

# Platteville Community Comprehensive Plan

## 2026-2036

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An aerial photograph of the Platteville area, showing a mix of residential and commercial developments. In the foreground, there is a large green space with a hillside. In the middle ground, there are several residential neighborhoods with houses and trees. In the background, there are larger commercial buildings and a road network. The sky is clear and blue.

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# Acknowledgments

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## Photo Sources

City of Platteville (Table of Contents, Pages 1, 3, 28 (top & bottom left), 34-bottom, and 36)  
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## Vision for Platteville

This is a comprehensive plan created with community input from public, private, and nonprofit stakeholders and will be implemented by a variety of partners. The City of Platteville is a leading strategic partner in the process. The following vision was developed by city leadership during their strategic planning process:

The City of Platteville is a place with rich history and a distinctive, small-town character encompassed within the Driftless Region of Wisconsin. The city is recognized as a safe, welcoming, inclusive, connected, sustainable, and engaged educational community.

The city is the regional center for businesses, is focused on improving and expanding housing and industry, and is the premier cultural and recreational destination in southwest Wisconsin.

## Goals

- Deepen Collaboration Between the City and Community Partners
- Expand Housing Options and Improve Housing Affordability
- Modernize Infrastructure, Utilities, and Broadband
- Promote Community Resilience
- Strengthen Platteville's Economic Base



# Platteville's Community

Over 900 different community members participated in Platteville's comprehensive planning process, through the community survey (876 responses), the public open houses (50 attendees), Steering Committee meetings, UW-Platteville student outreach (70 students), and engagement with high school seniors (94 students). Each of the opportunities for input gave insight into the values, needs and ideas of community members.

## 🗣 What do you value most about Platteville?

### Survey Results:

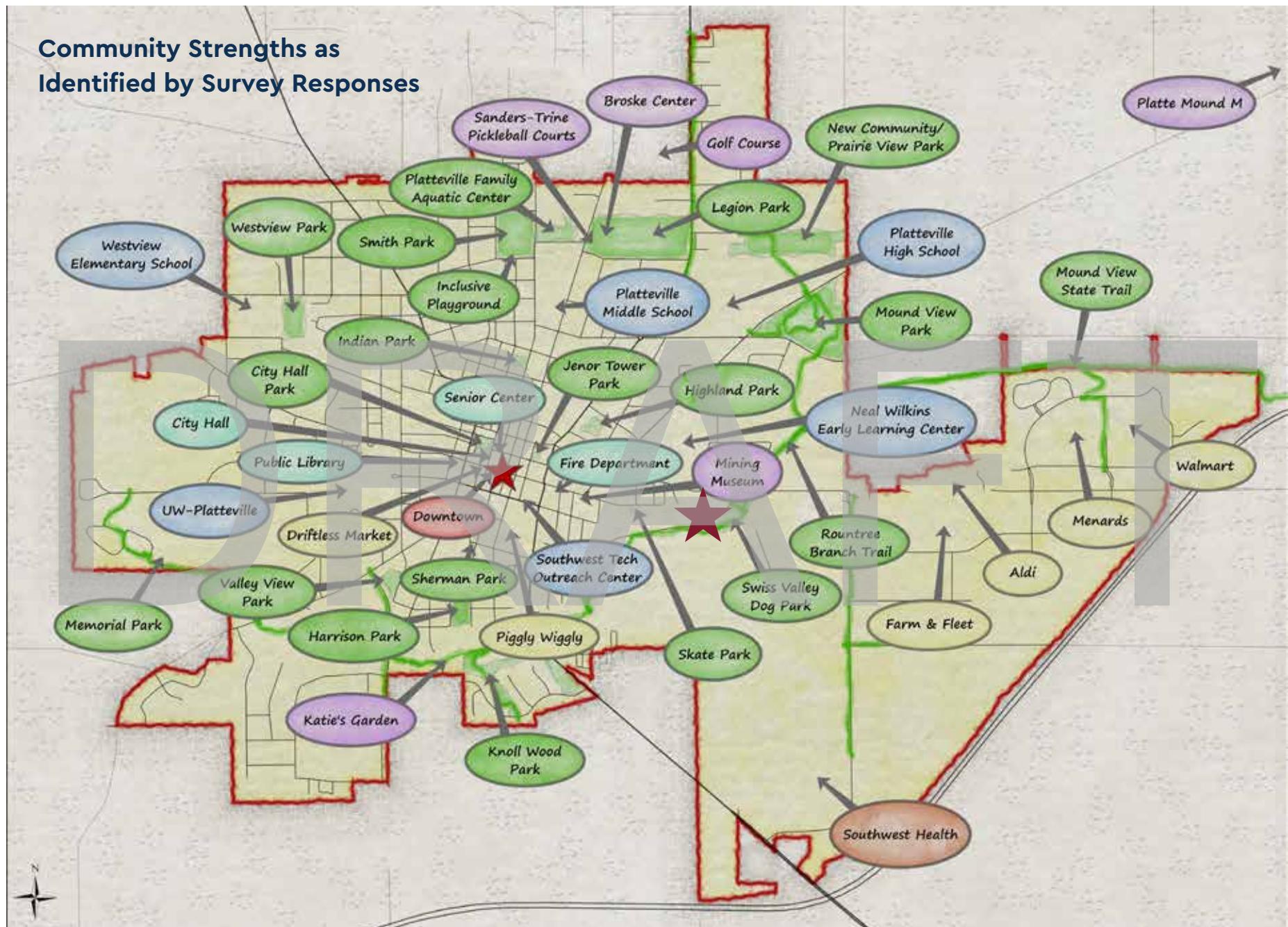
- #1 University of Wisconsin-Platteville
- #2 Small-town feel
- #3 Good schools
- #4 Parks and recreation
- #5 Local businesses and services
- #6 Safety
- #7 Library
- #8 Friendly People
- #9 Community events and festivals
- #10 Affordability

## 🗣 What are Platteville's greatest strengths?

### Selected Survey Responses:

- 🗣 "Platteville's location in the heart of Wisconsin's Driftless Region gives it unmatched natural beauty and year-round outdoor opportunities. With rolling hills, limestone bluffs, and over 200 acres of parks and open space — plus the scenic, lit Rountree Branch Trail — the city offers an active lifestyle for residents and visitors alike. From hiking and cycling to canoeing and trout fishing, Platteville blends small-town charm with big outdoor adventures."
- 🗣 "The University of Wisconsin – Platteville adds so much to the community as an employer, a source of students for all local schools, and a source of community pride (sports teams and public arts offerings)."
- 🗣 "Welcoming, friendly, lots of resources available – restaurants, coffee shops, shopping centers, larger-town options available....that aren't available in the smaller surrounding areas."
- 🗣 "Walkability. We love that we can safely walk from our house to multiple parks, schools, the downtown area, and work if we choose."
- 🗣 "The city's commitment to diversity, equity, and inclusion makes me feel safe and accepted here."
- 🗣 "Love, love, love Music in The Park. It is so wonderful to watch the musical performances, indulge in the fantastic food truck culture, and recognize our volunteers."
- 🗣 "Access to healthcare close to home."
- 🗣 "It has such a unique community breakdown with the university being such a large percentage of the overall population. It helps balance an aging population. The library and inclusive playground are also wonderful for young families."
- 🗣 "Wonderful amenities like trail, library, playground, pickleball & senior center."
- 🗣 "Amazing people in leadership positions who value and promote progress in our city, giving time, talent, and financial boosts."

## Community Strengths as Identified by Survey Responses



## Issues Identified by the Community

Platteville community members shared their perspectives, concerns, and ideas about local needs. The following themes offer summaries of input, but are not exhaustive. Additional local needs are explored through data in other sections of the plan.

### 🗣 What are your greatest concerns for the City of Platteville over the next ten years?

#### Survey Results:

- #1 Retaining and attracting young people/families
- #2 Housing options
- #3 Job availability or wages
- #4 Aging infrastructure (roads, utilities, buildings)
- #5 Financial stability of the city

### 🗣 Additional Issues Identified by Community Survey Responses:

- Cost of living and cost of taxes
- Limited dining options
- Parking concerns
- Access to childcare
- Lack of public transit options
- Water quality concerns
- Property maintenance and appearance
- Youth programming
- Fewer volunteers

## Opportunities Identified by the Community

• Which future opportunities do you think should be top priority for the City of Platteville?

