

#23

Town of Williamstown

Smart Growth Comprehensive Plan: 2004 - 2023

Adopted: March 8, 2005

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HISTORY OF ADOPTION AND AMENDMENT

Date of Action	Ordinance Number	Description of Action
____, 2004	_____	Town Board adopted the Town's comprehensive plan prepared pursuant to Wisconsin's Smart Growth Legislation.

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INTRODUCTION

About Wisconsin's Smart Growth Legislation

General Overview

As part of the state's 1999-2000 biennial budget, Governor Thompson signed into law what is referred to as the "Smart Growth" legislation (1999 Wisconsin Act 9). Briefly, Smart Growth does the following:

- Requires local governmental units to adopt and implement a comprehensive plan, as defined in the legislation, by January 1, 2010, in order to carry out any action that affects land use.
- Establishes 14 comprehensive planning goals to be applied in three ways: (1) as guidance for state agencies; (2) as a benchmark for local governmental units that prepare a state-mandated plan; and (3) by the Wisconsin Land Council in allocating planning grants (Appendix A).
- Provides state funding to help local units of government pay for preparing and adopting comprehensive plans.
- Establishes a "smart growth" dividend aid program that will provide state funding to cities, villages, towns and counties based on the number of credits that a governmental unit earns. Funds will be disbursed beginning with the 2005-06 fiscal year. As of yet, specific rules have not been adopted for this program.
- Requires cities, villages and towns with a population of at least 12,500, to adopt ordinances for what is referred to as traditional development and conservation subdivisions. Although these governmental units must adopt these ordinances, they do not have to implement them unless they want to promote these types of development patterns.
- Delegates additional responsibility to the Wisconsin Land Council for oversight of the Smart Growth legislation.

Comprehensive Planning

The Smart Growth legislation significantly changed the stature of comprehensive planning in the state and places it very high on a local governmental unit's "to do" list. Although state statutes do not require local governmental units to adopt comprehensive plans consistent with the requirements, it provides that if a local governmental unit does not do so by January 1, 2010, it may not enforce existing or adopt new ordinances, plans, or regulations that in anyway affect land use.

If a community wants to prepare a comprehensive plan, it must follow various substantive and procedural requirements. Major provisions relating to comprehensive planning are listed in Exhibit A-1¹.

Exhibit A-1. Comprehensive Plans and State Statutes: A Summary

- **Contents.** A plan at a minimum shall contain specified information in the following nine elements: issues and opportunities; housing; utilities and community facilities; agricultural, natural and cultural resources; economic development; intergovernmental cooperation; land use; and implementation.
- **Effect of Comprehensive Plan.** Beginning January 1, 2010, all existing and new programs or actions of a local governmental unit that affect land shall be consistent with a comprehensive plan.
- **Public Participation.** The local governmental unit shall adopt written procedures that it will use to foster public participation.
- **Adoption.** The plan commission or other body of a local governmental unit prepares and recommends adoption of a comprehensive plan. Following a public hearing, the local governmental unit then adopts a plan.

Compiled by: Mid-America Planning Services, Inc.

¹ Interested parties should refer to state statutes (§66.1001) for the actual language.

Purpose of this Plan

Although this plan has been prepared and adopted to meet the state requirements for comprehensive plans, it is much more than that. It is a statement reflecting community pride and how residents want the Town to manage growth and development in the future. It will help elected officials make decisions that reflect the short- and long-term wishes of the community. It will help prioritize the Town's human and financial resources so it can provide the necessary public infrastructure and amenities needed to maintain a high quality of life. It will also help to foster a sustainable economy that is in keeping with its rural character.

Regional Context

The Horicon National Wildlife Refuge and the State of Wisconsin Horicon Marsh Wildlife Area border the town of Williamstown on the west. The four towns immediately surrounding the Town are Burnett, Leroy, Theresa and Hubbard. The village of Lomira is located further to the east of the Town and the village of Brownsville is situated to the north. The village of Iron Ridge is to the south and the city of Horicon to the southwest of the town of Williamstown. The Town completely surrounds the village of Kekoskee and the city of Mayville.

