

Platteville Community Comprehensive Plan

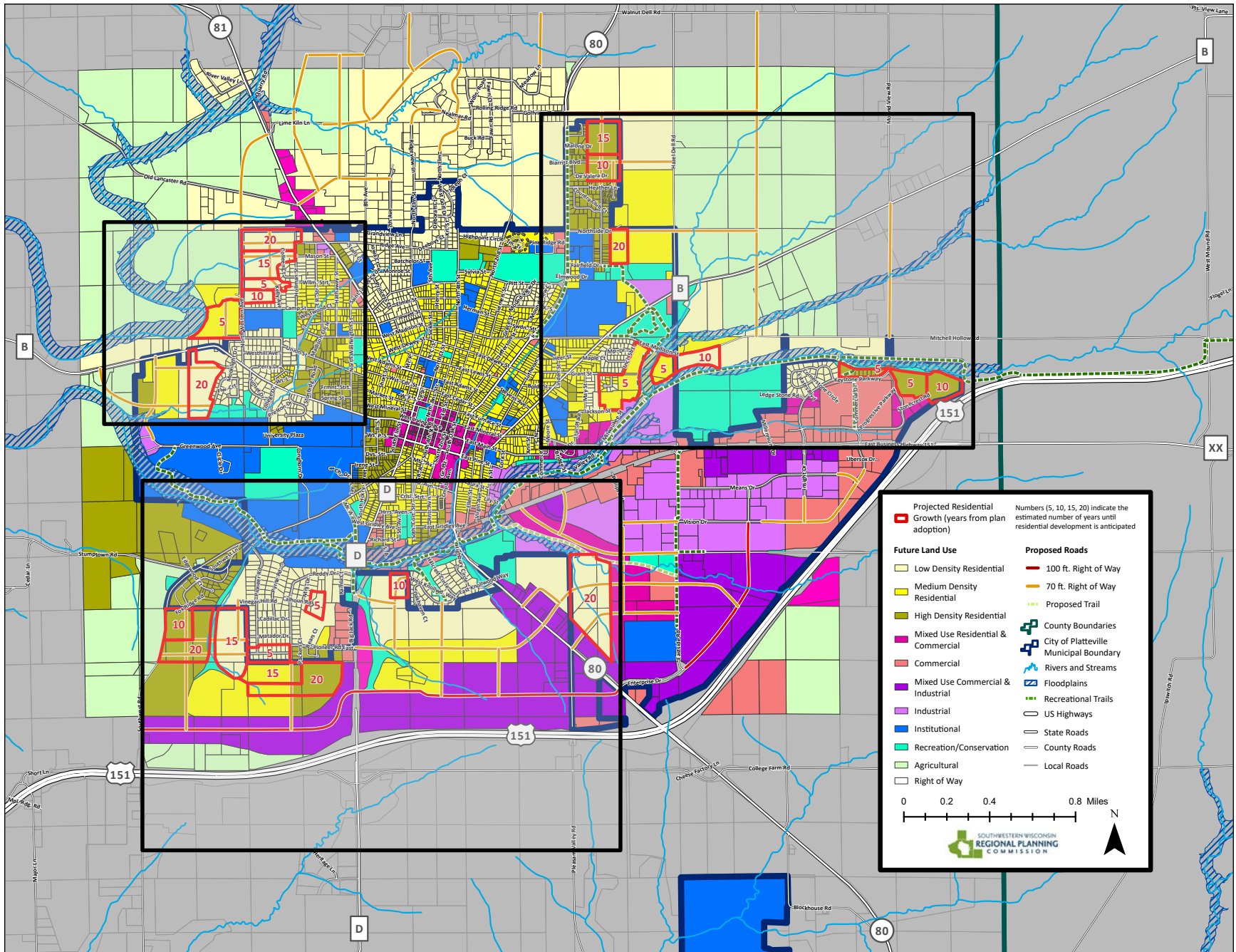
2026–2036

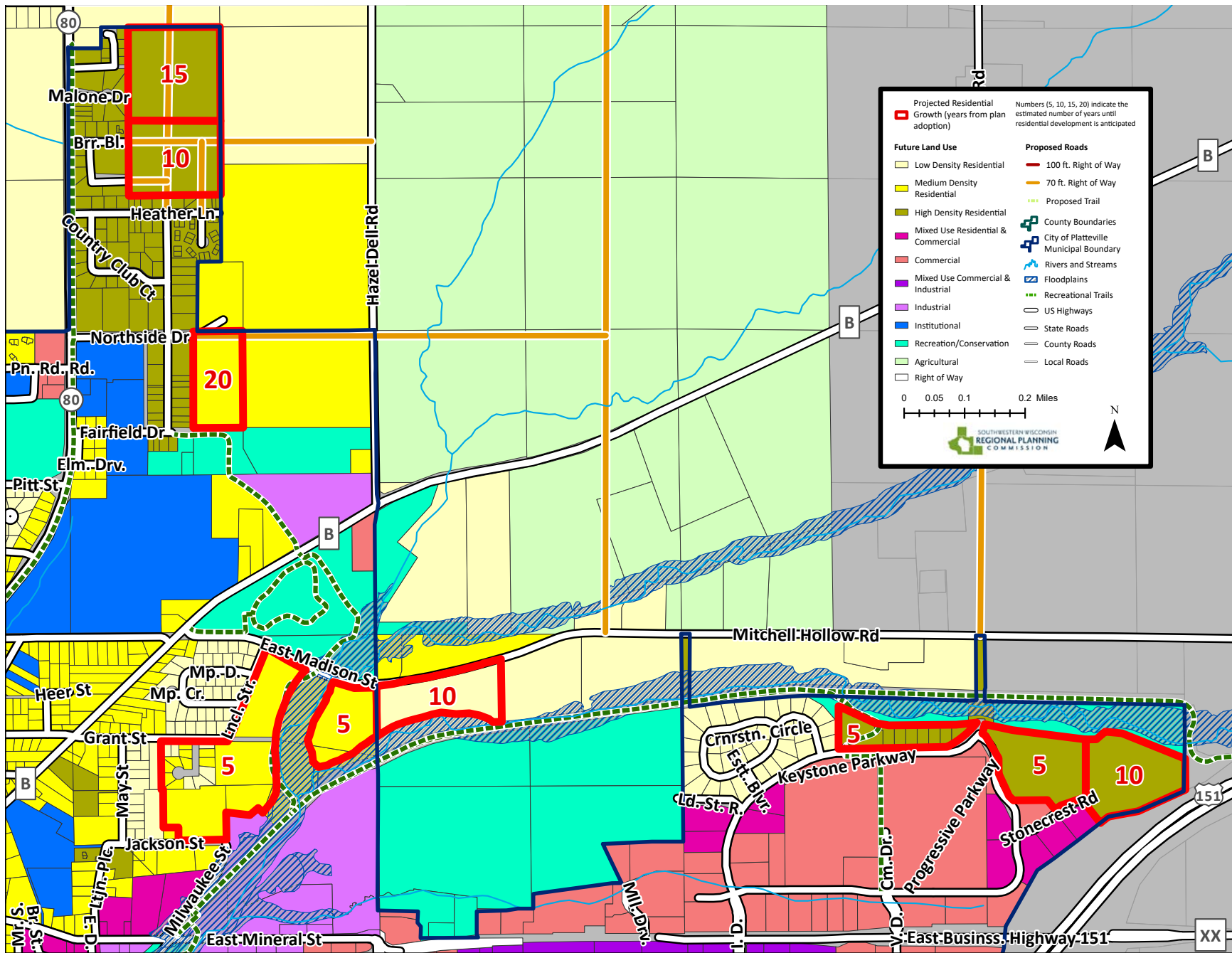
Adopted on May 26, 2026

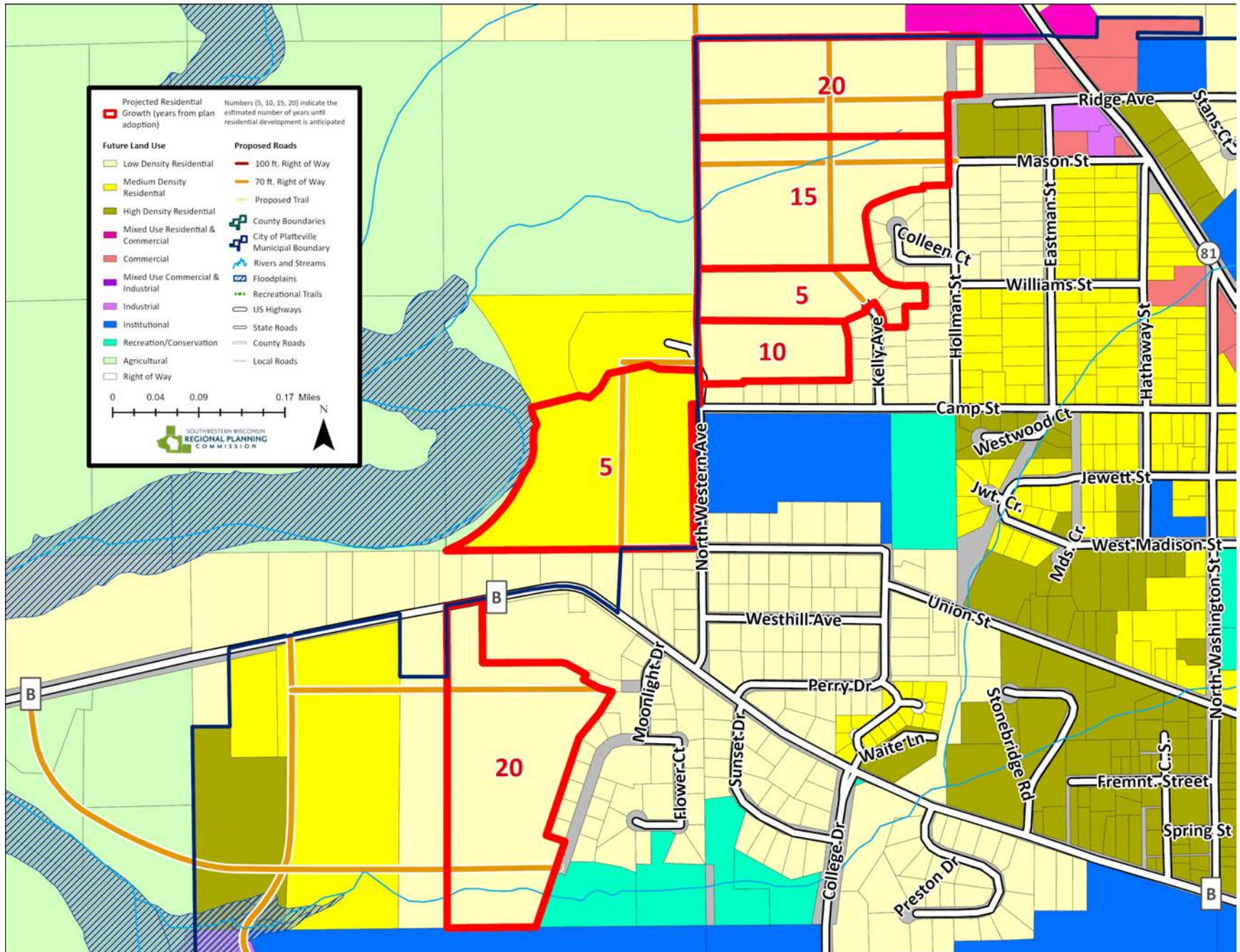
APPENDIX

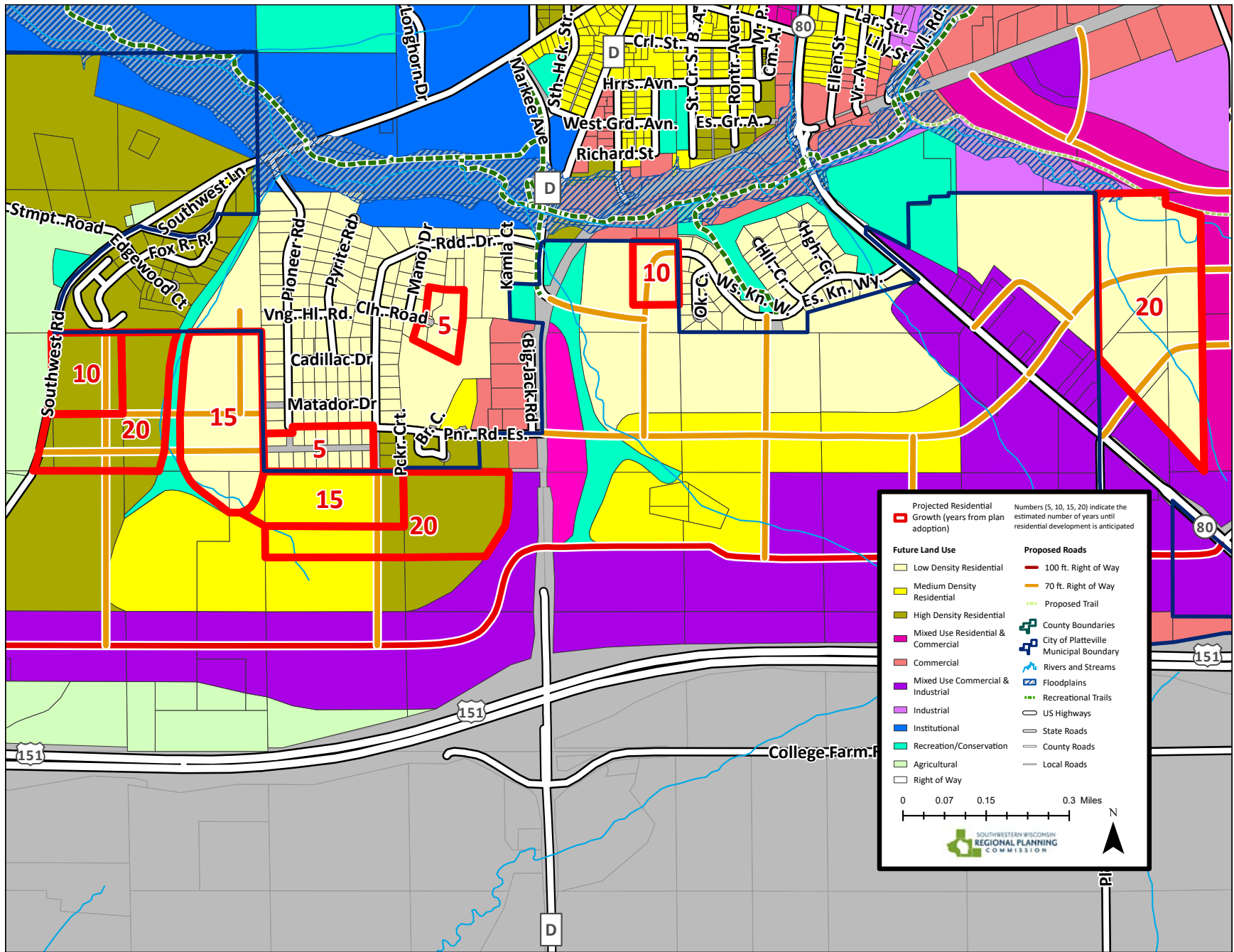


The following maps reflect the City's anticipated development timelines at 5, 10, 15, and 20 years.











Elements Key


 = Agricultural, Natural, and Cultural Resources

 = Economic Development















 = Housing












 = Intergovernmental Cooperation








 = Land Use













 = Transportation















 = Utilities and Community Facilities












Element	Relevant Action from the 2013 Comprehensive Plan
	Provide support and create incentives for private landowners who wish to protect their land, using conservation easements and other land protection tools.
	Encourage the design of subdivisions that preserve prime farmland (see Glossary), based on criteria outlined in the Land Use Element of the plan.
	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.
	Encourage the design of subdivisions that preserve prime farmland, based on criteria outlined in the Land Use Element of this Plan.