### Survey Results:

#1 Business attraction

#2 Increasing housing supply

#3 Upgrading city infrastructure

#4 Engaging younger adults in government

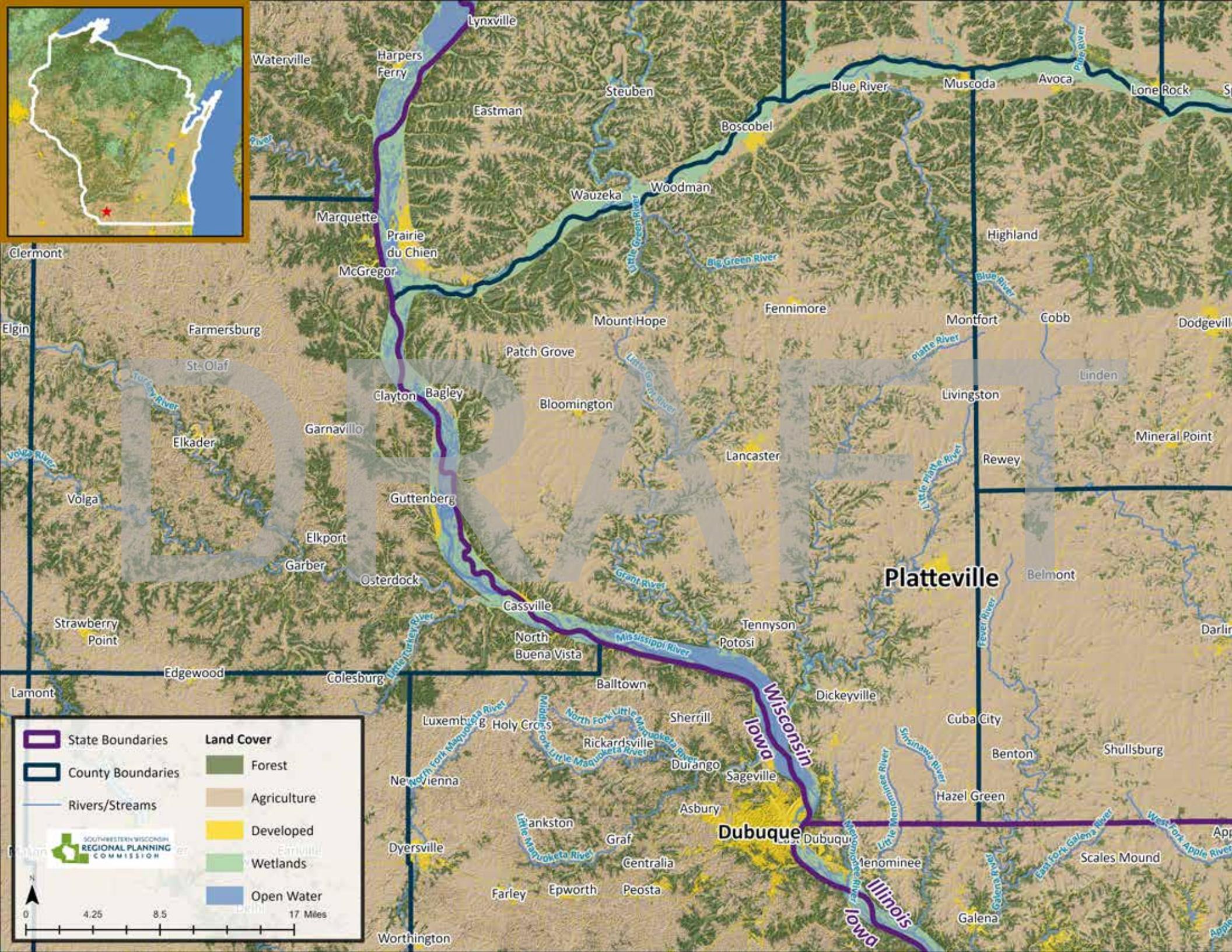
#5 Redevelopment of existing sites

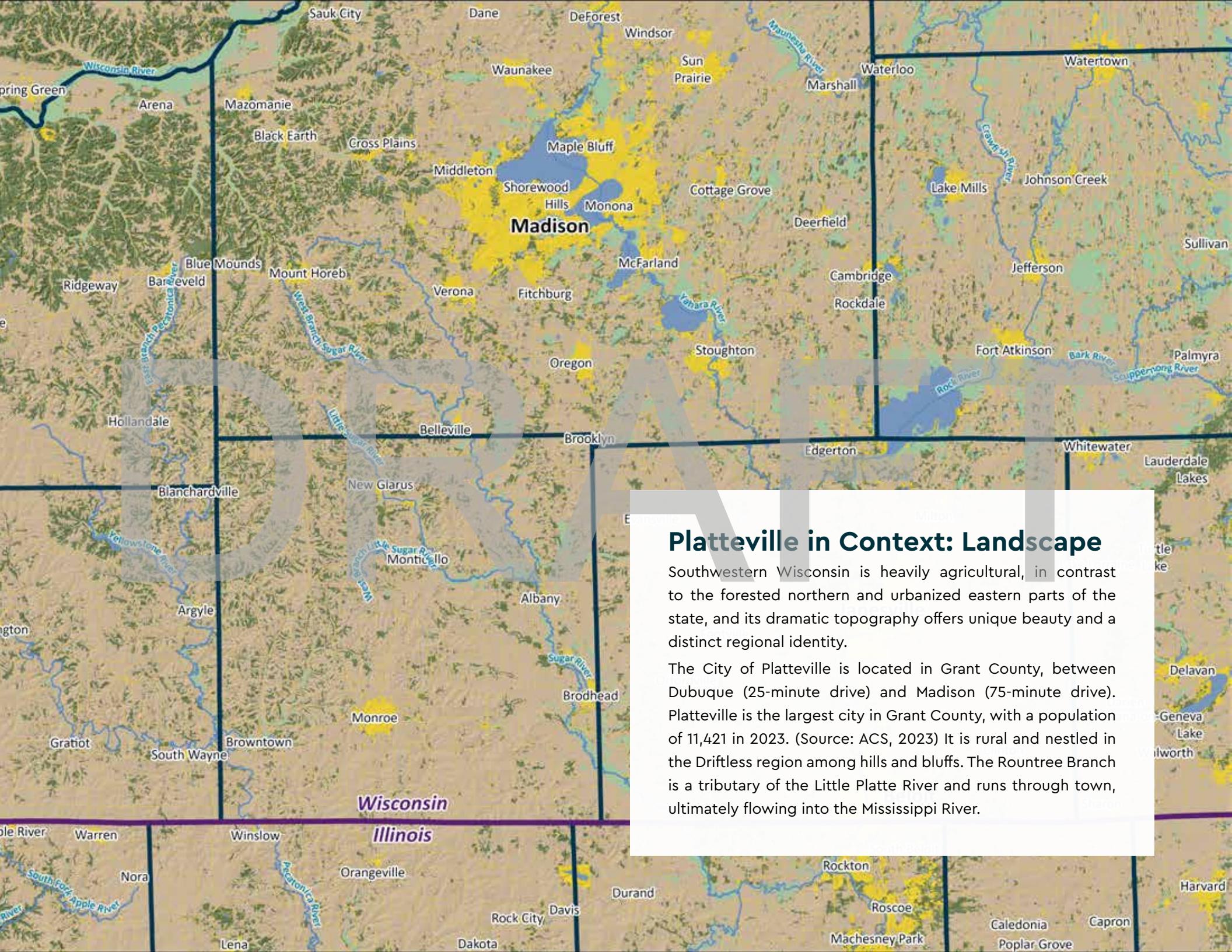
### Additional Opportunities Identified by Community Survey Responses:

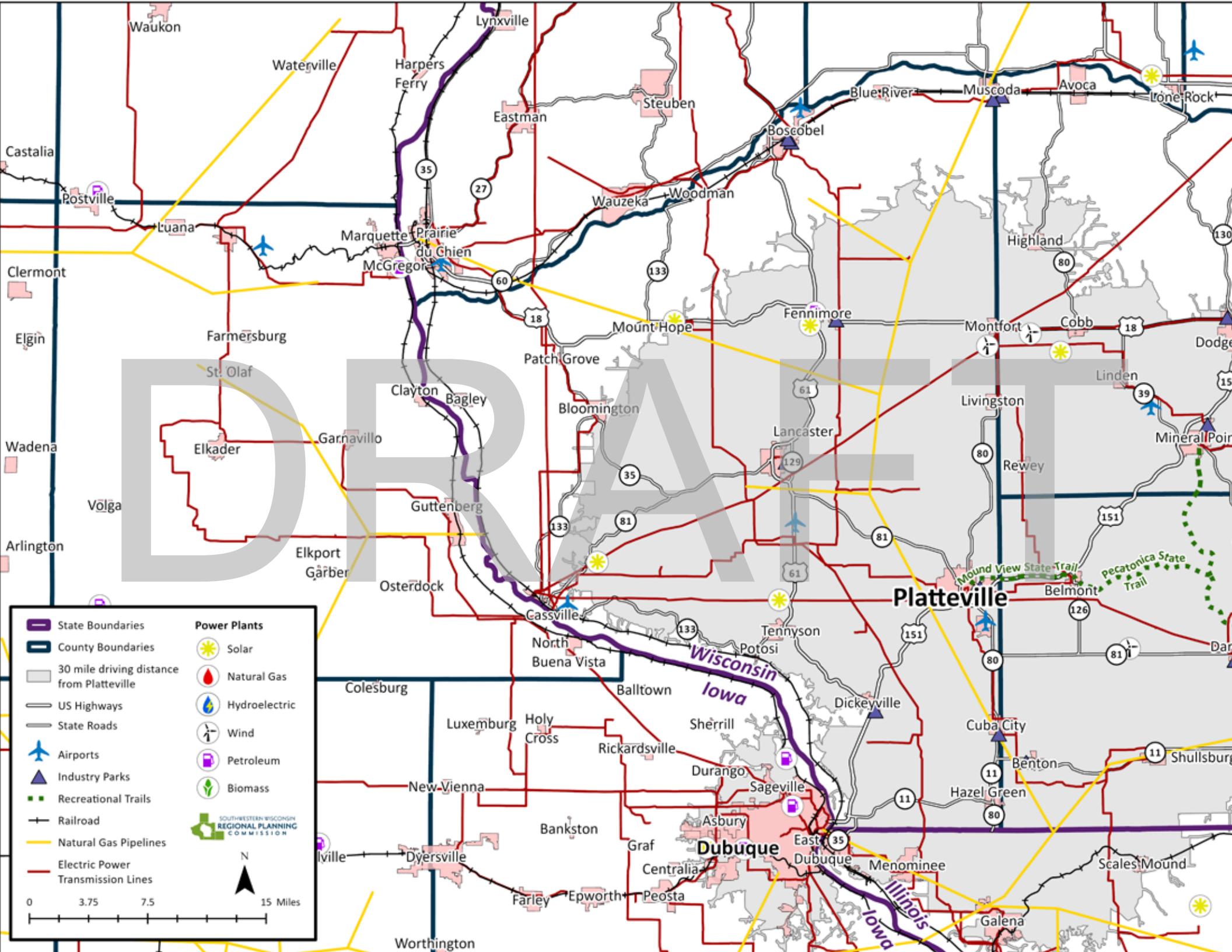
- Create more bike lanes and bike parking
- Expand senior center
- Build a YMCA or similar recreation center
- Continue to value and improve diversity, equity, and inclusion efforts
- Expand library hours
- Grow trail network
- Strengthen the city and university partnership
- Bury overhead electrical lines
- Expand community rooftop solar
- Upgrade sidewalk network
- Tree planting initiatives

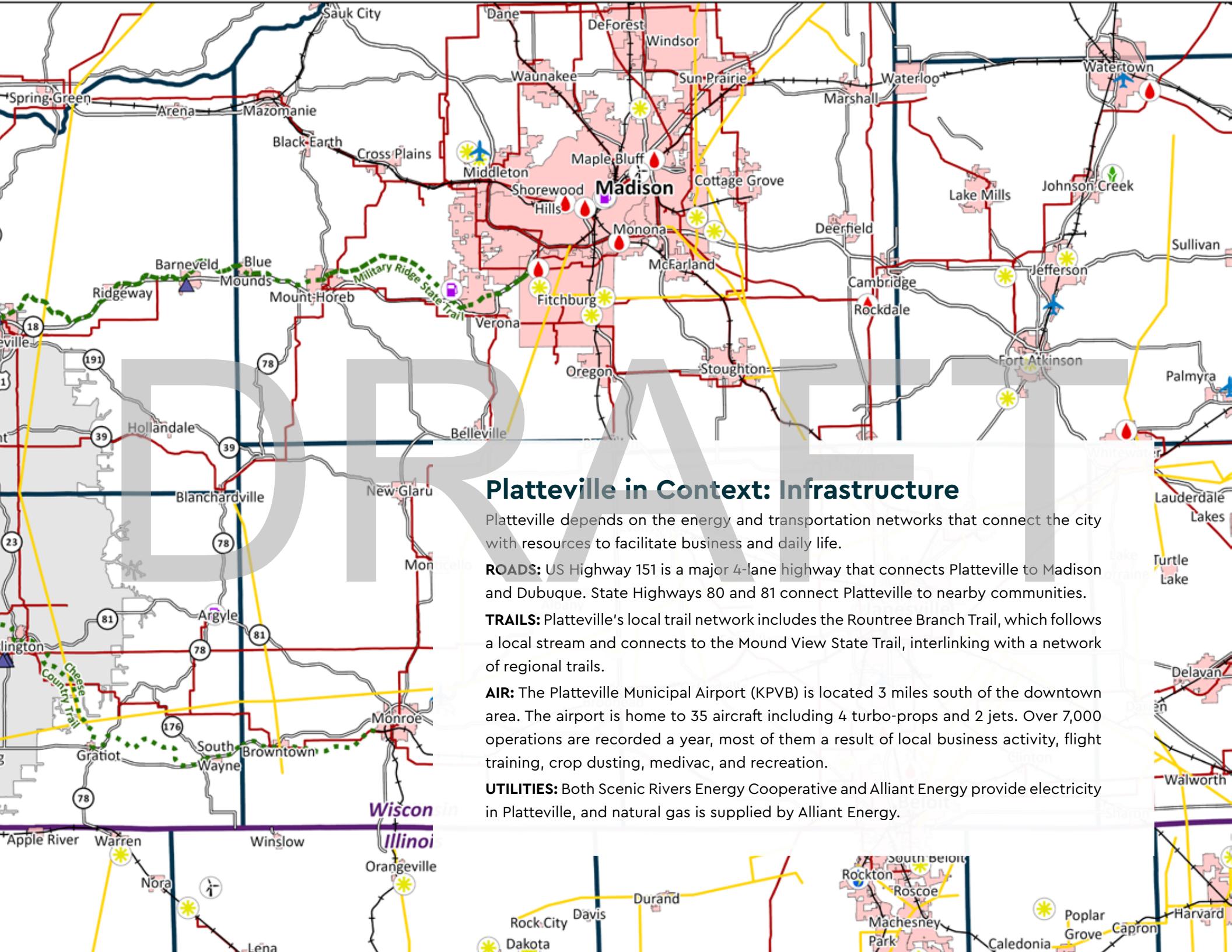
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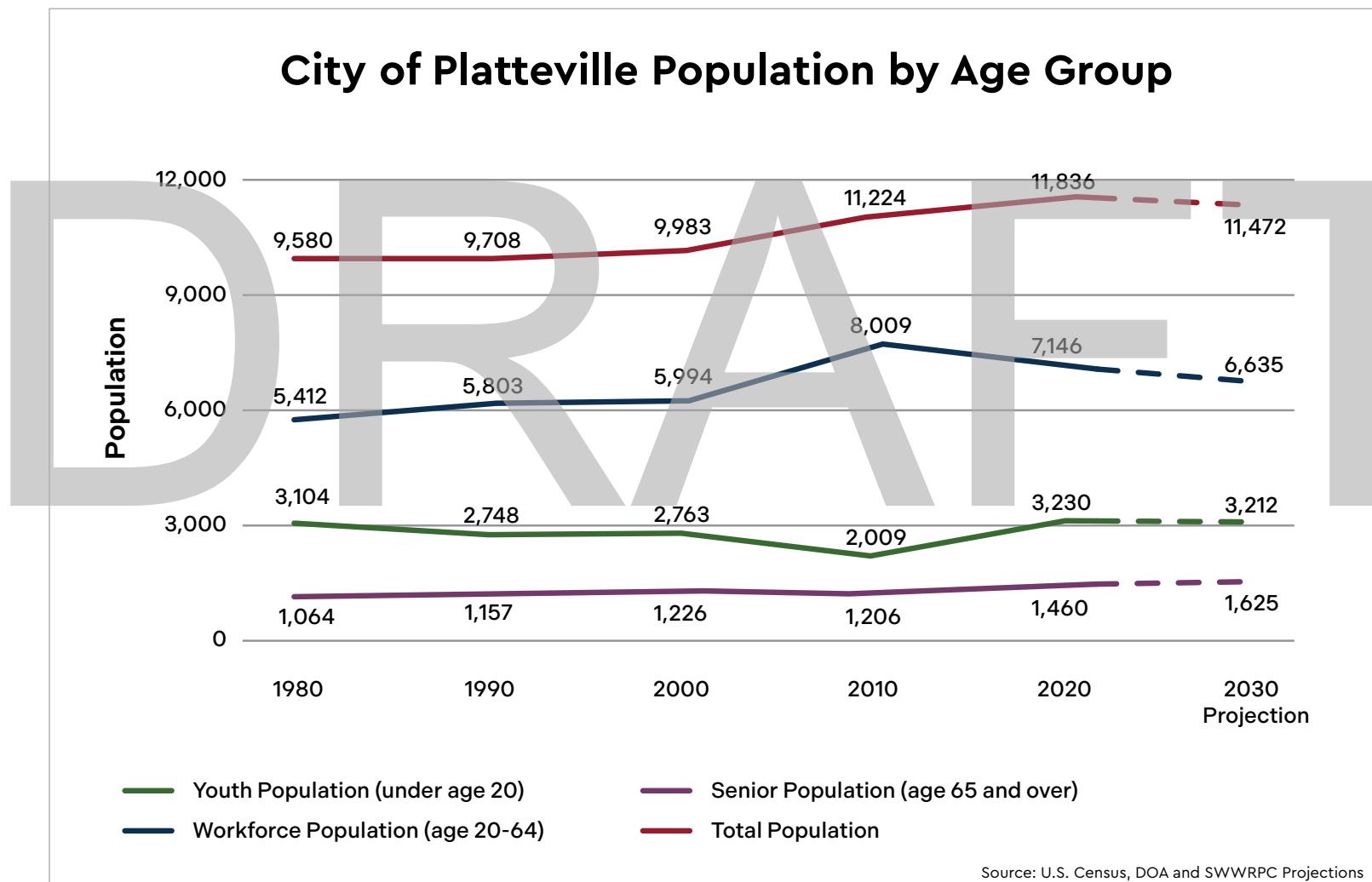






