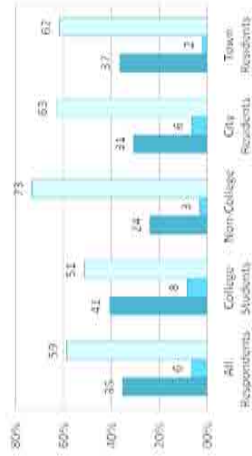
Please rate your satisfaction with the following:

Retail options



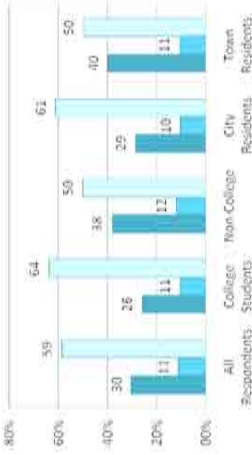
Please rate your satisfaction with the following:

Dining options



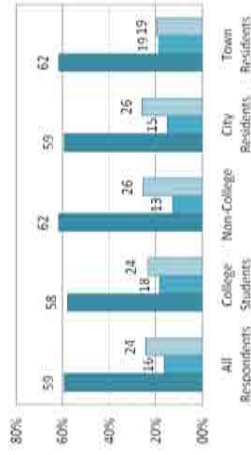
Please rate your satisfaction with the following:

Entertainment options



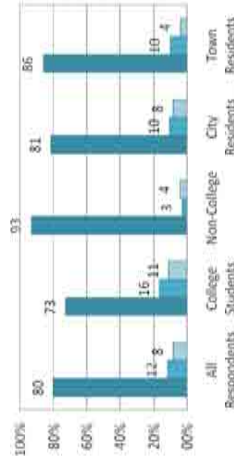
Please rate your satisfaction with the following:

The attractiveness of downtown



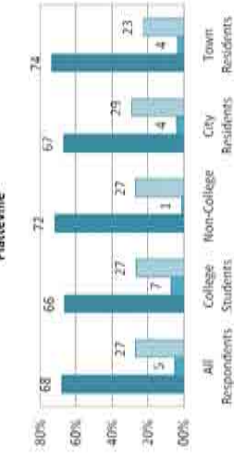
Please rate your agreement with the following statement:

I try to buy products and services locally



Please rate your agreement with the following statement:

I can find most products and services that I need in Platteville



RESPONSE RATE: 15.5%
Number of Responses: 1755

Response number by group:
College Students- 1231
Non-College Residents- 588

City Residents- 1153
Non-City Residents- 162

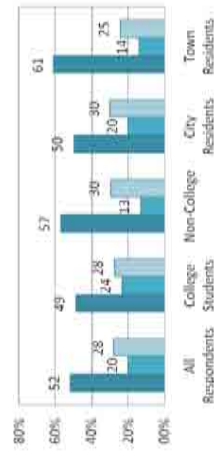
Note: Numbers in graphs above represent percentages.



Economic Development

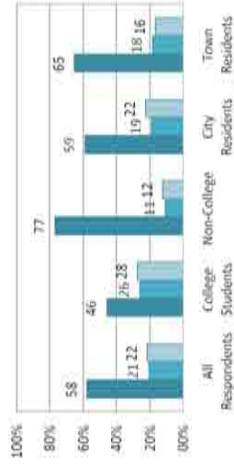
Please rate your agreement with the following statement:

Downtown businesses are open during the hours that I like to shop



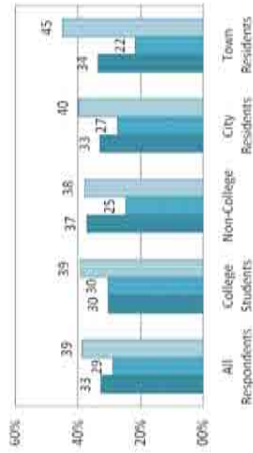
Please rate your agreement with the following statement:

Tourism is important to our community



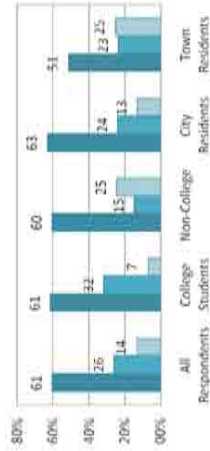
Please rate your satisfaction with the following statement:

Employment opportunities



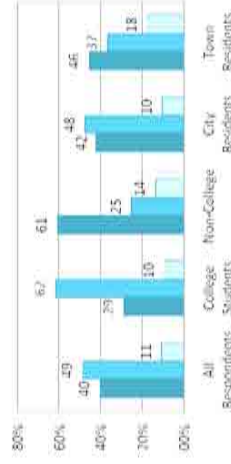
Please rate your agreement with the following statement:

Downtown improvements have benefitted the community



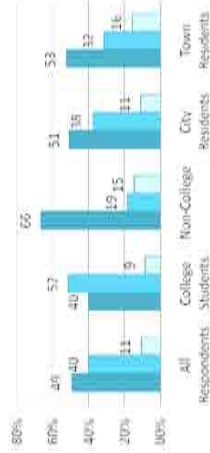
Please rate your agreement with the following statement:

The industry park is a successful project



Please rate your agreement with the following statement:

The new east-side commercial district has had a positive impact on the community



RESPONSE RATE: 15.5%
Number of Responses: 1755

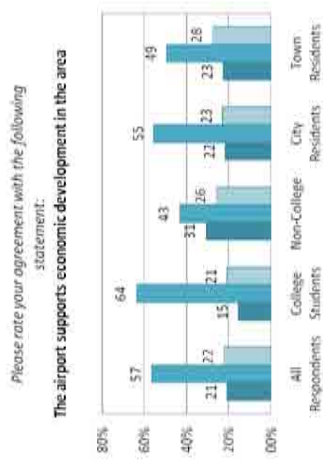
Response number by group:
College Students- 1231
Non-College Residents- 588

City Residents- 1153
Non-City Residents- 162

Note: Numbers in graphs above represent percentages.



Economic Development



RESPONSE RATE: 15.5% Response number by group:
Number of Responses: 1755 College Students- 1231 City Residents- 1153
 Non-College Residents- 588 Non-City Residents- 162

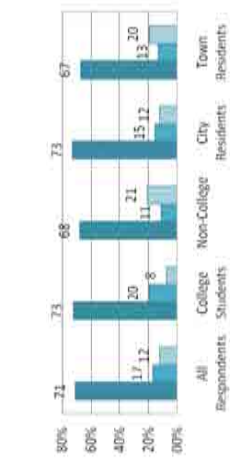
Note: Numbers in graphs above represent percentages.



Transportation

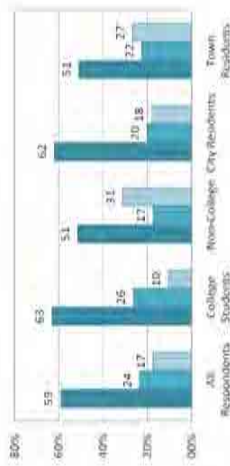
Do you agree that Platteville City or Township should create the following?

Additional bike and walking paths throughout the City



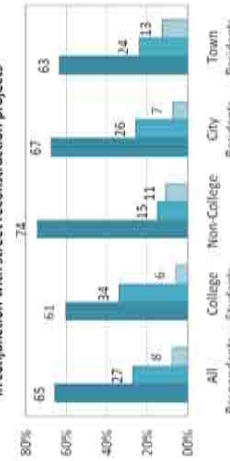
Do you agree that Platteville City or Township should create the following?

Additional sidewalks throughout the City



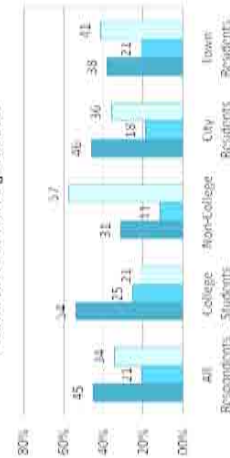
Please rate your agreement with the following statement:

The City should pay for the cost of sidewalk installation in conjunction with street reconstruction projects.