The land area of the Town, excluding the Horicon Marsh, the village of Kekoskee and city of Mayville includes 17 square miles. State Highway (STH) 28 provides the major east-west arterial transportation route in Williamstown, running between the city of Horicon and the village of Theresa. This is the most heavily traveled route in the town of Williamstown. The STH 67 provides the major transportation route north and south and east-west service east of Mayville.

Previous Planning Efforts

The town of Williamstown has undertaken a number of previous planning efforts over the past 11 years. The adoption of the Town's first Comprehensive Plan occurred on August 12, 1992 and more recently a Comprehensive Plan Update was adopted on March 29, 1999. Mid-America Planning Services, Inc. prepared both of these plans on behalf of the town of Williamstown. The plan and subsequent update followed a traditional approach to comprehensive planning. However, those efforts do not meet the new requirements of state law for comprehensive planning in all respects. Given the new legislation, the Town felt that it would be appropriate and important to create a new Smart Growth Plan. Some of the ideas and recommendations from the previous 1992 Plan and the 1999 Update were incorporated into this plan where appropriate. Upon adoption, this plan will supercede the previous Plan and Update.

Planning Horizon

Consistent with state statutes, this plan considers the next 20-year period with a planning horizon of 2023.

Plan Preparation and Adoption

Although the idea behind comprehensive planning is rather straightforward, the preparation of this plan entailed a great deal of work, a commitment on the part of many individuals, boards and agencies, and an extensive public participation program.

Background information for this plan came from a variety of sources. Some of the information came from existing databases and publications and are listed in the front part of this plan. In addition, the consultant conducted visual surveys to collect information about land use, traffic conditions, housing conditions, and the like. As described in more detail below, a community-wide survey was also conducted. And finally, personal interviews were conducted with numerous individuals, including Town employees, Plan Commission members, local residents, elected officials and selected business leaders. Based on this information, a detailed vision of the community was devised by the participants as contained in the goals and objectives.

Throughout the planning process, public participation has been of prime importance and began even before the plan was drafted. Consistent with state statutes (§66.1001(4a)) the Town developed a public participation program to ensure that residents were informed about the plan and given meaningful opportunities to participate and help shape the final product.

In all, 11 public meetings were conducted between July 2003 and August 2004. On September 27, 2004 the Plan Commission passed a resolution that recommended adoption of the comprehensive plan. Copies of the proposed Plan were then sent to the following, as required by state statute (§66.1001(4b)), for review and comment:

- Town of Burnett
- Town of Leroy
- Town of Theresa
- Town of Hubbard
- City of Mayville
- Dodge County Planning & Development Department
- Village of Kekoskee
- Wisconsin Office of Land Information Systems
- Mayville Public Library

Following this phase of public review, the Town Board held a public hearing on November 15, 2004 allowing for the required public notice. Following adoption, copies of the ordinance and plan were mailed to the Mayville Public Library and the clerk of all adjacent local governmental units consistent with state law.



Community Survey

In order to obtain up-to-date information about the residents and their views, Mid-America Planning Services administered a written survey in the late summer of 2003. The survey consisted of 52 questions designed to solicit community members' responses to a wide range of issues. A survey was mailed to each of the 264 households in the Town. After three weeks, those not returning a survey were mailed a second survey. In all, 74.6 percent of the surveys were returned. Survey results were compiled and are included as Appendix C. Survey responses are reported in the aggregate along with various sub-groups.

GOALS, OBJECTIVES, POLICIES AND RECOMMENDATIONS

General Overview

This section of the Plan contains a listing of the goals, objectives and policies that were used to fashion the future land use plan, transportation plan and public facilities plan. In addition, these goals, objectives and policies will help guide future development and redevelopment in the Town in the coming years.

For the purpose of this Plan, a goal is a statement describing a desired future condition. Goals generally are intended to focus on a long-term end and in some cases may not be attained or maintained over a period of time. In contrast, an objective is a statement describing a short-term end and can be achieved. Objectives are intended to help achieve goals. A policy is a principle guiding future decisions or actions and is intended to achieve one or more objectives.