## Community Demographics

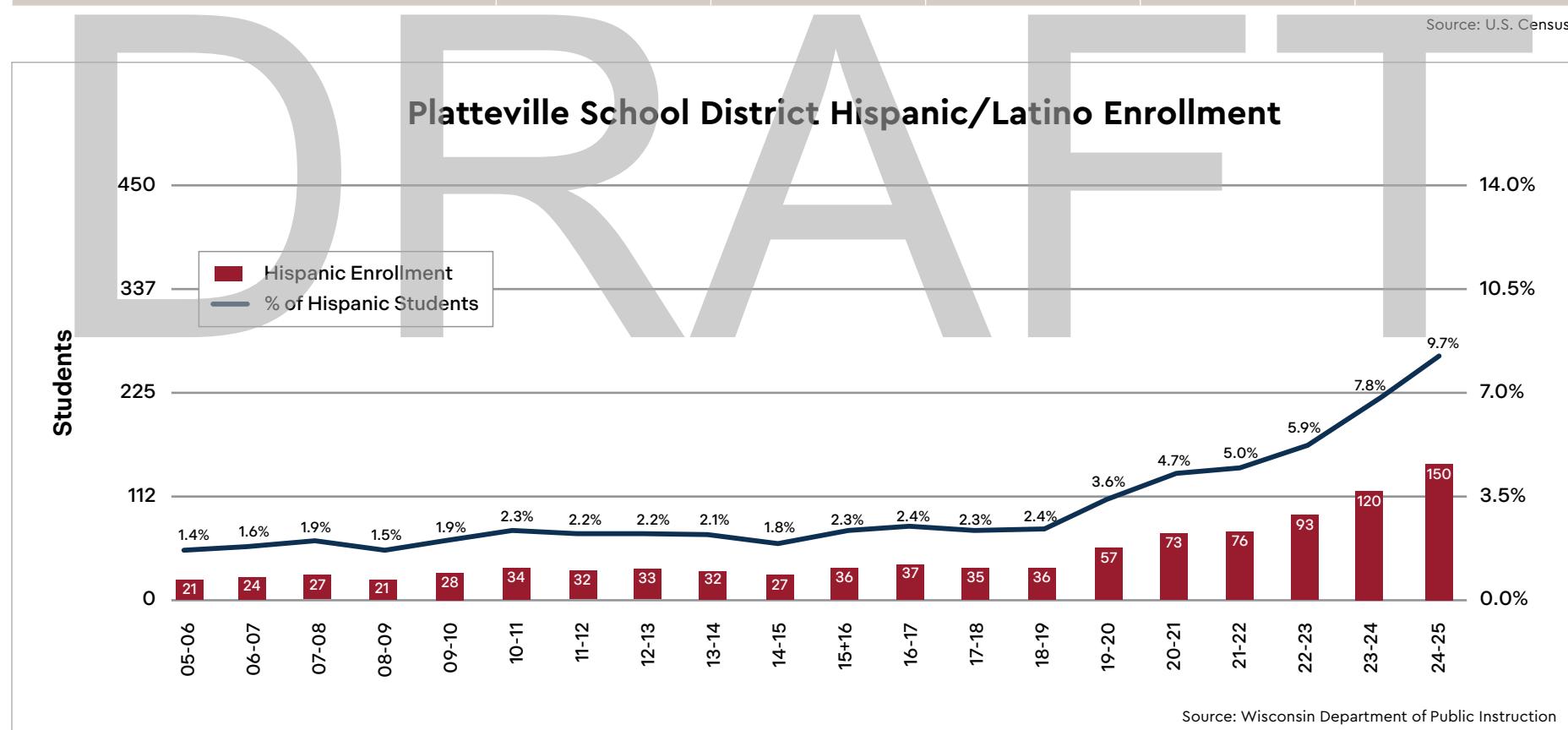
The City of Platteville's total population is projected to decline as the senior population increases and the workforce population decreases. An aging population impacts the community in many ways, including fewer volunteers from a civically-engaged generation, greater healthcare and supportive housing needs, and workforce shifts and shortages. Platteville will need to support its growing elderly population to ensure a high quality of life while attracting youth and families to balance the community. Population can change naturally with the existing population or through migration patterns. Through intentional planning, the city can influence the trajectory of local demographic trends.



Platteville's population has continued to become more racially and ethnically diverse over the past 40 years, highlighting the continued importance of inclusivity and equity efforts. Thirteen native languages are represented among students in the Platteville School District, including Spanish, Tamil, Gujarati, Mandarin Chinese, Turkish, Vietnamese, Pashto, Russian, French, Bengali, Italian, German, and other Chinese dialects.

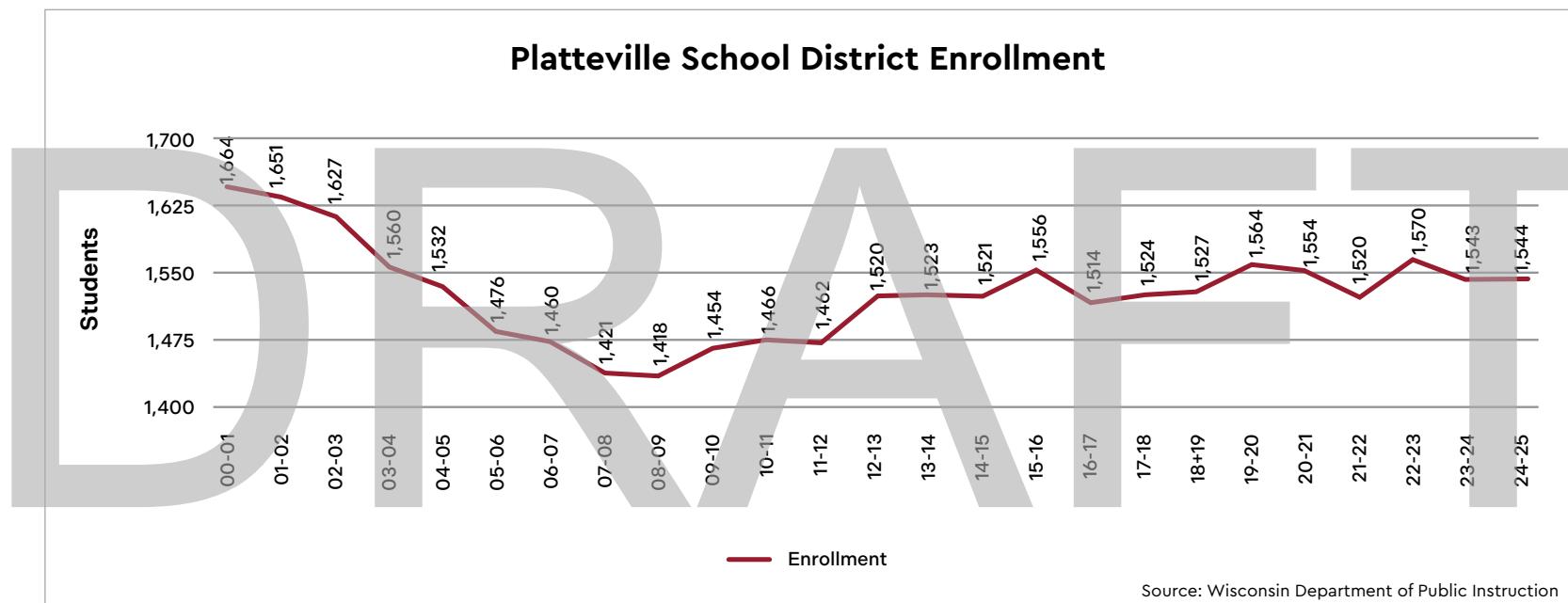
Race	1980	1990	2000	2010	2020
White alone	9,377	9,444	9,604	10,510	10,610
Black or African American alone	93	58	112	227	257
American Indian or Alaska Native alone	14	21	27	21	20
Asian alone	59	166	140	187	241
Native Hawaiian/other Pacific Islander alone	4	0	4	0	2
Some other race alone	29	19	27	1	18
Two or more races	-	-	75	99	317

Source: U.S. Census



## Schools

Platteville School District enrolled 1,544 students in 2024–2025 across all grades. Schools are the heart of the community, and Platteville's students have access to a rich offering of academics and extracurriculars. The high school's encouragement of community service and strong apprenticeship program supports the connection of young people with Platteville's wider community. Like many districts around the state, there has been an increase in students open enrolling out of the district in recent years and a trend of increased homeschooling. The City of Platteville has an important role to fill in helping the school district grow, since the school's success influences and reflects the city's success. City leaders can help the district grow by supporting welcoming policies and new housing.



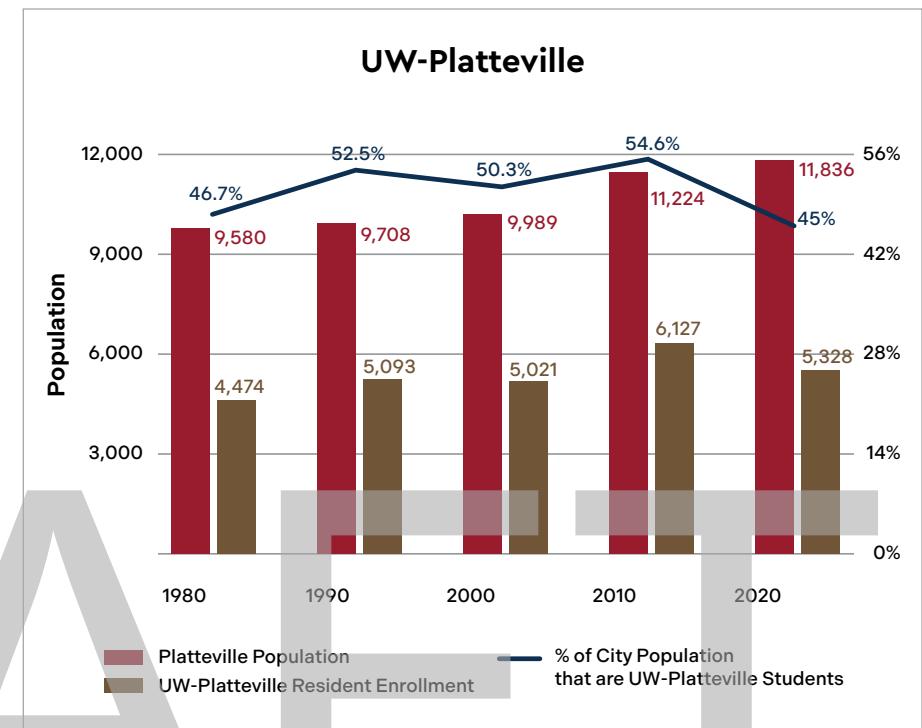
The University of Wisconsin-Platteville is central to Platteville's identity. Buzzing student life, multicultural and highly-educated staff, arts programs, the Huff Innovation Center, employment pipelines, campus facilities, and community events positively contribute to the city's success, and vice versa. Despite recent shifting enrollment trends, UW-Platteville's history in the city has endowed the community with a growing population that enables Platteville to have more cultural amenities than other cities its size.

Southwest Technical College's Outreach Center in Platteville is a hub for adult education, including career planning and preparation support as well as a robust English Language Learning program. Many of their services are free of charge, and the school's regional presence offers opportunities across the wider community.

## What are the benefits of having the University of Wisconsin-Platteville in the community?

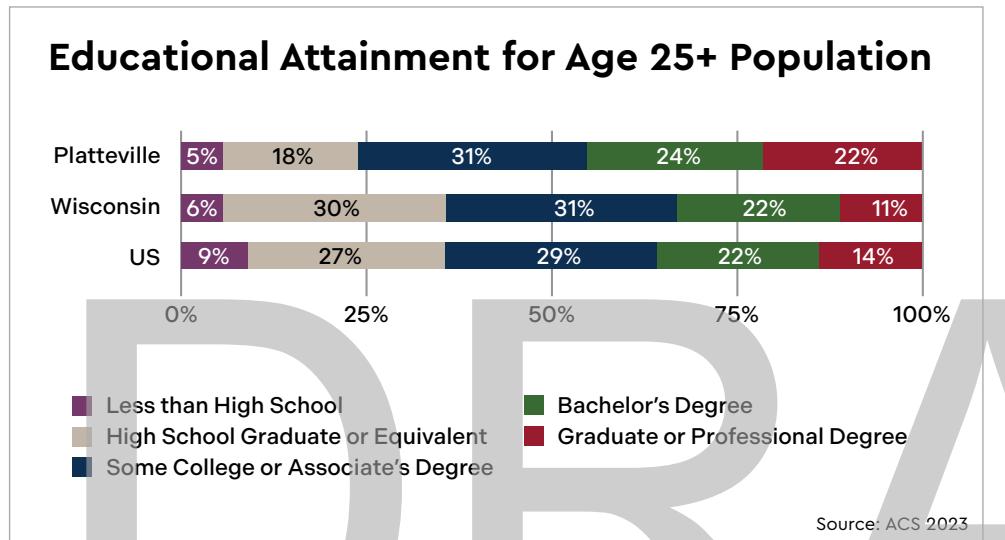
### Selected Survey Responses

- “Diverse thinking and multi-cultural population!”
- “Having the University of Wisconsin-Platteville in our community allows the town to thrive both economically and culturally. It brings in students, faculty, and visitors from all over, supporting local businesses, creating jobs, and contributing to the town's vibrancy. Without the university, Platteville might remain a small, quiet Midwest town with fewer opportunities for growth and development. Additionally, the university provides access to educational resources, cultural events, and partnerships that benefit residents.”
- “Their arts. Specifically their campus orchestra but also the programs the Center for the Arts brings in each season. The holiday gala concert with community choirs and youngsters. Faculty programming and outreach. All students I have seen are so friendly and outgoing and helpful and kind.”
- “Without the university, I would have never come to Platteville and built my life/career here.”
- “Platteville and the University of Wisconsin-Platteville are inseparable partners — the town's economic health, cultural life, and long-term growth depend on the university, and the university thrives because the town provides places to live, work, and play. For both to succeed, they must move forward step-by-step, side-by-side: aligning economic development plans, coordinating housing and transportation, and intentionally building pipelines that keep graduates and entrepreneurial activity in the region.”