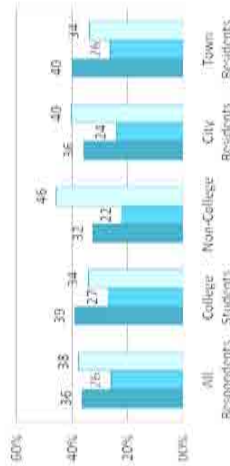
Please rate your agreement with the following statement:

The City should require sidewalks on both sides of the street in all residential neighborhoods.



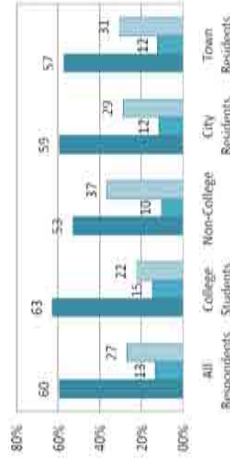
Please rate your agreement with the following statement:

Sidewalks and streets are well suited for biking.



Please rate your agreement with the following statement:

Sidewalks and streets are well-suited for walking.



RESPONSE RATE: 15.5%
Number of Responses: 1755

Response number by group:
College Students- 1231
Non-College Residents- 588

City Residents- 1153
Non-City Residents- 162

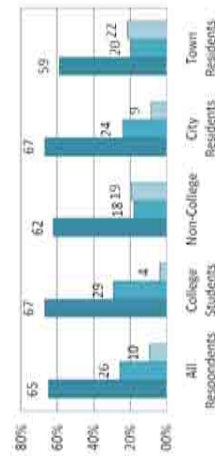
Note: Numbers in graphs above represent percentages.



Transportation

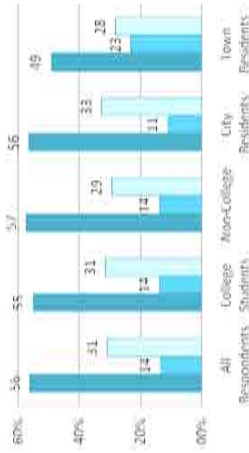
Please rate your agreement with the following statement:

The Platteville walking/biking trail system should be expanded



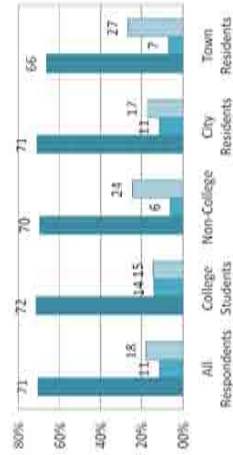
Please rate your satisfaction with the following:

Condition of sidewalks



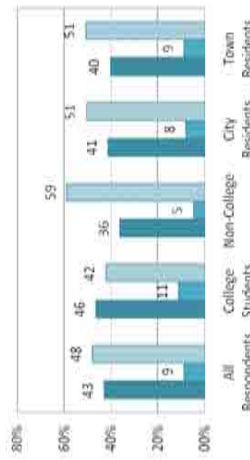
Please rate your satisfaction with the following:

Condition of major roads (i.e. Business 151 and Hwy 80)



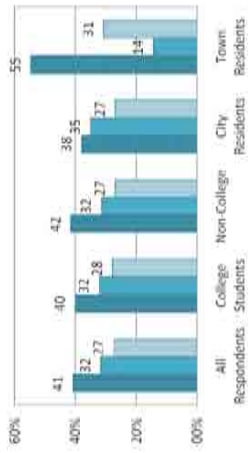
Please rate your satisfaction with the following:

Condition of City streets



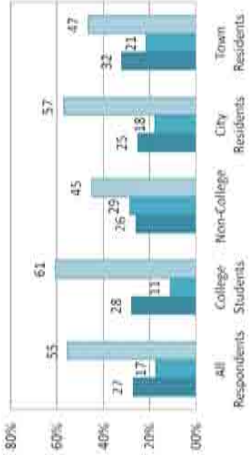
Please rate your satisfaction with the following:

Condition of Township roads



Please rate your satisfaction with the following:

Campus-area parking



RESPONSE RATE: 15.5%
Number of Responses: 1755

Response number by group:
College Students- 1231
Non-College Residents- 588

City Residents- 1153
Non-City Residents- 162

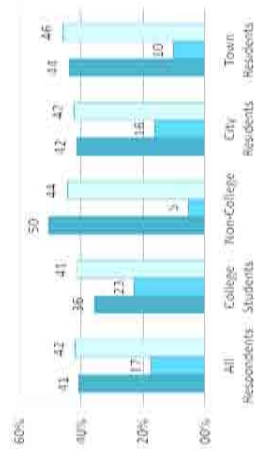
Note: Numbers in graphs above represent percentages.