I. Issues and Opportunities Section

The goals, objectives and policies for the Issues and Opportunities element are as follows:

Policy:

- By recognizing the Plan Commission and Town Board are not legally responsible for all of the social, economic and physical aspects of the Town. However, they are best suited to monitor the "Big Picture" and manage the Town's overall well being by directing actions of their own or by meeting with other organizations and institutions to support their activities or functions.

Goal 1. To organize and plan a complete strategy for Town improvement and growth management.

Objectives:

1. By preparing for potential growth including infrastructure expansion.
2. By establishing a community niche.
3. By taking advantage of the Town's close proximity to the Horicon Marsh and National Wildlife Refuge.
4. By maintaining an active historical record of the Town including its people, buildings and important events.
5. By preparing a plan for streets and land uses for the Town.
6. By providing the needed infrastructure improvements in an affordable manner to serve existing development and planned growth.
7. By preparing plans for needed community facilities.
8. By preparing plans for preserving and maintaining archaeological sites and local trails.
9. By incorporating citizen participation into the comprehensive planning and plan implementation process.
10. By coordinating efforts and communication among service clubs, businesses, government agencies, religious institutions and other participants that affect Williamstown's future.
11. By establishing a community foundation for funding community projects.
12. By establishing a program to improve community attitude, pride, participation and image.
13. By identifying the function of Williamstown as it relates to the area's human environment.
14. By preparing the Town to address one-time decisions effectively.
15. By utilizing citizen volunteers.
16. By increasing information sharing with residents, particularly about major projects.
17. By working to increase the tax base, to improve the economy and bring more money into the Town including additional industrial, commercial and residential uses.

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18. By ensuring quality education for the children of the Town by whatever means necessary.
19. By utilizing all of the assets provided by a small community such as personal safety, community pride, friendliness and locally owned and managed businesses.
20. By promoting the family and family values.

Recommendations

1. Promote development by working with developers, make zoning changes and land division approvals only if they are in conformance with this plan, utilize your finalized plan and deal fairly with developers.
2. The Town needs to build on the uniqueness of the upland side of the Horicon Marsh. The Town needs to establish entrance markers and place the Town name on each sign that identifies a road.
3. Market the Town as the overlook to the Horicon Marsh. Develop a brochure with a self-guided tour of archaeological sites.
4. Team with Mayville to establish a museum to be sure the Town's history is incorporated wherever possible.
5. Adopt and implement the Smart Growth Plan for Land Use, Transportation and Community Facilities Plan. Apply for the Smart Growth dividend.
6. Continue to upgrade the Town roads.
7. The Community Facilities Plan proposes a new park, footpath and trails, utility service areas. The Town should look to sharing equipment and services with other communities. Seek cost saving cooperative agreements.
8. To start new programs or change directions on existing programs is not always easy. For the Plan Commission and Town Board to have citizen support is important. The more citizen participation, the more support for the necessary change.
9. Team with Mayville to establish or assist with youth programs.
10. The Town should use all the resources, municipal and non-municipal, to the fullest extent possible. Although each organization will be responsible only for its own functions, the Town could help coordinate their activities so they complement one another. Together more will be accomplished than only acting individually.
11. The Town has an opportunity to establish a fund in a Community Foundation to benefit residents in perpetuity. The current Town Board has accumulated a substantial amount of money and has the opportunity to establish a legacy. By placing money in a Community Foundation, the Town can receive a 5% return annually for the distribution while the balance in the fund continues to grow. The annual 5% return could be used for tax reduction, college scholarships for residents, internet services, smoke and carbon monoxide detectors, day care services, annual picnic, park and recreation services, archaeological site preservation or agriculture preservation.
12. Community attitude, pride, image and citizen participation are difficult to measure, but are so important to a community's success. The Town needs to take actions that are based on sound planning and management. The Town's share of attitude, pride and image is best accomplished with citizen participation, which is best obtained through communication.
13. The function of Williamstown is to support an agricultural economy and non-farm residents.
14. The Town needs to give extra consideration to decisions that have the potential to change course and are non-retractable. Examples of non-retractable developments are developments that would close roads or block future road extensions or convert land for agricultural uses for all time.
15. The Town should have an annual picnic or festival.
16. The Town has the opportunity to create one or more TIF districts to support agriculture, tourism and forestry.
17. The Town needs to send a newsletter to every household. Interact with the schools and other groups in the community.
18. Develop a financial plan. Update your plan annually. Utilize the new Town TIF laws to support agricultural, tourism and forestry.
19. The Town should grow commercially, industrially and residentially utilizing the strengths listed in the plan.
20. The Mayville and Horicon School Systems are both a source of pride and a real economic force. Work with the school district at every opportunity. The Town needs to be open to all alternatives to maintain good or even excellent schools. The schools are your future.