## Workforce

The City of Platteville's population is highly educated due to UW-Platteville producing and attracting degree-holders. Occupations in the city are largely concentrated in administrative, educational, and sales-related occupations.



### Occupations in the Platteville Area (Zip Code 53818)

Occupation	2024 Jobs
Total	20,497
Office and Administrative Support	2,195
Educational Instruction and Library	1,936
Sales and Related	1,916
Transportation and Material Moving	1,658
Production	1,619
Food Preparation and Serving Related	1,550
Management	1,477
Healthcare Practitioners and Technical	1,213
Construction and Extraction	961
Healthcare Support	952
Installation, Maintenance, and Repair	882
Business and Financial Operations	770
Building & Grounds and Cleaning & Maintenance	575
Farming, Fishing, and Forestry	533
Personal Care and Service	485
Protective Service	446
Community and Social Service	368
Computer and Mathematical	287
Arts, Design, Entertainment, Sports, and Media	245
Architecture and Engineering	165
Life, Physical, and Social Science	151
Legal	60
Military-only	54

Source: Lightcast, 2024 NAICS 2-Digit Codes

## Local Economy

Platteville's Gross Regional Product (GRP) calculates the total monetary value of goods and services produced in the local economy, which totaled over \$2 billion in 2024. Southwest Health is the largest employer in Platteville. UW-Platteville is included within "Government" in the GRP table and contributes to local GRP through local employment, institutional spending, and the student- and visitor-driven activity that strengthens nearly every sector of the local economy.

Platteville's local economy will also be impacted as economic shifts throughout the state and nation continue. Artificial intelligence has already begun to create significant changes in business models, employment, and consumer expectations. Large corporations continue to make up a larger portion of the business environment as small businesses struggle to sustain profit margins. Natural resources like groundwater are increasingly sought-after as freshwater shortages grow nationwide.

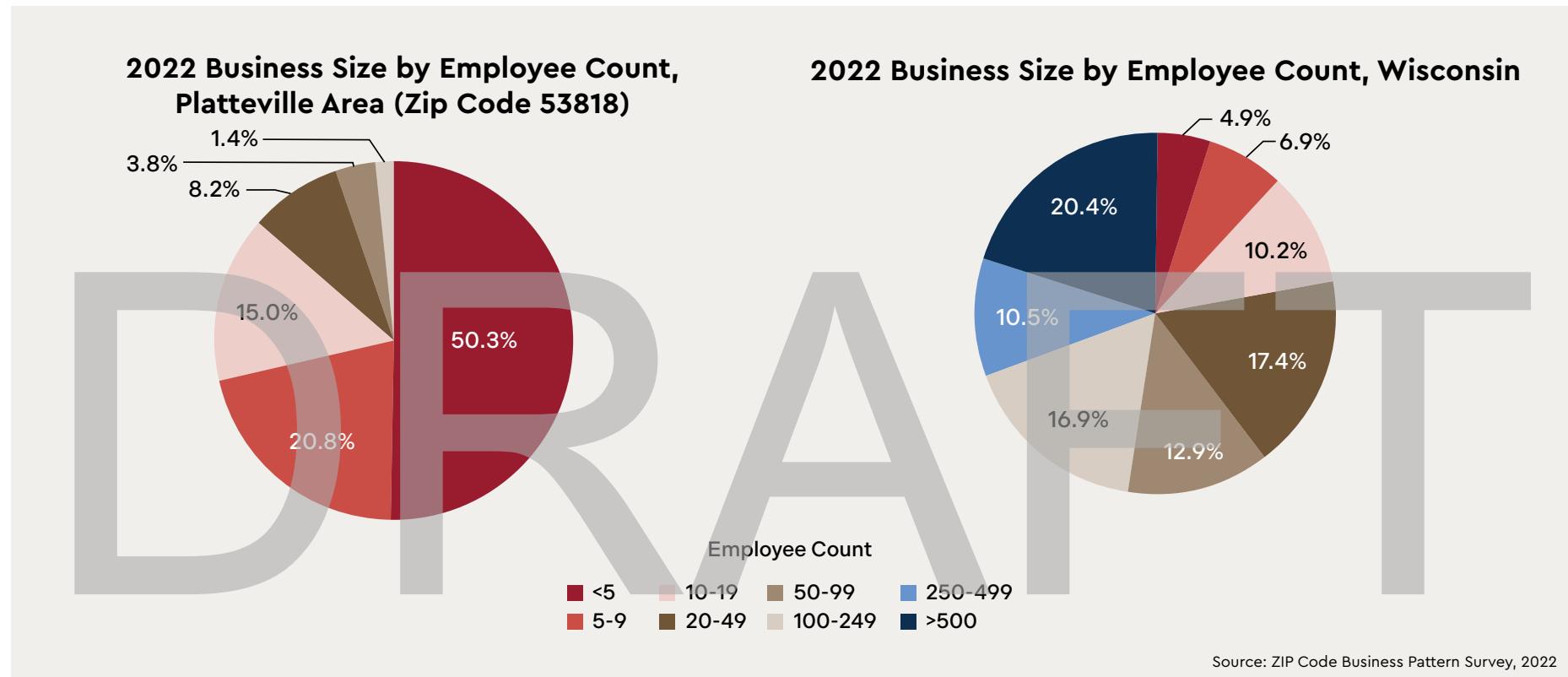
Local leaders have the responsibility to consider the impacts of industry shifts, protect against unsustainable economic depletion, and build resilience into Platteville's economy. Strong local relationships, intentional planning, and consideration of long-term community benefits and harms should guide local economic leaders and partners.

### Gross Regional Product in the Platteville Area (ZIP Code 53818)

Industry	2024 Gross Regional Product
Government	\$353,242,734
Manufacturing	\$322,787,021
Agriculture, Forestry, Fishing and Hunting	\$272,685,386
Health Care and Social Assistance	\$214,281,915
Retail Trade	\$204,698,468
Finance and Insurance	\$131,215,703
Construction	\$127,325,716
Real Estate and Rental and Leasing	\$83,527,077
Transportation and Warehousing	\$73,582,370
Professional, Scientific, and Technical Services	\$70,738,126
Wholesale Trade	\$64,498,703
Other Services (except Public Administration)	\$55,516,998
Accommodation and Food Services	\$46,341,558
Administrative and Support and Waste Management and Remediation Services	\$43,139,536
Utilities	\$33,508,783
Information	\$24,487,016
Management of Companies and Enterprises	\$16,033,948
Arts, Entertainment, and Recreation	\$5,496,326
Mining, Quarrying, and Oil and Gas Extraction	\$5,117,307
Educational Services	\$3,332,202

Source: Lightcast, 2024 NAICS 2-Digit Codes

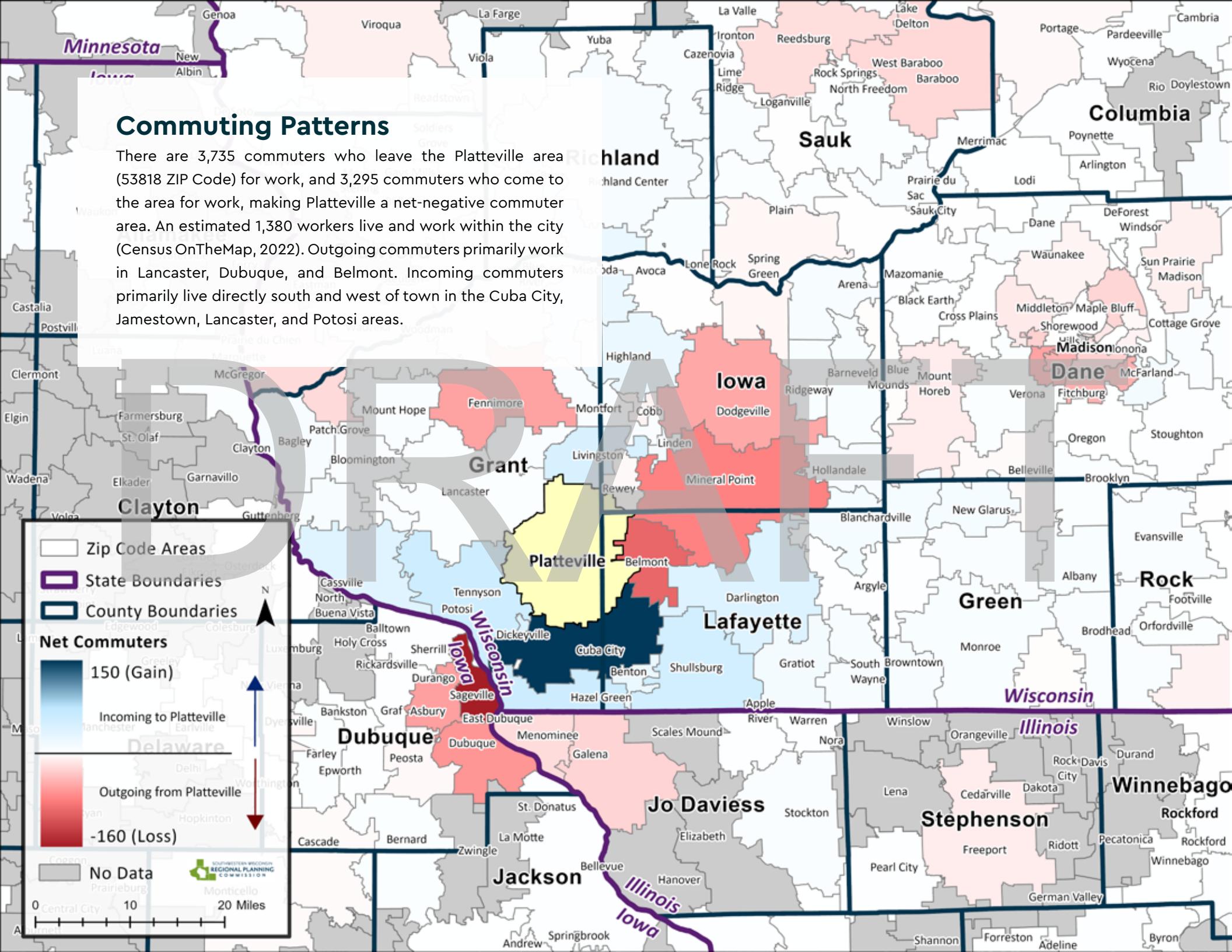
Platteville's small businesses (less than 10 employees) account for over 70% of all local businesses. In comparison, these small businesses make up only 12% of Wisconsin's businesses. This underscores the importance of local policies that sustain and grow small enterprises. Business retention and expansion efforts of small businesses should be a top priority for all economic development work.



Over the past 20 years, Platteville has seen a slight decline in jobs, while jobs in the state overall have increased. Divergences between Platteville and the state can highlight places where Platteville's economy is resilient or not to wider industry shifts. Platteville's growing Health Care and Social Assistance industry employment contrasts with an overall state decline.

Industry	2024 Jobs	2014 Jobs	2004 Jobs	10 Year (2014–2024) % Change	20 Year (2004–2024) % Change	10 Year (2014–2024) % Change	20 Year (2004–2024) % Change
<b>Platteville Area (ZIP Code 53818)</b>						<b>Wisconsin</b>	
Total	20,497	21,111	20,802	-3%	-1%	6.7%	6.1%
Government	4,630	5,110	4,434	-9.4%	4.4%	40.2%	-6.7%
Health Care and Social Assistance	2,753	2,344	2,345	17.5%	17.4%	-20.9%	-6.8%
Retail Trade	2,497	2,456	2,243	1.7%	11.3%	-7.2%	28.5%
Manufacturing	2,368	2,376	2,840	-0.3%	-16.6%	-7.1%	11.9%
Accommodation and Food Services	1,410	1,293	1,456	9.0%	-3.2%	56.1%	13.3%
Agriculture, Forestry, Fishing and Hunting	1,297	1,397	1,124	-7.1%	15.4%	-49.5%	-6.3%
Construction	1,208	1,016	1,167	18.8%	3.5%	-9.8%	3.0%
Other Services (except Public Administration)	822	816	1,228	0.8%	-33.0%	42.6%	40.4%
Finance and Insurance	625	696	748	-10.3%	-16.4%	13.9%	-2.6%
Administrative and Support and Waste Management and Remediation Services	616	897	416	-31.3%	48.2%	43.8%	7.7%
Professional, Scientific, and Technical Services	555	539	519	2.9%	6.9%	1.0%	0.2%
Transportation and Warehousing	457	608	483	-24.8%	-5.5%	25.2%	-5.2%
Wholesale Trade	412	680	661	-39.4%	-37.7%	-23.7%	21.7%
Real Estate and Rental and Leasing	220	179	275	22.6%	-20.2%	33.1%	2.0%
Arts, Entertainment, and Recreation	170	155	177	9.5%	-4.2%	11.8%	0.5%
Information	149	189	216	-21.3%	-31.2%	33.9%	38.4%
Management of Companies and Enterprises	125	108	76	15.6%	65.4%	77.5%	23.3%
Educational Services	116	102	255	14.0%	-54.7%	412.1%	-26.2%
Utilities	54	138	114	-61.1%	-52.8%	68.5%	23.1%
Mining, Quarrying, and Oil and Gas Extraction	14	11	26	27.2%	-44.8%	-16.8%	63.4%