Transportation

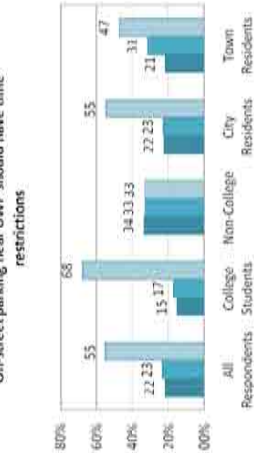
Please rate your satisfaction with the following statement:

Downtown parking



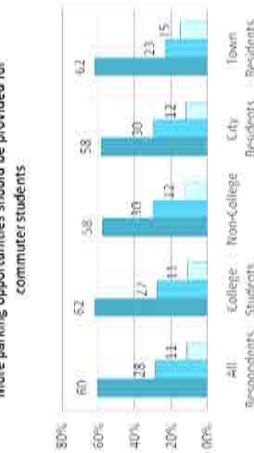
Please rate your agreement with the following statement:

On-street parking near UWP should have time restrictions



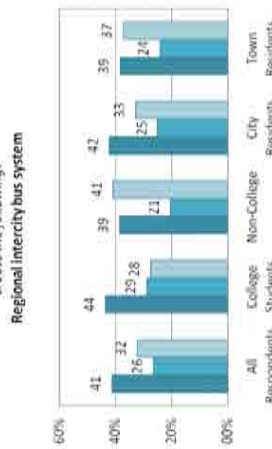
Please rate your agreement with the following statement:

More parking opportunities should be provided for commuter students



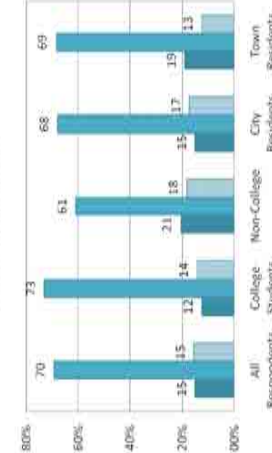
Do you agree that Platteville City or Township should create the following?

Regional intercity bus system



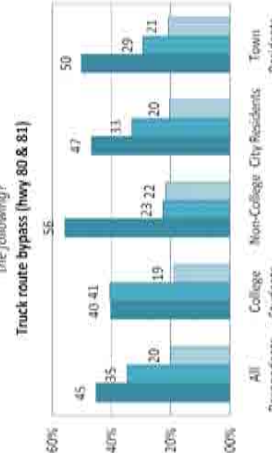
Please rate your satisfaction with the following:

Taxi service in Platteville



Do you agree that Platteville City or Township should create the following?

Truck route bypass (Hwy 80 & 81)



RESPONSE RATE: 15.5%
Number of Responses: 1755

Response number by group:
College Students- 1231
Non-College Residents- 588

City Residents- 1153
Non-City Residents- 162

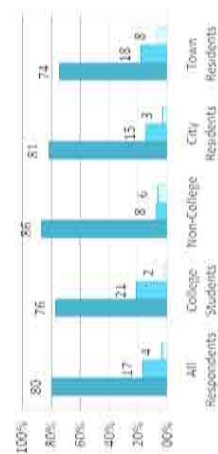
Note: Numbers in graphs above represent percentages.