Goal 2. To improve the quality of life within the Town.

Objectives:

1. By encouraging cultural activities through the clubs, private organizations and foundations.
2. By supporting existing youth programs and the creation of new ones.
3. By encouraging the maintenance of public facilities, as well as necessary public and private recreational programs.
4. By encouraging activities to enhance the physical appearance of the Town.
5. By continuing to feature and improve upon the many amenities of the Williamstown Park.
6. By eliminating, screening, or otherwise changing blighting influences.

Recommendations:

1. The Town should team with cities in organizing group(s) to hold cultural events.
2. Investigate establishing new youth programs with the churches and surrounding towns and cities.
3. Continue to maintain and improve the Town's roads on a timely basis. Construct recreational trails.
4. The Town needs to install nice entrance markers, directional signs and road name signs.
5. Support scenic overlooks, install signs, establish farmer's market area.
6. Remove or screen all blighting influences in the Town.

Goal 3. To keep the real estate taxes as low as practicable.

Objectives:

1. By limiting the amount of school bus service needed.
2. By obtaining as many state aids and grants as possible.

Recommendations:

1. Limit the number of non-farm residents and those permitted should be located in compact developments.
2. The Town received a Housing Rehabilitation Grant in 2003 and it should continue to seek grant opportunities, particularly for trail development, archaeological site preservation and marsh enjoyment.

Goal 4. To limit the growth of non-agricultural land uses within the Town.

Objectives:

1. By limiting any expansion of the landfill or any new landfill.
2. By limiting any type of mining including clay removal.
3. By preventing additional spray irrigation other than potable water.
4. By guiding the growth of Mayville, Horicon and Kekoskee away from prime agricultural lands.

Recommendations:

1. Continue to negotiate to obtain the most benefit for the Town.
2. Limit non-metallic mining.
3. Do not allow additional spray irrigation of any substance other than potable water.
4. Work with Mayville, Kekoskee and Horicon on a boundary agreement.

Goal 5. To maintain the Town's scenery.

Objectives:

1. By regulating developments that would modify or destroy the scenery.

Recommendations:

1. Review all development proposals to insure the natural scenery is not destroyed.

Goal 6. To maintain the Town as a predominantly rural town.

Objectives:

1. By providing agriculture preservation and otherwise assisting farmers to be profitable.

Recommendations:

1. Continue to support the business of agriculture including a purchase of development rights program.
2. By allowing family farms to develop single residential parcel development on marginally economic parcels.

Goal 7. To protect the groundwater.

Objectives:

1. By eliminating or preventing actions that would introduce potentially toxic elements into the Town.
2. By maintaining the wetlands.
3. By practicing soil conservation.

Recommendations:

1. Do not provide an approval of an action that could introduce potentially toxic elements.
2. Do not permit wetlands to be damaged or destroyed.
3. Encourage soil conservation. Require soil conservation as part of a purchase of development rights program.

Goal 8. To obtain revenues from the tourist business.

Objectives:

1. By developing public or private uses that would generate revenue from tourism.
2. By continuing to obtain DNR road aids.
3. By protecting the wildlife particularly in and around the Horicon Marsh.

Recommendations:

1. Develop Horicon Marsh Overlooks to benefit from tourist traffic.
2. Do continue to obtain DNR road aids including requesting assistance from legislators.
3. Help preserve the wildlife by monitoring land use activities.