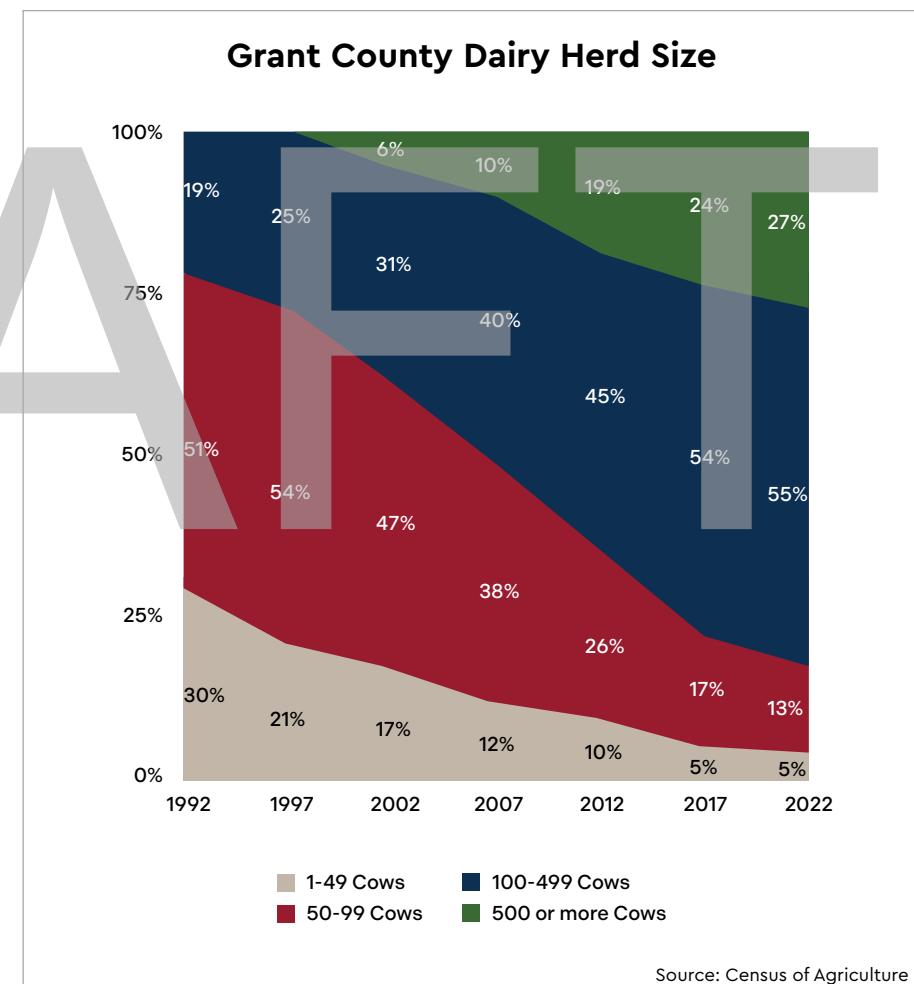
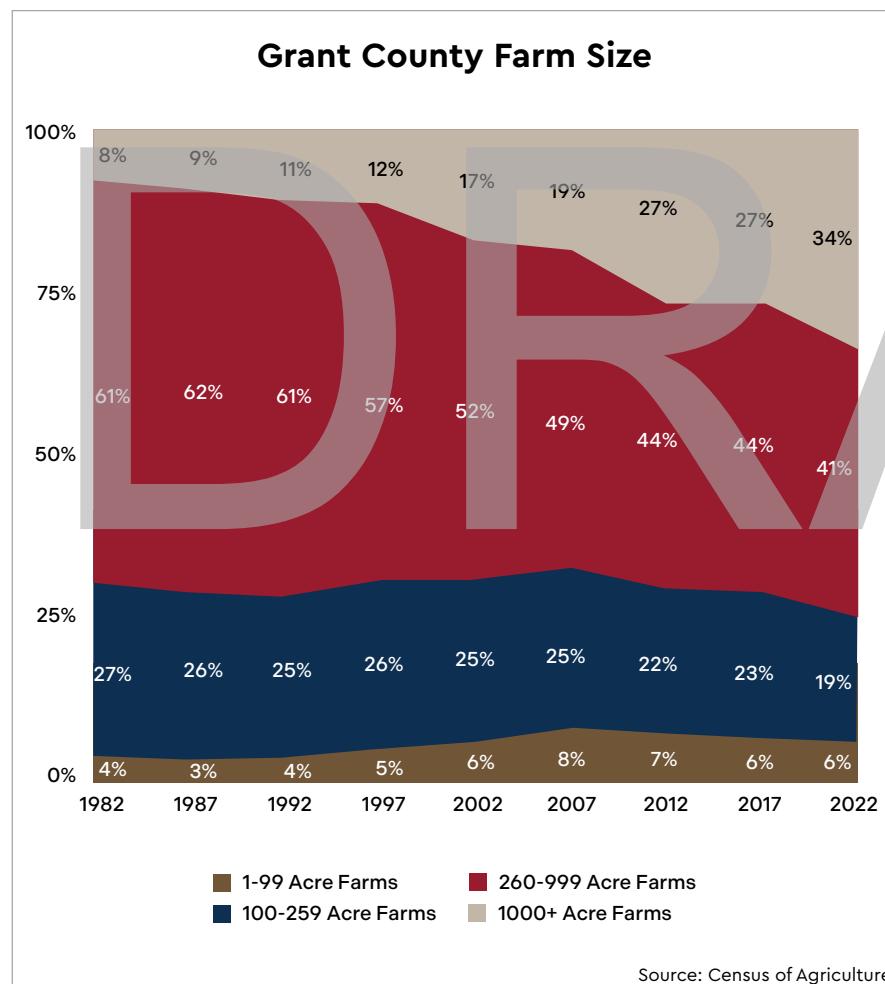
Source: Lightcast, 2024 NAICS 2-Digit Codes



## Agriculture

The agricultural setting that surrounds Platteville defines its economy and culture. Large 1,000+ acre farms now make up 34% of Grant County's farms, up from 8% in 1982 and 17% in 2002. This consolidation means fewer and larger agricultural operations, often requiring more automation, fewer farm households, and increased hired labor who are often immigrants to the area.

Similarly, large dairy herd sizes are becoming more common in Grant County. In a 30-year time span, farms with 100+ dairy cows increased from 19% to 82% of local farms. Large dairy herds require more land for manure spreading, causing strain on local roads from large tractors and increased risk to the water supply. Future development of land and resident perceptions may compete with the requirements of large farms as agricultural practices adapt.



## Housing

Housing continues to be a focus in the City of Platteville. The following housing needs in Platteville are interconnected and require a holistic view to address community needs:

### Quality

- Free from harmful materials such as lead, asbestos, or radon
- Structurally sound and compliant with modern building and safety codes
- Weatherized and resilient to Wisconsin's climate (insulation, windows, doors, roofs)
- Well-maintained exteriors that support neighborhood pride

### Quantity

- Sufficient number of units to meet current needs
- Expanded supply to accommodate desired growth
- Balanced pipeline of housing construction and long-term planning to ensure housing development and rehabilitation accommodate evolving local needs

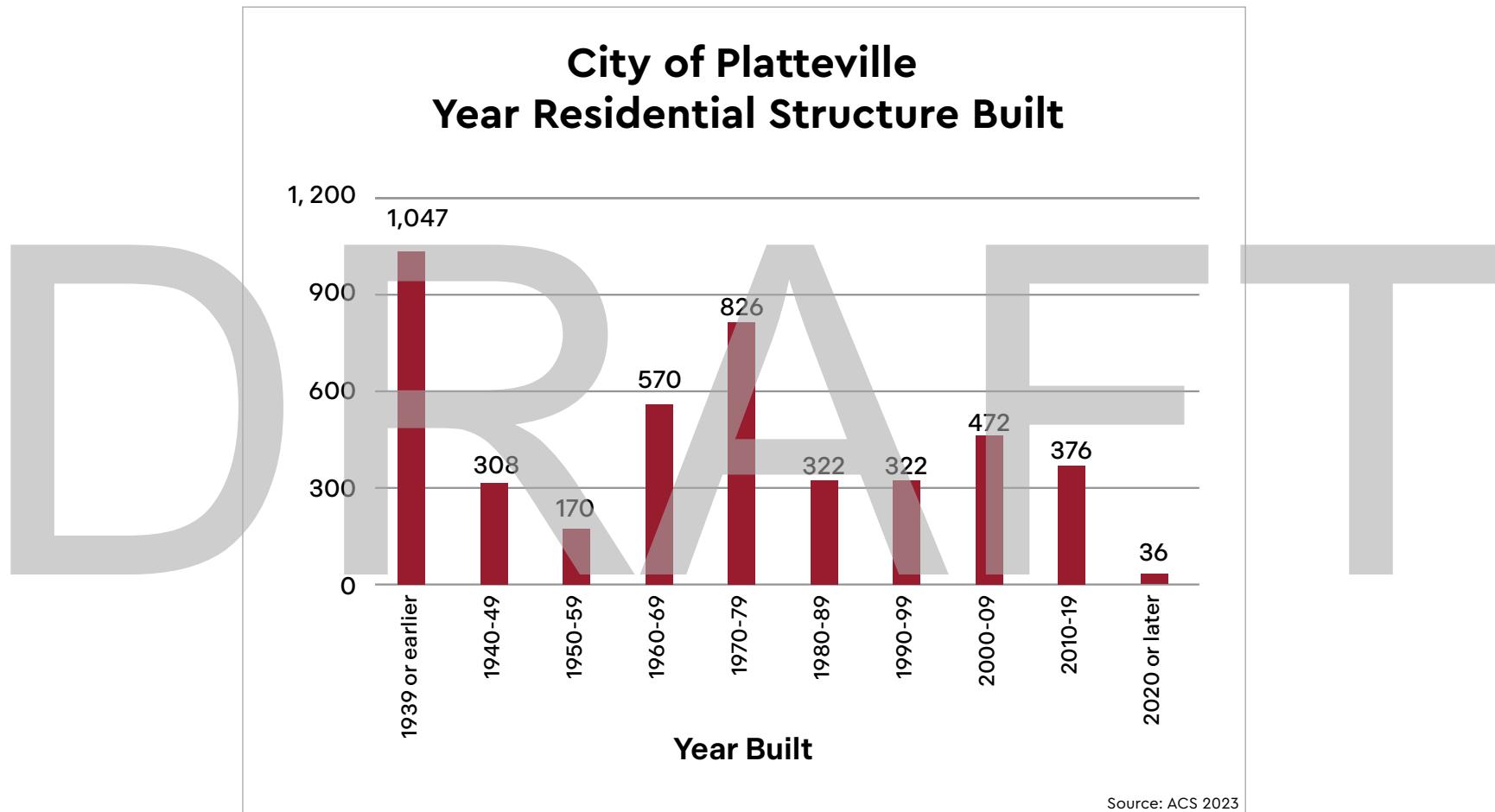
### Variety

- Starter homes and affordable entry-level ownership options
- Senior-friendly housing for aging in place and assisted living
- Workforce housing for young professionals and middle-income households
- Transitional and supportive housing for vulnerable populations
- ADA-accessible and universal design housing
- Rental housing at a range of price points and sizes
- "Missing middle" housing such as duplexes, triplexes, and townhomes
- Mixed-use housing in walkable locations by the downtown, schools, and/or shopping areas
- Family-sized housing with 3+ bedrooms
- Innovative housing models such as co-housing or accessory dwelling units