Intergovernmental Cooperation

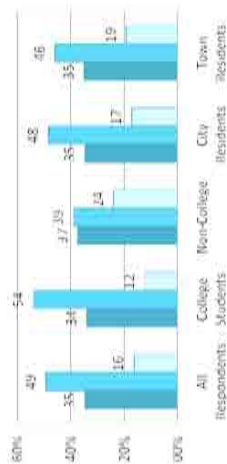
Please rate your agreement with the following statement:

The UWP, City, and Township should cooperate and coordinate on major plans and projects



Please rate your agreement with the following statement:

The UWP, City, and Township are doing an adequate job of cooperating and coordinating with one another



RESPONSE RATE: 15.5%

Number of Responses: 1755

Response number by group:

College Students- 1231

Non-College Respondents- 588

City Residents- 1153

Non-City Residents- 162

Note: Numbers in graphs above represent percentages.

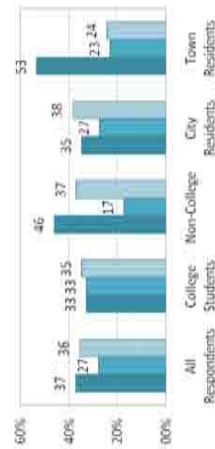
Agree
No Opinion
Disagree
Satisfied
No Opinion
Unsatisfied



Land Use

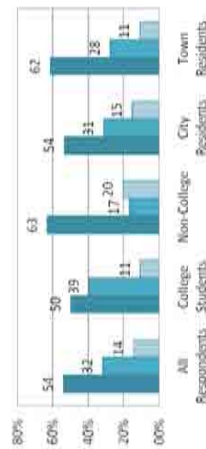
Please tell us whether you agree that the City and/or Township should do the following:

Increase population density within the City before extending the City limits



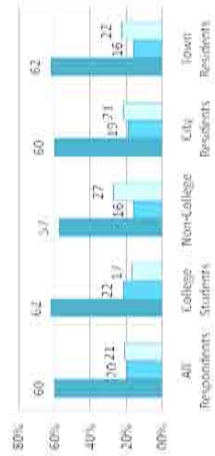
Please tell us whether you agree that the City and/or Township should do the following:

Increase the commercial density before extending the City limits



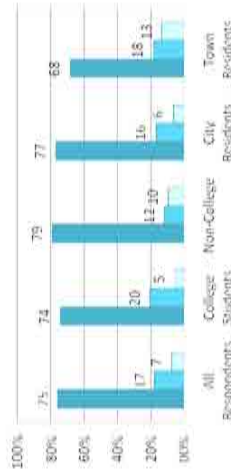
Please tell us whether you agree that the City and/or Township should do the following:

Increase population density near the UWP Campus to accommodate student needs



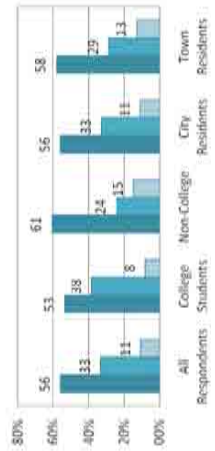
Please tell us whether you agree that the City and/or Township should do the following:

Promote green space in all new developments



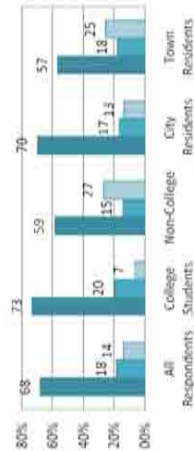
Please tell us whether you agree that the City and/or Township should do the following:

Locate new housing developments adjacent to existing housing developments



Please tell us whether you agree that the City and/or Township should do the following:

Connect all residential developments to one another with walking/biking paths, outdoor recreation trails, or parks



RESPONSE RATE: 15.5%

Number of Responses: 1755

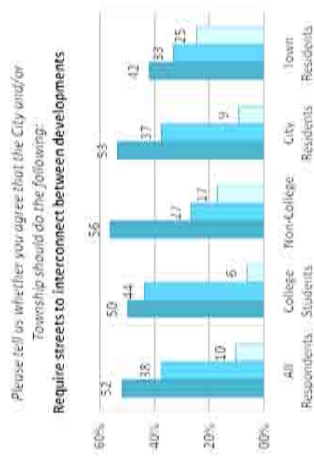
Response number by group:
College Students- 1231
Non-College Residents- 588

City Residents- 1153
Non-City Residents- 162

Note: Numbers in graphs above represent percentages.