	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.
	Encourage additional property owners to rehabilitate and designate their historic properties, as applicable.
	Promote the historic designation of local properties
	Screen parking lots, both public and private, with landscaping, street trees, and decorative fences.
	Promote the placement of art in the downtown area.
	Support programs and activities that promote the arts.
	Encourage public policy to create alternative land development strategies that will restore and protect the area's valuable natural resources.
	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.
	Develop specific zoning regulations to address the preservation of open space
	Establish and preserve green space corridors (Rountree Branch and Little Platte River)














Element	Relevant Action from the 2013 Comprehensive Plan
	Support events that celebrate Platteville's architectural heritage.
	Support the cultural and architectural heritage of the area
	Continue streetscape design theme for the downtown area.
	The City and Town of Platteville should utilize local, county, regional, state, and federal incentives to improve the business environment in the Platteville area.
	Business Development-Industrial and Commercial: Continue to use incentive programs for the development of new industries.
	Business Development-Industrial and Commercial: Continue to seek grants, loans, and other sources of intergovernmental funding for community development programs.
	Intergovernmental Cooperation: Cooperate with the University of Wisconsin-Platteville, Southwest Wisconsin Technical College and the Southwestern Wisconsin Regional Planning Commission (SWWRPC) 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 so that Platteville is better able to attract and retain young workers.
	Community Character: Encourage mixed use and affordable housing to allow workers to live in the community.
	Community Character: Create affordable day-care.
	Community Character: Allow higher intensity development where demand makes it feasible.
	Well-maintained historic or culturally significant buildings are often the most valued assets in a downtown. The buildings give residents a sense of pride and often portray the area's unique history and provide 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.
	Business Development-Industrial and Commercial: Expand marketing efforts to encourage new business opportunities.
	Business Development-Industrial and Commercial: Continue pursuing the development of a regional coalition for economic development.







Element	Relevant Action from the 2013 Comprehensive Plan
	Protect existing housing stock through effective code enforcement
	Design new residential areas to foster quality growth and development of the community.
	Locate new residential development in areas that can be served conveniently and economically by municipal facilities and utilities.
	Review and revise as needed the parking code for residential areas.
	The City should support dissemination of educational materials, and forums promoting historic preservation.
	Only allow developments that are adequately designed with respect to topographical and drainage conditions of the proposed area and encourage environmental protection.
	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.