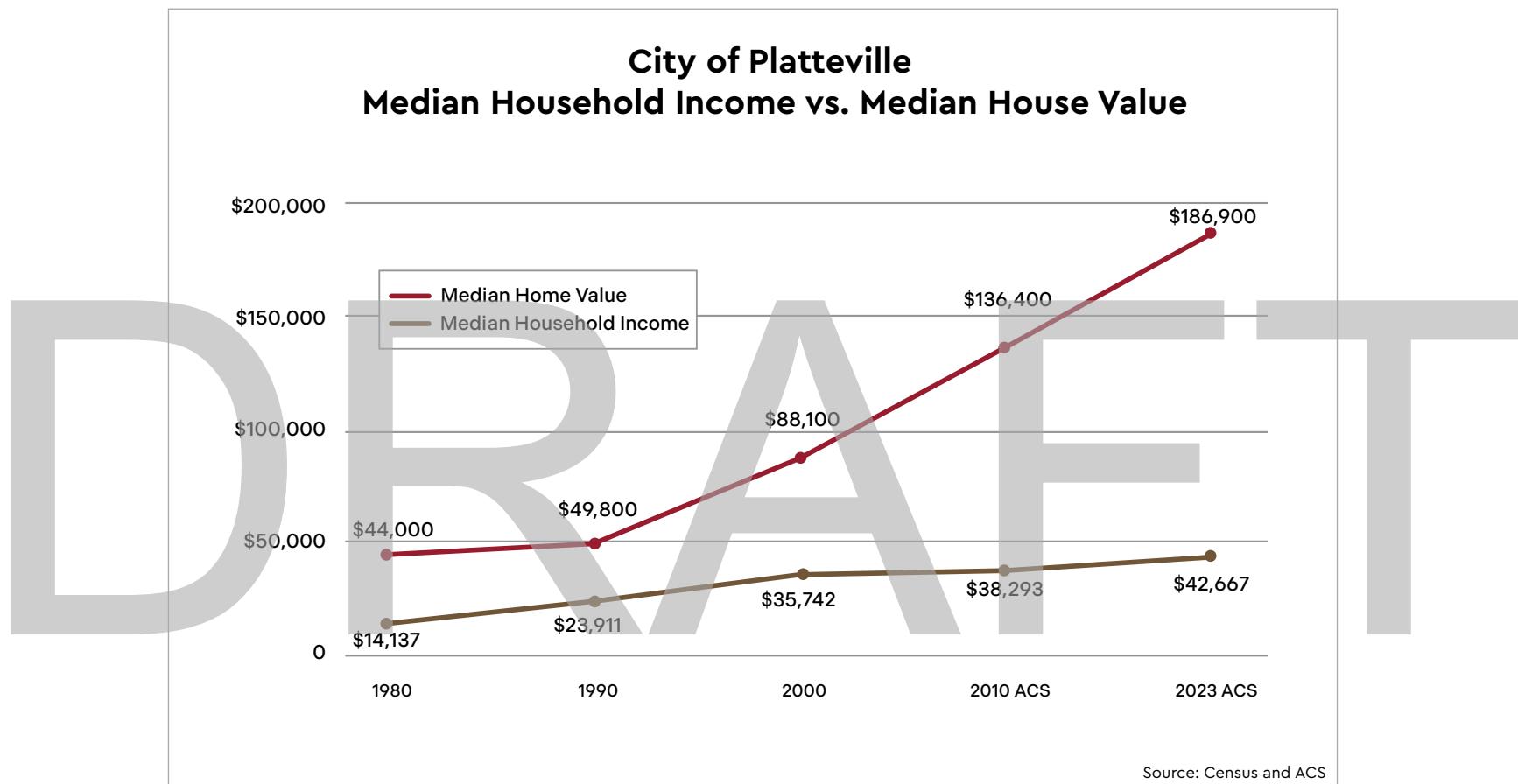
### Affordability

- Housing costs that do not exceed 30% of household income
- Utility and maintenance costs that are predictable and manageable
- Rental options across income ranges
- Homeownership opportunities accessible to first-time buyers
- Stable housing costs that reduce risk of displacement

There are 4,112 housing structures in the City of Platteville. The majority of these were built before 1978 when lead-based paint was banned. Lead abatement will continue to be an important health measure to improve the housing stock. Thirty-eight percent of households in Platteville own their home, and 62% rent. Due to the large university population, structures with 5 or more units are the most common rental properties. (2023 ACS 5-Year Estimates)



Median income and home values have continued to diverge over decades, revealing a growing affordability problem for home buyers. Innovative approaches to home financing and thoughtful planning for future housing are needed to offer homeownership opportunities to new generations.



# Community Facilities and Resources

## City of Platteville Comprehensive Outdoor Recreation Plan 2026–2031 Goals:

1. Enhance and Modernize Park Infrastructure, Facilities, and Amenities
2. Support Accessibility, Inclusion, and Age-Friendly Recreation
3. Strengthen Community Recreation Programming, Events, and Partnerships
4. Preserve and Enhance Natural Areas, Trees, and Ecological Resources
5. Prioritize universal access to city parks and sustainable park maintenance over the acquisition and development of new facilities.

The City of Platteville's 2025–2029 Platteville Capital Improvement Budget continues investments in community facilities, utilities, and public infrastructure. Major projects include water (well, well house, and water tower) and sewer system upgrades, reconstruction of key streets such as Camp Street and East Main Street, and the redevelopment of the municipal pool, which is now underway following a \$6.9 million advisory referendum. The plan also funds ongoing equipment replacement for police, fire, and public works, ensuring reliable services and long-term stewardship of the city's public assets.

## Natural Resources

Platteville's natural resources, including its groundwater supply, rolling topography, dark skies, fertile soils, and Class 1 trout stream, form a critical foundation for the community's quality of life, environmental health, and long-term resilience. The city relies on groundwater, making wellhead protection, infiltration, and stormwater management ongoing priorities as development expands. Productive agricultural soils surround Platteville and contribute to the region's economic identity, while also underscoring the importance of erosion control, thoughtful development patterns, and protection of surface waters. Within the city, parks, greenways, stormwater ponds, and an expanding tree canopy help manage runoff, reduce heat, improve water quality, and provide accessible recreation and habitat that connect residents to the area's Driftless natural landscape.

## Arts, Events, Culture

Community events were frequently mentioned as a strength for Platteville. There are activities to get involved in throughout the year, thanks to numerous community organizations that lead and participate in events. This includes the following:

- Music in the Park
- Saturday Farmers Market
- Chalk and Cheese Festival
- Sweet Treats on Main
- Dairy Days
- Fourth of July
- Annual Golf Outing
- Hometown Festival
- Farm to Table Dinner
- Southwest Music Festival
- Holiday Magic on Main
- Make Music Platteville
- Mine Day
- Platteville Historic Encampment
- And more!

Art, music, and history are incorporated into many of the festivals and events in town, and spaces like the Platteville Library, Rountree Gallery, Katie's Garden, the Mining & Rollo Jamison Museums, and Mitchell-Rountree Stone Cottage provide additional opportunities to experience the culture of Platteville and southwest Wisconsin.

Outdoor recreation also contributes to Platteville's culture. UW-Platteville and the Platteville Community Arboretum (PCA) maintain nearly 13 miles of multi-use trails owned by the City throughout the community, with the PCA continuously working to expand the trail system. In addition, the city maintains 15 parks that range in size from large community parks to small pocket parks.

### Where do you take visitors in Platteville?

#### Selected Open House Responses

- "Rountree Gallery"
- "Katie's Garden and Rountree Branch Trail"
- "Mining Museum"
- "Badger Bros"
- "Historic 2nd Street"
- "Big M"
- "Restaurants"
- "Inclusive Playground"
- "Library"
- "University"





# Implementation

The actions recommended to implement Platteville's Comprehensive Plan are organized within the following goals:

- Deepen Collaboration Between the City and Community Partners
- Expand Housing Options and Improve Housing Affordability
- Modernize Infrastructure, Utilities, and Broadband
- Promote Community Resilience
- Strengthen Platteville's Economic Base

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# GOAL: Deepen Collaboration Between the City and Community Partners

## Expand shared programming and resources.

- Co-develop a shared events calendar and cross-market events.
- Continue and support Southwest Health's leadership and investment in a new community childcare center.
- Increase joint programming between the senior center and schools.
- Partner on arts, culture, and lecture programming open to the public.

## Formalize long-term collaboration.

- Continue annual meetings between key partners, including the City, Chamber, School District, UW-Platteville, Southwest Technical College, and Southwest Health.
- Coordinate major infrastructure and housing initiatives.
- Share long-range planning data, including enrollment forecasts and city growth patterns.

## Improve student integration into the community.

- Continue public safety partnerships with UW-Platteville on pedestrian safety and nightlife management.
- Expand volunteer and service-learning opportunities at local nonprofits.
- Offer more targeted opportunities for Platteville community members to visit the UW-Platteville campus and connect with students.



# GOAL: Expand Housing Options and Improve Housing Affordability

## Increase affordability and access to housing.

- Partner with nonprofit housing developers such as SWCAP to pursue funding for housing projects.
- Partner with nonprofits and Grant County to add transitional and supportive units with services for unhoused people and those who are between housing accommodations.
- Promote employer-assisted programs with institutions, including the City, UW-Platteville, Southwest Health, and other major employers.

## Improve conditions and maintenance of existing housing.

- Continue and expand a small grants/low-interest loan program for home repairs and energy efficiency upgrades.
- Continue high school program for students to rehabilitate local homes.
- Enforce property maintenance codes with clear communication and fair timelines.
- Increase housing inspection efforts to maintain health, safety, and character of the housing stock.
- Provide education to landlords and tenants on responsibilities and resources.

## Increase the supply and variety of housing.

- Explore opportunities to update the zoning ordinance to permit accessory dwelling units (ADUs) and co-housing.
- Identify and map priority redevelopment sites for affordable housing.
- Partner with UW-Platteville to project future student housing demand and plan appropriate developments.
- Pilot a starter-home subdivision with smaller lots and simplified frontage standards.



# GOAL: Modernize Infrastructure, Utilities, and Broadband

## Increase energy efficiency and resilience.

- Encourage EV-ready infrastructure in design standards for new residential, commercial, and industrial development.
- Evaluate municipal energy efficiency and make improvements to reduce cost.
- Explore installation of solar arrays on municipal buildings and community rooftop solar bulk buys to increase energy independence.
- Promote energy efficiency improvements for large buildings owned by commercial and industrial entities to identify opportunities to reduce energy use and costs.

## Strengthen stormwater management and climate resilience.

- Conduct flood vulnerability assessments for key neighborhoods.
- Expand cooling and warming centers and emergency response resources.
- Expand green infrastructure and stormwater management, including bioswales, rain gardens, and permeable pavements, especially in parking lots adjacent to the Rountree Branch stream.
- Partner with Grant County Emergency Management to promote household-level resilience strategies.

## Upgrade critical utilities and transportation infrastructure.

- Conduct a transportation study to identify public transit needs and opportunities.
- Evaluate burying overhead electric lines in new development areas.
- Expand public Wi-Fi zones downtown and in parks.
- Expand sidewalk connectivity to parks, schools, and trails.
- Improve urban street tree canopy along priority corridors to provide shade.
- Increase bike parking infrastructure across the downtown.
- Require new developments to have bike and pedestrian connection to other critical city amenities, such as schools, employment locations, and grocery stores.
- Study, protect, and improve drinking water quality.



# GOAL: Promote Community Resilience

## Enhance parks and outdoor spaces.

- Enhance and modernize park infrastructure, facilities, and amenities.
- Preserve and enhance natural areas, trees, and ecological resources.
- Prioritize universal access to city parks and sustainable park maintenance over the acquisition and development of new facilities.
- Strengthen community recreation programming, events, and partnerships.
- Support accessibility, inclusion, and age-friendly recreation.

## Expand urban forestry and natural resource stewardship.

- Create pollinator-friendly landscaping educational resources and recognition of successful implementation.
- Maintain the Tree City status to help reduce the impact of projected high-heat days and to maintain existing beautification efforts.
- Manage invasive species in parks and along trails.
- Protect sensitive natural areas and expand conservation corridors.
- Update ordinances to protect against light pollution, bolstering the benefits of Platteville's dual city/rural setting.

## Foster an inclusive, engaged, and collaborative community.

- Provide training for new board/committee members.
- Recruit youth representatives to boards and committees.
- Support partnerships between city services and nonprofits serving vulnerable populations.



# GOAL: Strengthen Platteville's Economic Base and Create Quality Jobs

## Attract and retain diverse businesses.

- Continue annual business retention and expansion (BRE) visits to understand local needs and opportunities.
- Make proactive infrastructure investments to attract new industry.
- Market UW-Platteville's engineering program as an employment pipeline for potential businesses.
- Support local business clinics led by community partners including the Wisconsin Small Business Development Center, Southwest Technical College, Platteville Main Street, Platteville Regional Chamber, UW-Platteville and others.
- Work with existing businesses of all sizes to create succession plans before owners retire.



## Strengthen the workforce pipeline.

- Create employer roundtables on workforce needs between the City, UW-Platteville, Southwest Technical College, Platteville School District, and employers.
- Establish a regional talent retention program targeting UW-Platteville and Southwest Technical College graduates.
- Increase internships, apprenticeships, and co-ops for students.



## Support entrepreneurship and innovation.

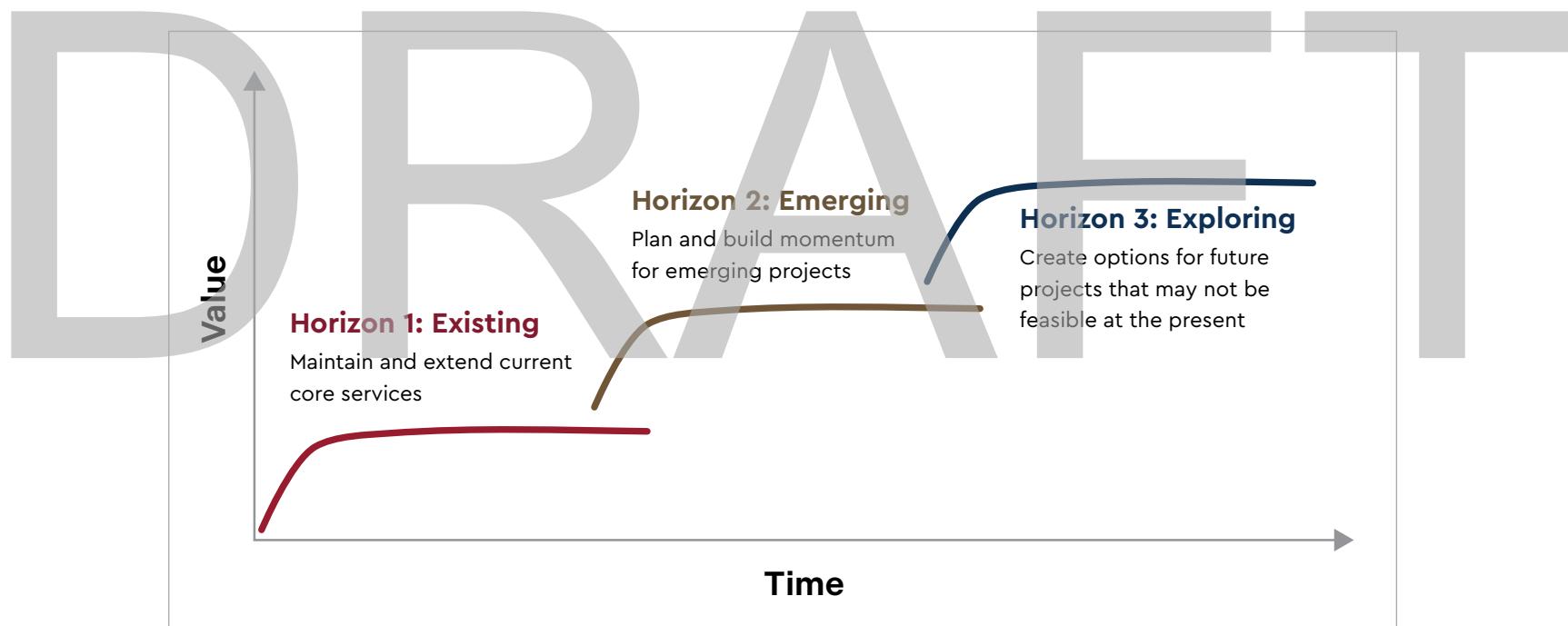
- Establish micro-grants for early-stage small businesses.
- Promote and use the Platteville Business Incubator to serve local entrepreneurs.
- Promote pop-up retail opportunities in vacant storefronts.