Land Use



RESPONSE RATE: 15.5% Response number by group: City Residents- 1153 Satisfied

Number of Responses: 1755 College Students- 1231 Non-College Residents- 162 No Opinion

Note: Numbers in graphs above represent percentages. Disagree Unsatisfied



GLOSSARY

Angel Investment Funds

An “angel” is a high net worth individual who invests directly into promising entrepreneurial businesses in return for stock in the companies. Many are entrepreneurs themselves, as well as corporate leaders and business professionals. (Source: Angel Capital Association. “ACA Public Policy Overview.” ACA. Web. 1 Sep. 2010.)

Attached Dwelling

Attached dwelling house means a dwelling which is attached to, or less than 0.5m from any other dwelling or building (excluding a garage or carpark), but which does not have another dwelling or building (excluding a garage or carpark) above or below it, such as a semi-detached house, terrace house, row house or townhouse

Buffer

A design element or land use that mitigates conflicts (perceived or actual) between adjacent properties. This may be a physical feature (i.e. fence, wall, or landscaping design) or it could be a transitional land use (i.e. a medium density housing development located between a high and low density developments.)

Cluster Development

Development in which a number of dwelling units are placed in closer proximity than usual, or are attached, with the purpose of retaining an open-space area.

Complete Street

Roadways designed and operated to enable safe, attractive, and comfortable access and travel for all users. Pedestrians, bicyclists, motorists and public transport users of all ages and abilities are able to safely and comfortably move along and across a complete street.

Conservation Development

A controlled-growth land use development that adopts the principle for allowing limited sustainable development while protecting the area's natural environmental features in perpetuity, including preserving open space landscape and vista, protecting farmland or natural habitats for wildlife, and maintaining the character of rural communities. A conservation development is usually defined as a project that dedicates a minimum of 50% of the total development parcel as open space.

Detached Dwelling

A single-family detached home, or single-family home or detached house for short, also variously known as a single-detached dwelling, single-family dwelling, or separate house, is a free-standing residential building.

Farmland of Statewide Significance

Land other than prime or unique farmland, that is of statewide or local importance for the production of food, feed, fiber, forage, or oilseed crops, as determined by the Natural Resources Conservation Service (NRCS).

Neighborhood Electric Vehicles (NEVs)

A Neighborhood Electric Vehicle (NEV) is a U.S. denomination for battery electric vehicles that are legally limited to roads with posted speed limits of 25 miles per hour (40 km/h) or less, usually are built to have a top speed of 30 miles per hour (48 km/h), and have a maximum loaded weight of 3,000 lbs. NEVs fall under the United States Department of Transportation classification for low-speed vehicles.

Neo-traditional Neighborhoods

Prime Farmland

Land that has the best combination of physical and chemical characteristics for producing food, feed, fiber, forage, oilseed, and other agricultural crops with minimum inputs of fuel, fertilizer, pesticides, and labor, and without intolerable soil erosion, as determined by the Natural Resources Conservation Service (NRCS). Prime farmland includes land that possesses the above characteristics and is currently being used to produce livestock and timber. It does not include land already in or committed to urban development or water storage.

Sustainable Planned Development

A pattern of resource use that aims to meet human needs while preserving the environment so that these needs can be met not only in the present, but also for future generations. The term was used by the Brundtland Commission which coined what has become the most often-quoted definition of sustainable development as development that "meets the needs of the present without compromising the ability of future generations to meet their own needs." (Source: United Nations. 1987. "Report of the World Commission on Environment and Development." General Assembly Resolution 42/187, 11 December 1987.)

Traditional Neighborhood Developments (TNDs)

Traditional Neighborhood Development (TND) refers to the development of a complete neighborhood or town using traditional town planning principles. TND may occur in infill settings and involve adaptive reuse of existing buildings, but often involves all-new construction on previously undeveloped land. To qualify as a TND, a project should include a range of housing types, a network of well-connected streets and blocks, humane public spaces, and have amenities such as stores, schools, and places of worship within walking distance of residences.

Traffic Calming

Traffic calming is intended to slow or reduce motor-vehicle traffic in order to improve safety for pedestrians and bicyclists and improve the environment for residents.

Place Revised Action Plan Here