II. Housing Section

The goals, objectives and policies for the Housing element are as follows:

Policies:

- By locating new housing near existing urban development to take advantage of proximity to community facilities and public utilities, if practical.
- By insuring adjacent land uses are compatible with housing in regards to such factors as smoke, noise, odor, traffic and appearance.
- By controlling storm drainage to prevent local flooding and flooding downstream.
- By providing adequate water and sewer service to all new residential developments, if needed and practicable.
- By building new housing on soils suitable for excavation and site preparation.

Goal 1. To promote the construction of multi-family housing in appropriate areas of the Planning Area.

Objectives:

1. By supporting the development of apartments and similar medium density residential uses in nearby incorporated communities.

Goal 2. To preserve and develop high quality housing areas to satisfy the demand for an adequate amount of dwellings of various types and densities.

Objectives:

1. By providing and developing conveniently located areas suitable for housing.
2. By promoting both renter- and owner-occupied housing of all types.
3. By eliminating any deteriorated dwellings.
4. By providing low-and moderate-income family and elderly housing opportunities.

Recommendations:

1. There is a need for a moderately priced housing which should be included in the Town growth area. The market could provide these units.
2. Rehabilitate deteriorated dwellings utilizing the grant for housing rehabilitation from the state Department of Commerce and the resulting revolving loan fund.
3. The Town should investigate the possible use of state grants to help foster the provision of affordable housing in the Town growth areas.
4. Continue to implement the existing building code.
5. Continue to utilize the Community Development Block Grant (CDBG) housing grant to rehabilitate homes and the resulting revolving loan fund.

III. Traffic and Transportation Section

The goals, objectives and policies for the Traffic and Transportation element are as follows:

Policies:

- By improving roads generally as follows: separate local and through traffic; improve hazardous intersections; provide loop roads as needed; explore the necessary improvements for bicycle lanes, provide adequate setbacks and maintain vistas on scenic drives.

Goal 1. To improve and maintain the efficiency of the road network in the Town.

Objectives:

1. By separating local and through traffic wherever feasible.
2. By generally conforming to the existing street and highway network, recognizing the fixed investment in this network and the fixed development, which it serves.
3. By providing signs on town and county highways to identify locations and provide directions.
4. By routing through traffic so that it will have the least possible adverse effect on land use and local traffic flows.

Recommendations:

1. The Town needs to ensure through traffic is not a problem in new subdivisions.
2. Maintain the Town grid road systems.
3. The Town should install direction signs to Town features.
4. In developing the new subdivisions the town growth area, design in such a pattern as to have the least effect on land use and local traffic flows.

Goal 2. To embrace other forms of transit other than automobiles.

Objectives:

1. By providing bicycle and pedestrian corridors and paths.
2. By ensuring transit is available to the elderly and the disabled.

Recommendations:

1. Develop bicycle and walking paths focused along the marsh, in the subdivision and on the rail corridor if it is ever abandoned.
2. Work with Dodge County to ensure all residents including the elderly and handicapped are adequately served. The needs for this type of transit are greater than what the Town can provide on their own.

IV. Community Utilities and Public Facilities Section

The goals, objectives and policies for the Utilities and Public Facilities element are as follows:

Policies:

- By jointly sharing school, City and Town recreation facilities.
- By maintaining the Town Hall in an effective condition and build any new public buildings attractively so as to enhance the community and promote civic pride.
- By providing adequate, conveniently located off-street parking for all public uses where necessary.
- By providing needed community services.

Goal 1. To develop a policy of providing limited local park and recreation facilities to serve the Town.

Objectives:

1. By continuing to promote the protection of the most productive agricultural land for agriculture.
2. By protecting the primary groundwater recharge areas from developments, which might adversely affect the supply and quality of groundwater.

Recommendations:

1. Continue to protect the most productive agricultural land.
2. By continuing to promote the protection of the groundwater by prohibiting developments that would pollute and interfere with the recharge of groundwater.

Goal 2. To take advantage of the scenic and recreational potential in the Town.