The actions in this plan should be implemented using the Three Horizons Model, or a similar model that enables projects to develop and be implemented concurrently, as opposed to consecutively. There are three types of projects that the city can work on simultaneously:

- Existing projects focus on performance improvement of services that are already in place, or implementation of projects already underway.
- Emerging projects are those in the planning phase or which are soon ready for implementation.
- Exploring projects will occur on a later time horizon, but require current planning or studying in order to determine potential for success.

The three horizons occur concurrently with projects resulting in one horizon at any time. As existing services are being improved, planning should begin for an emerging project. Prior to an emerging project reaching completion, an exploring project should be analyzed and planned.

The City of Platteville, local business and industry, nonprofits, and community organizations will partner to implement this plan. Platteville's vision and goals will also be implemented through individual community members who contribute to a positive and proactive environment to build Platteville's future.

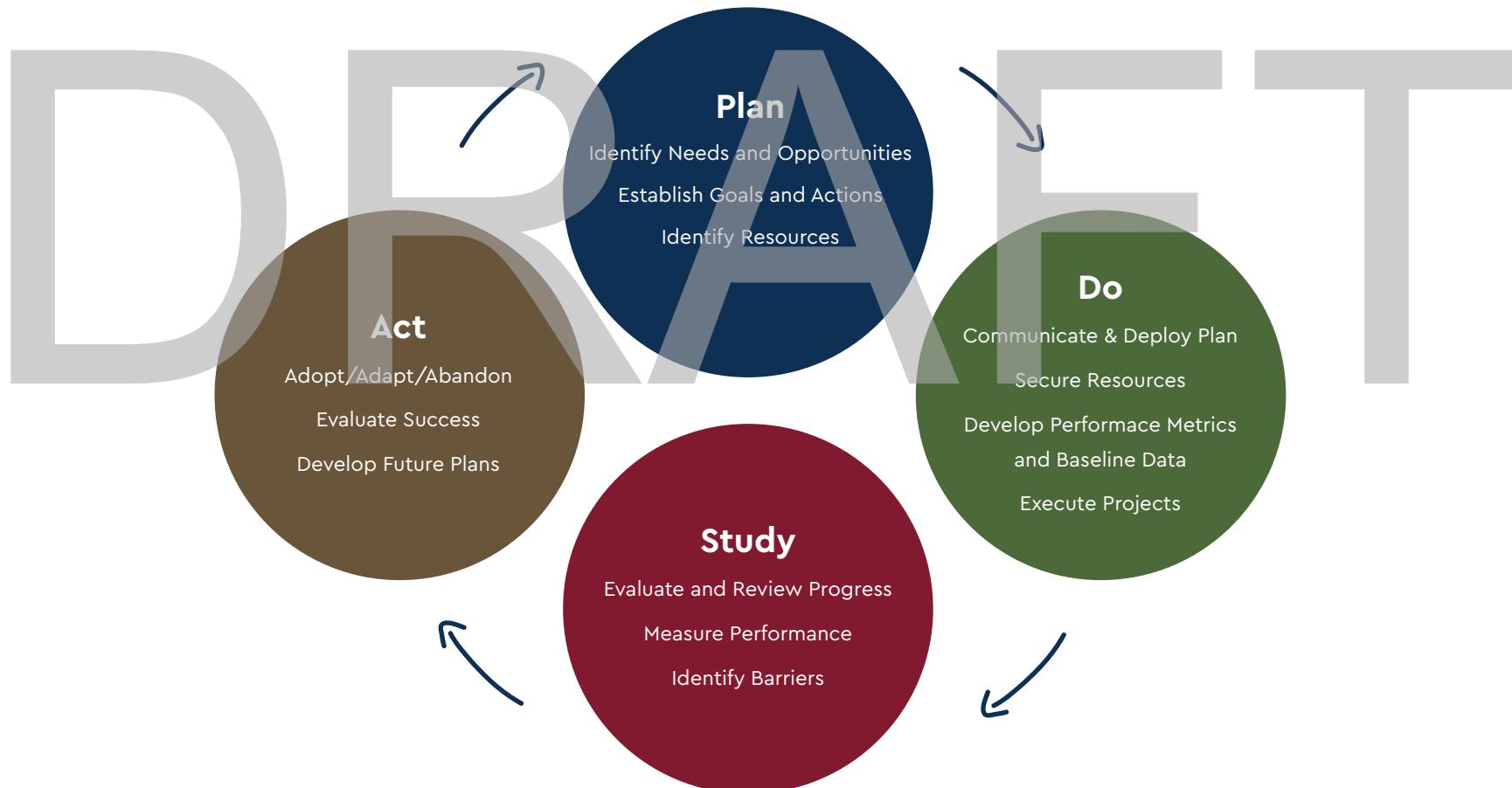




## Continual Improvement

A transition from planning to implementation is required for the city to accomplish the outlined goals and actions. The city can utilize the Plan, Do, Study, Act (PDSA) Cycle to implement this plan and treat it as a "living document". Through the adoption of this plan, the city has achieved the first step in this cycle. This comprehensive plan must remain active and serve as a starting point for the community to implement their desired goals. The PDSA cycle requires this plan to be reviewed regularly and updated when needed.

The strategies and actions outlined in this plan range from short-term to long-term, and simple to complex. Some actions will need to be completed before others can begin. During the Plan, Study, Act process, city leaders should work together and reference this plan as a guide to accomplish these goals on an on-going basis, including an annual review of this plan to measure progress.



## Plan

This was completed through the comprehensive planning process in 2025, culminating in this document. It included community engagement, review of relevant data and past planning work, and guidance by a Steering Committee. This process should take place again no later than 2035.

## Do

Following plan adoption, city leadership should meet and prioritize actions for implementation in the first year and resource allocation. The City Manager is responsible to steward the plan and ensure community partners remain involved and active. City leaders must determine metrics for plan success and begin implementation through existing organizations and new initiatives.

## Study

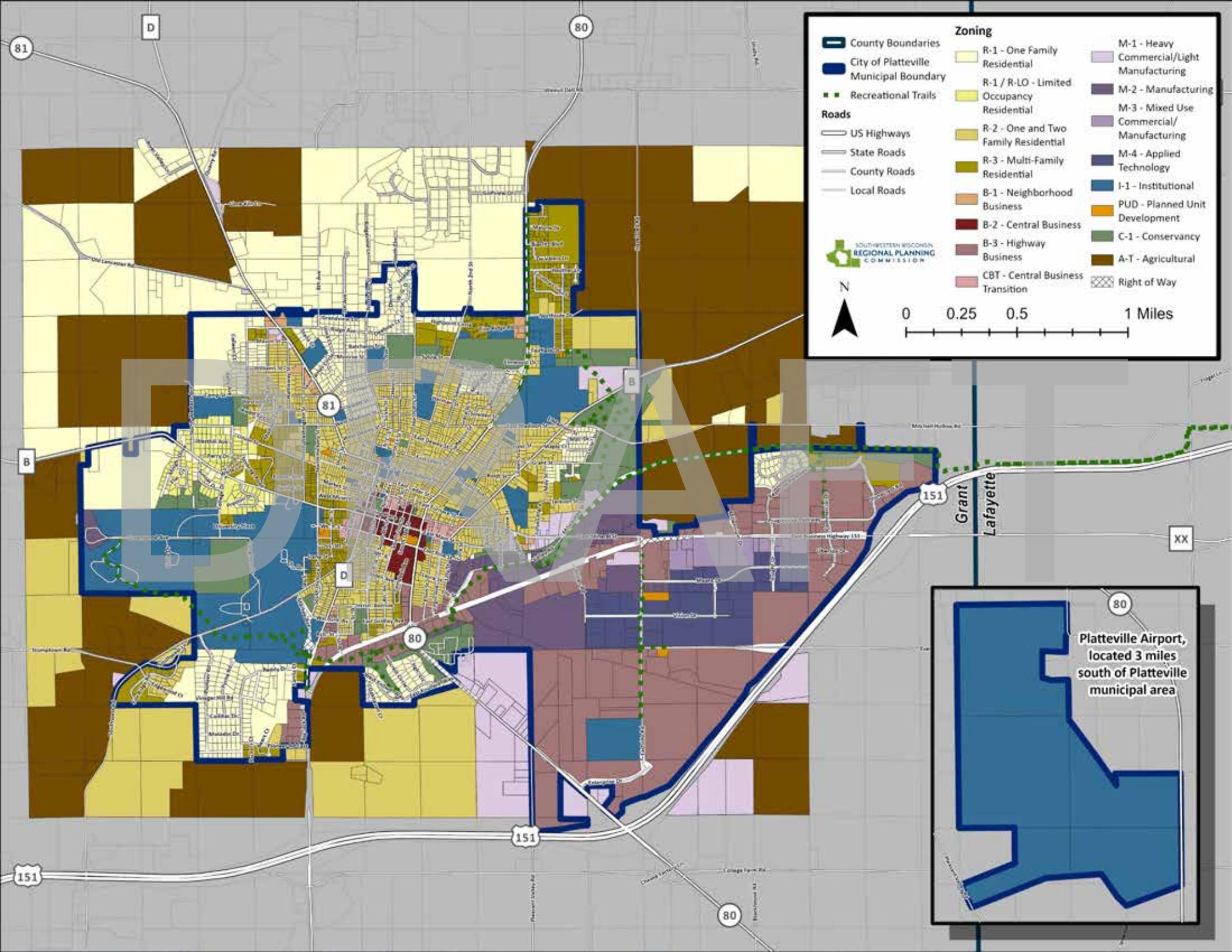
As implementation is underway, city leadership should document progress and identify barriers to implementation. Common barriers to plan implementation include:

- ✗ Legacy rules or procedures
- ✗ Lack of staff time to work on initiatives
- ✗ Attempts to do everything rather than make needed choices and weigh trade-offs
- ✗ Choosing to wait for a "better time"

## Act

After studying implementation progress and identifying barriers, leaders can make changes and create continual improvement. As the city sees progress, documents successes, or meets with barriers on any given initiative, it should look to:

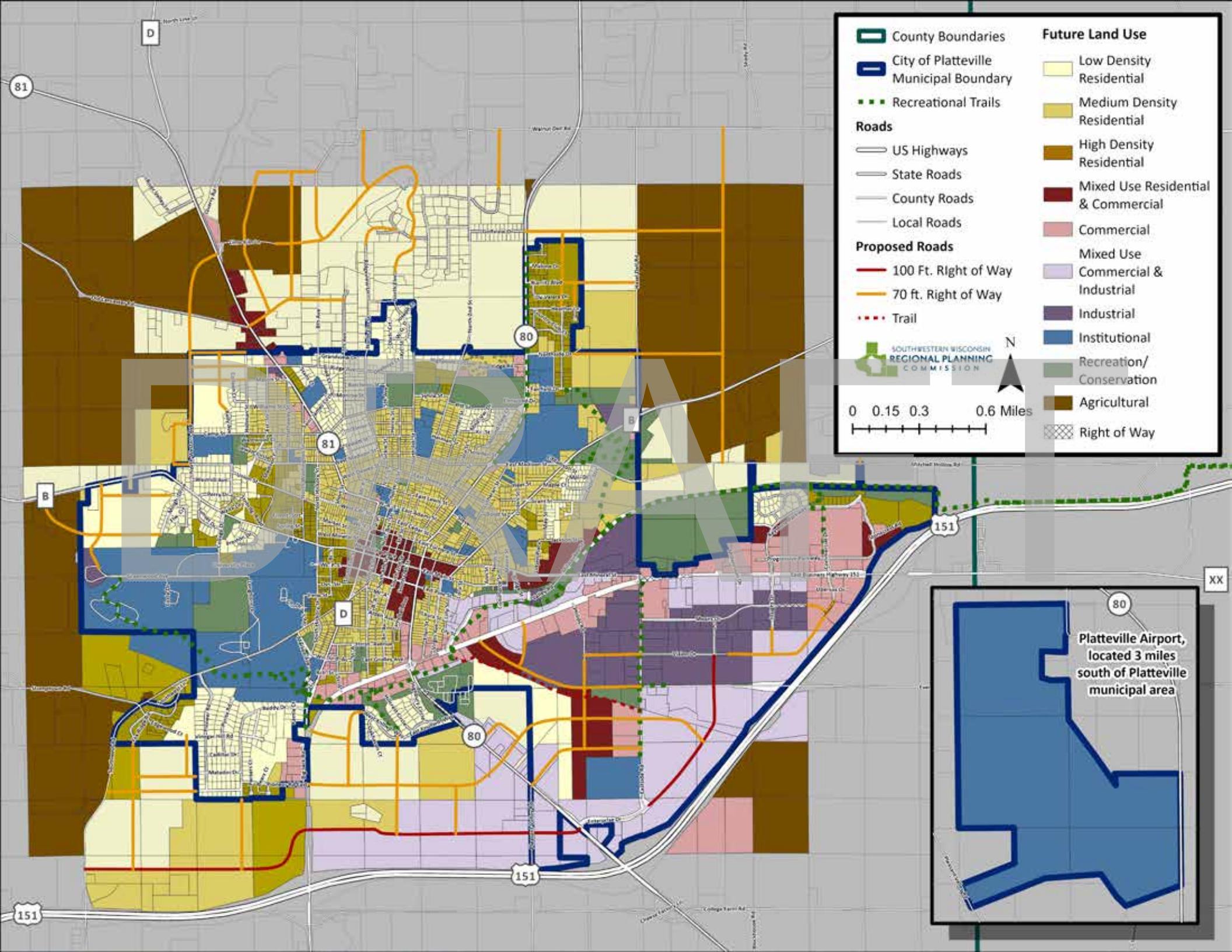
- ✓ Adopt practices that work and formalize them as part of the city's culture.
- ✓ Adapt good practices that need improvement. This includes surmounting obstacles, finding efficiencies in existing processes, and documenting why things don't work.
- ✓ Abandon existing practices that don't support progress, and new initiatives that are not the right fit for the city. Leadership should document the reason for abandonment in order to avoid similar issues in the future.