Element	Relevant Action from the 2013 Comprehensive Plan
	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.
	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, as well as 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.
	Encourage coordinated and cooperative agreements between the City, Town, and other public agencies that lower the cost of providing public services.
	Coordinate development land use planning
	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
	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.
	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.
	Support the formation of a private, nonprofit Land Trust to purchase land and development rights of environmentally significant resource areas and natural areas.
	Support stormwater management and erosion control efforts to protect the surface and groundwater resources of the area.
	Review the use of "impact fees" and other capital cost recovery mechanisms to finance the costs of new development in the Town and City.
	Explore tools for improving the efficiency and effectiveness of the zoning and development review process.
	Coordinate "cross-jurisdictional" issues such as transportation, open space, sanitary sewer service, stormwater, and environmental corridors.

Element	Relevant Action from the 2013 Comprehensive Plan
	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.
	New development in the central business district should be compatible with the historic architectural character of the area.
	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.
	New urban development will be guided to the City of Platteville Sewer Service Area.
	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.
	New unsewered development within the Platteville Sewer Service Area will be addressed as part of an intergovernmental agreement.
	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.
	The City encourages the development of Traditional Neighborhood Developments (TNDs) (see Glossary) and Mixed Use Developments (see Glossary) and intends to create Traditional Neighborhood Development and Mixed Use zoning districts to foster such development.
	The City and Town strongly encourage infill development and redevelopment on lands that are vacant, blighted or underutilized, using TIF, a redevelopment authority, etc.
	The City and Town strongly encourage the preservation of architectural, historic, cultural and natural resources.
	The City and Town strongly encourage the use of conservation development (see Glossary) principles and practices as community growth areas are developed.
	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.
	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.
	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.

Element	Relevant Action from the 2013 Comprehensive Plan
	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.
	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.
	The City should encourage preservation of green space and environmentally sensitive areas.
	Encourage new developments to include facilities that enhance pedestrian and bicycle circulation.
	Platteville's central business district should remain the primary civic, office, cultural, and entertainment center within the area.
	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.
	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.
	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.
	The City and Town intend to protect environmentally sensitive lands through the use of their zoning, land division control, and official mapping powers.
	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, as follows: <ul style="list-style-type: none"> • 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 the view of roads and adjoining properties.
	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.

Element	Relevant Action from the 2013 Comprehensive Plan
	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) should continue to be used for funding pedestrian improvements in existing neighborhoods.
	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.
	Retrofit streets, when appropriate, to provide improved pedestrian and bicycle access and connections.
	Design new and existing local streets that provide for traffic movement, while ensuring a safe and attractive pedestrian and bicycle-friendly neighborhood environment.
	Consider long-term street maintenance and availability of funds when designing neighborhood streets.
	Ensure that City street standards are consistent with the "Complete Street" (see Glossary) design concept.
	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.
	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 funding.
	Strive to expand the runway of the Municipal Airport to 5000 feet
	Ensure that new streets are constructed to meet the transportation needs in growing areas.
	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.)
	Designate truck routes in a manner that directs trucks to destinations via the most appropriate roadways, while discouraging travel through residential areas where possible.

Element	Relevant Action from the 2013 Comprehensive Plan
	Design and construct truck routes (and roads used to access industrial areas) to adequately accommodate heavy truck traffic.
	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.
	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.
	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.
	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.
	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.

Element	Relevant Action from the 2013 Comprehensive Plan
	Guide new City growth to areas that are most efficiently served with utilities.
	Continue to monitor capacity of utility systems as part of capital improvement planning.
	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.
	Continue to try to secure state and federal grants and other forms of assistance for park and recreation expansion and development.
	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.
	Continue to require compliance with the collection of impact fees as outlined in City ordinances. Periodically review the dollar amount of impact fees.
	The City will not extend sanitary sewer or water outside of the corporate limits without an annexation agreement.
	Extend public water, sanitary, and storm sewer to logical infill areas to encourage residential growth at appropriate locations.
	Locate new development that requires urban services within the City limits, where it has access to sewer, water, and storm water.
	Explore the option of a stormwater utility in conjunction with developing a stormwater management plan.
	Explore the possible development of an indoor community recreation center (i.e. YMCA) offering both youth and adult activities and services.
	Encourage the development of retirement communities and assisted living centers with recreational and cultural facilities and opportunities.
	Require adequate parking for all new public facilities
	Encourage multiple uses of public facilities to provide for efficiency and to make the best use of these facilities.



PLATTEVILLE, WISCONSIN

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