## 2025 Zoning

Platteville's zoning regulations were designed to implement a holistic planning approach in the city. By designating appropriate uses of land, the city can protect the character, environmental resources, and economic vitality of the community to support quality of life for current and future generations.

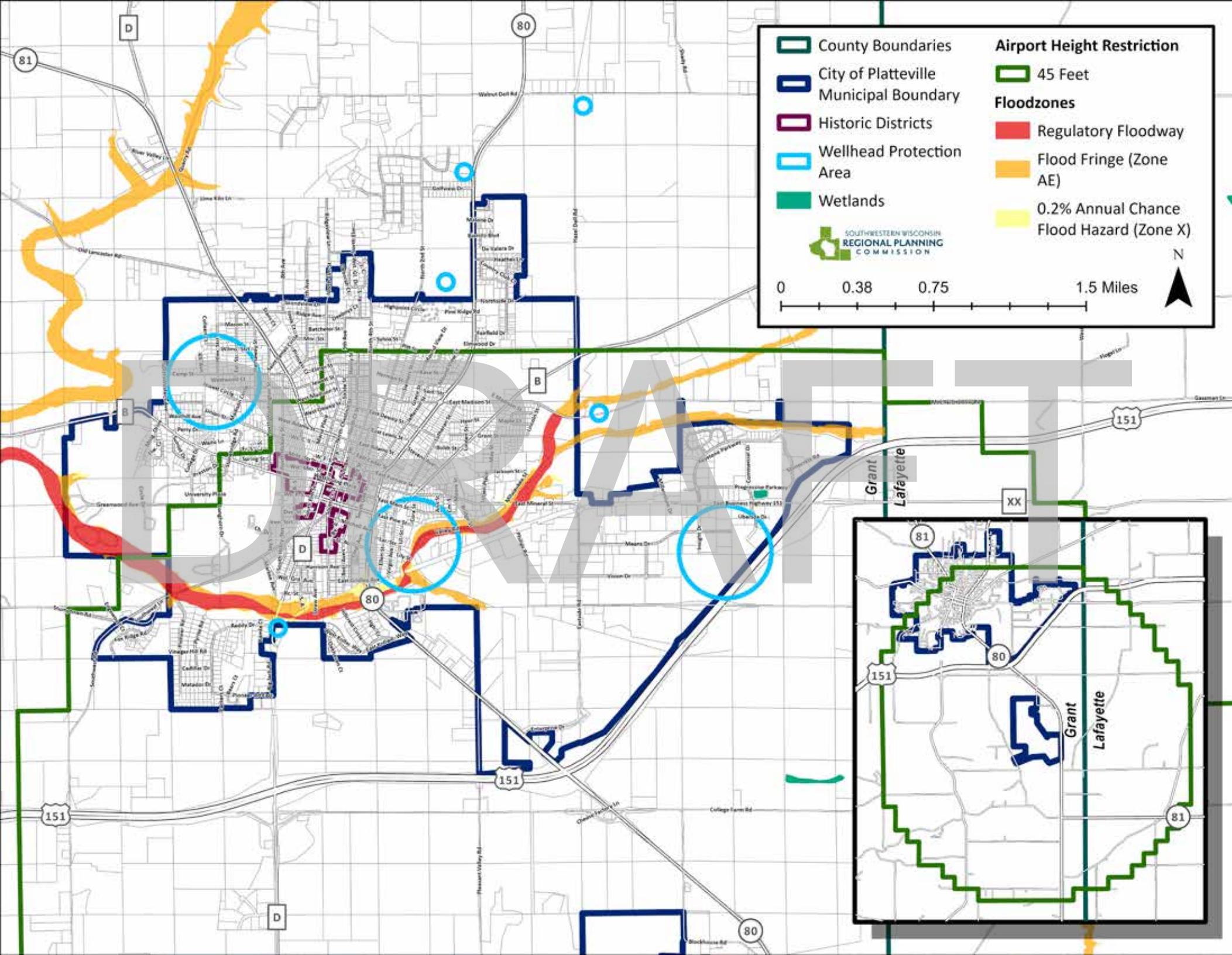
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## Future Land Use

The City of Platteville is required to plan for future land use as part of the comprehensive planning process. The city values its historical district, business-friendly environment, and quality of life for all citizens. The designated land uses in this map represent the city's vision for new development based on public input, land suitability, and thoughtful planning.

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## Overlay Districts

In addition to classifications that specify residential, industrial, mixed use, agricultural, and institutional zoning, the city has several overlay districts that protect local resources and support responsible development:

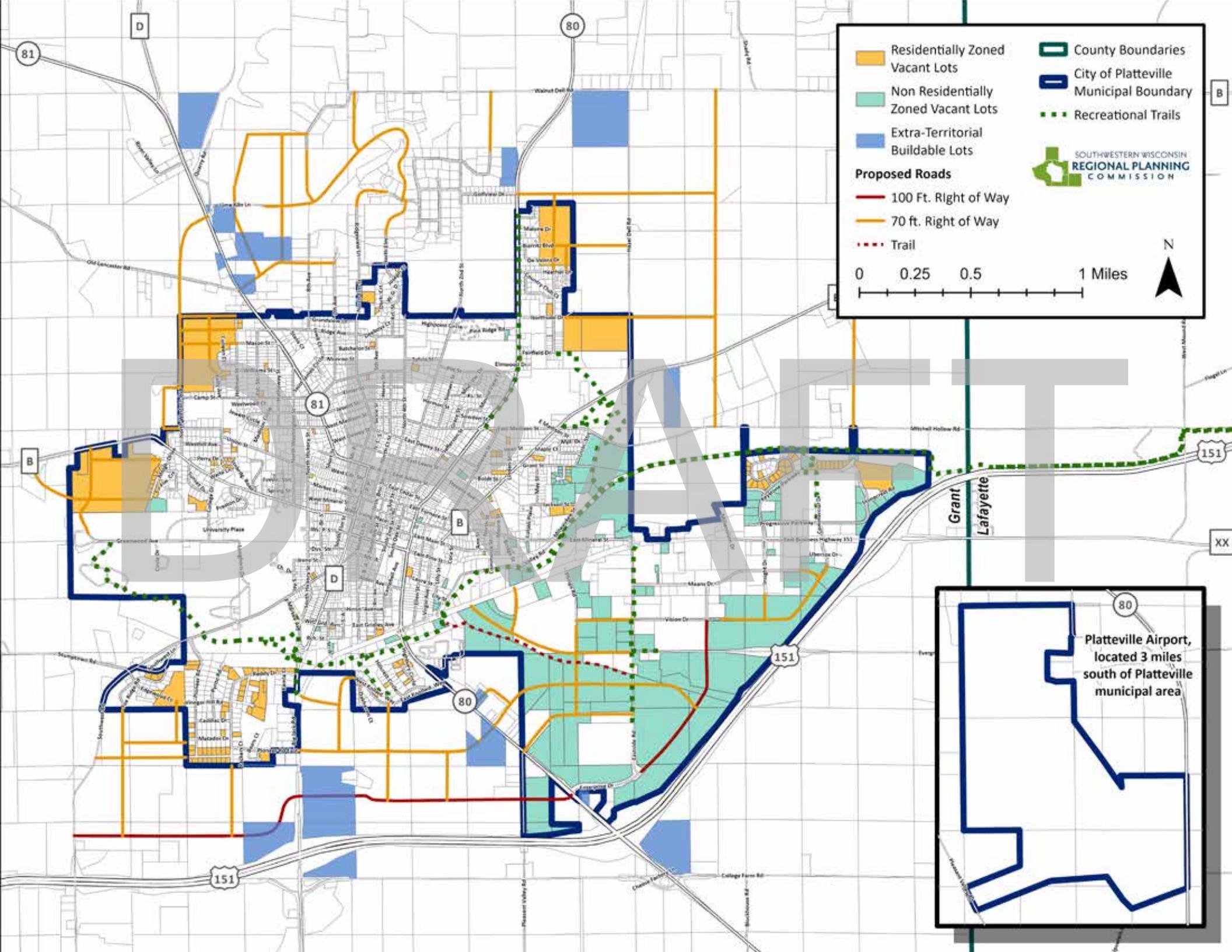
**Airport Overlay:** Regulates and restricts the height of structures and vegetation around the Platteville Municipal Airport to promote public safety and airport operations.

**Floodplain Overlay:** Regulates development within the floodplain to protect against harm from future flooding.

**Historic Preservation Overlay:** Requires that design standards be met to protect the character of Platteville's historic downtown.

**Wellhead Protection Overlay:** Regulates and restricts land use practices and activities near municipal water supply wells to protect drinking local water supply.

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## Development Opportunities

Vacant lots in the city present opportunities for the future. New development can contribute to the city's economic health, to greater social connectedness, to affordable housing access, to improved environmental stewardship. However, new development can also reduce any of these factors without thoughtful planning. Working together with private landowners of vacant parcels, the Platteville community must consider how new development aligns with the larger vision for Platteville's future.

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# Planning Process and Background

The Platteville comprehensive planning process brought community stakeholders and residents together to collectively discuss city resources in order to create a unique, vibrant, and resilient future for the City of Platteville based on the community's desires. This planning process was completed by Southwestern Wisconsin Regional Planning Commission (SWWRPC) in coordination with the Platteville Comprehensive Plan Steering Committee and the City of Platteville Plan Commission and Common Council. Engagement for the plan included the following activities:

- A steering committee made up of local leaders from various entities and organization who met four times throughout the planning process to guide public engagement and plan actions.
- A community survey covering topics such as housing, parks and recreation, and more was available to residents and visitors alike. The survey was open from August 7 to October 13 and was advertised on the city website, Facebook, the Platteville Journal, flyers, and via email to city staff and committee members, 2025 recreation participants, Main Street members, PAIDC and library boards, and several other community organizations and employers. There were 876 total survey responses.
- Two open houses were hosted with one at the Platteville Public Library on September 17 and the second at the Broske Center on September 25. Both were held from 3-6pm with residents and visitors dropping by at any time to complete self-paced, interactive posters. The first open house had 32 attendees and the second 18 attendees.
- Also on September 17, SWWRPC staff engaged with the high school senior class of 2026. Students rotated through several stations with questions about Platteville's future, businesses and activities in Platteville, the school district, parks and recreation, and students' future plans. There were 94 seniors who attended the event.
- Two days of tabling on the UWP campus on October 7 and 8 resulted in engagement with 70 college students. Tabling took on a different approach with only two posters for a quick, 5-to-10-minute engagement activity. Students were asked about Platteville's future, how they engage with the Platteville community, and whether the community played a role in their choice to attend the university.



- On January 28, 2026 a Class 1 public notice was published in the *Platteville Journal* to inform residents and stakeholders that a draft of the comprehensive plan was available for review for the next 30 days.
- Following the 30-day notice, the Plan Commission held a public hearing on \_\_\_\_\_ to hear comments and suggestions related to the draft plan. Following the public hearing, the Plan Commission took action to recommend the Common Council adopt the Comprehensive Plan.
- The Common Council adopted the Comprehensive Plan on \_\_\_\_\_.

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# Comprehensive Planning Law

Wis. Statute §66.1001 outlines nine elements required to be included in a community's comprehensive plan:

Comprehensive Planning Law Elements	Page Location in this Plan
<b>66.1001(2)(a)</b> Issues and Opportunities Element	6-27
<b>66.1001(2)(b)</b> Housing Element	23-25, 31
<b>66.1001(2)(c)</b> Transportation Element	11-12, 21, 32
<b>66.1001(2)(d)</b> Utilities and Community Facilities Element	11-12, 26, 32
<b>66.1001(2)(e)</b> Agricultural, Natural, and Cultural Resources Element	9-10, 22, 26-27
<b>66.1001(2)(f)</b> Economic Development Element	11-12, 17-21
<b>66.1001(2)(g)</b> Intergovernmental Cooperation Element	30, 33
<b>66.1001(2)(h)</b> Land-Use Element	37-46
<b>66.1001(2)(i)</b> Implementation Element	29-38

## Adoption Ordinance

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# PLATTEVILLE, WISCONSIN

PLANNING ASSISTANCE PROVIDED BY



SOUTHWESTERN WISCONSIN  
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