Objectives:

1. By protecting wetlands and ecological areas from development.
2. By maintaining the view and natural landscape of the ledge.
3. By prohibiting the destruction of the ledge.
4. By promoting public use and viewing of the Horicon Marsh area.
5. By promoting the archaeological history of the Town.
6. By restricting commercial wind turbines.

Recommendations:

1. Keep development off the floodplain as shown on the Development Factors map.
2. Protect the Horicon March in particular and other wetlands and ecological areas as shown on the Development Factors map.
3. Protect the ledge skyline by prohibiting houses and other developments from the ledge.
4. Develop additional overlooks and paths and direct people to their location.
5. The Town needs to approve the construction of each house located in areas where there is an archaeological find.
6. Limit the location of commercial wind turbines anywhere in the Town.

V. Agricultural, Natural and Cultural Resources Section

The goals, objectives and policies for the Agricultural, Natural Cultural Resources element are as follow:

Policies:

- By developing existing and new recreation and open space facilities.
- By preserving scenic views.
- By preserving the wetlands for the important functions they fulfill.
- By conserving good farmland not designated for Town expansion.
- By prohibiting premature non-agriculture growth.

Goal 1. To recognize the many natural resources of the area.

Objectives:

1. By respecting and protecting the environmental corridors in and around Williamstown.
2. By helping to preserve the agricultural areas not in the Town's growth corridors.

Recommendations:

1. Protect environmental corridors, marshlands, ledge formations and environmentally sensitive land, including wetlands, when acquiring land, when considering rezoning requests, when extending utilities and when doing new developments.
2. Agriculture lands in the Town need to be protected to the extent feasible utilizing the Town's zoning powers and boundary agreements.
3. Promote higher farm prices and farmer cooperatives.

Goal 2. To strengthen the human and cultural resources of the area.

Objectives:

1. By promoting and supporting the existing organizations in the Town.
2. By promoting and supporting the efforts by the school system and churches to provide extra-curricular activities for all local residents.

Recommendations:

1. Encourage cooperation between 4-H, farm groups and civic groups.
2. Work with the county school systems and churches to promote "people programs" and youth activities.

Goal 3. To recognize the value of the community's groundwater.

Objectives:

1. By limiting or tightly controlling any use of hazardous material in or near the Town.
2. By monitoring ground water for chemical contamination from agriculture practices.

Recommendations:

1. The Town needs to be vigilant to the dangers of hazardous waste materials.
2. Work with the Department of Natural Resources and other state and federal agencies to take immediate steps to clean up sites as they are discovered.

Goal 4. To identify and preserve where possible, the historical, geological and archeological sites in the Town.

Objectives:

1. By surveying and marking sites of historical significance and preparing permanent records of their location.
2. By marking archaeological sites in the Town and preparing a permanent record of their location.
3. By protecting existing archaeological sites.
4. By promoting the educational value of the archaeological sites.

Recommendations:

1. Utilize State Historical Society records and future archaeological records to develop a data base as to the location of known and newly discovered archaeological finds. Utilize markers to identify and tell the story of the most significant sites.
2. Utilize State Historical Society records and future archaeological records to develop a data base as to the location of known and newly discovered archaeological finds. Utilize markers to identify and tell the story of the most significant sites.
3. Protect the most significant sites and make a permanent record of other sites by zoning controls and building permits.
4. Promote the history of the Native Americans life in the schools.

Goal 5. To protect the agricultural base of the Town.

Objectives:

1. By designating areas to be protected for agricultural use only.

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2. By providing exclusive agricultural zoning for areas so designated.
3. By supporting the implementation of the Dodge County Agricultural Preservation Plan – 1979.
4. By ensuring that new development will not be detrimental to the economic, social and physical well being of Dodge County.
5. By ensuring the health and stability of the resources system in Dodge County.
6. By ensuring the health and stability of the agricultural economy in Dodge County.
7. By directing necessary rural non-farm uses to those areas least suitable for cultivation.
8. By preserving land currently or historically in productive agricultural use which is not designated in the plan for future non-agricultural development.
9. By preserving those conservation practices, which can improve land, air and water quality.
10. By preventing wherever possible the development of potential agricultural and non-agricultural land use conflicts.
11. By relating residential development to existing employment, community facilities and transportation systems in a safe, convenient fashion.
12. By ensuring a range of housing types and densities so that a choice of housing is available.
13. By recognizing the value of existing housing and established neighborhoods.
14. By relating residential development to the natural resources of Dodge County in a harmonious manner and preventing residential development in physically unsuitable areas.
15. By preventing non-farm residential development in areas planned for agricultural or open space use.
16. By preventing isolated commercial and industrial uses in areas planned for agricultural and/or open space uses.
17. By encouraging the clustering of commercial uses in planned shopping centers or other compact commercial areas in order to maximize consumer safety and flow and enhance economic viability.
18. By avoiding the development of strip commercial areas along streets and highways and the development of commercial uses poorly related to surrounding land uses.
19. By locating industrial areas so they are readily accessible from residential areas and are visually and functionally compatible with them.
20. By ensuring that the location and development of public, institutional and utility land uses enhance the quality of life in Dodge County and be consistent with other goals and policies.
21. By encouraging the cooperative formulation and implementation of long-range land acquisition and development plans by all public, institutional and utility bodies.
22. By encouraging development where potential air, land and water pollution hazards are the least.
23. By restricting development in those areas where flood hazards exist; where other physical limitations make development undesirable and where wetlands would be destroyed.
24. By preserving Dodge County's unique and valuable natural resources whenever possible for the wise use of current and future generations.
25. By preserving Dodge county's unique and valuable cultural, historical and archaeological resources whenever possible for the wise use of current and future generations.
26. By discouraging the extension of public services and facilities over significant underdeveloped acreage to serve scattered existing or proposed development, and discouraging placement of development in such locations that may require inefficient public service extension.

Recommendations:

1. Continue to protect designated agriculture lands from development. Utilize the Smart Growth Plan, Zoning Ordinance, Land Division Ordinance and permitting process to protect the lands planned for agriculture from development.
2. Implement the 1979 Dodge County Agricultural Preservation Plan. This includes:
 - Continue to designate agriculture lands in the zoning ordinance to protect these areas for development.
 - Effectively eliminate any future expansion of extraction mining.

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- Protect natural resources including water quality, wetlands, the ledge and Horicon Marsh through development and construction restrictions.
- Continue to use land use controls such as zoning and permitting regulations. Adopt subdivision regulations for the Town.
- Examine both long and short-term effects of land use policies.
- Adopt the revised Comprehensive Plan, subdivision regulations, building codes, erosion controls, driveway placement and other codes in the future as necessary.
- Use transitional areas to encourage development near urban areas and existing pockets of development.
- Direct residential development to all those areas designated on the land use plan adjacent to Mayville and Kekoskee with suitable soils.
- Use transitional areas to encourage development near urban areas.
- Promote industrial development adjacent to the railroad, south of Mayville to take advantage of transportation links.
- Coordinate with all school districts, municipalities and county government in new developments.
- Limit development from flood hazard areas, wetlands, ledge areas, steep slopes and soils unsuitable for development.
- Recognize the location and significance of cultural historic and archaeological resources when designation and implementing land use plans and making zoning changes.
- Confine residential, commercial land, industrial development to those areas adjacent to existing development in conformance with the land use plan if public service extensions are required or available.

Goal 6. To protect the agricultural soils of the Town.

Objectives:

1. By implementing the Dodge County Erosion Control Plan.

Recommendations:

1. Promote adoption of soil erosion techniques throughout the Town.

VI. Economic Development Section

The goals, objectives and policies for the Economic Development element are as follows:

Policies:

- By maintaining and promoting in the area a variety of industrial and commercial activities to provide the widest range of employment opportunities.
- By increasing the value of property in order to support Williamstown Schools.
- By promoting employment opportunities.
- By promoting new manufacturing jobs paying higher salaries.

Goal 1. To accommodate the changing commercial economy.

Objectives:

1. By providing limited areas for commercial development.
2. By promoting and accommodating tourism.
3. By exploring the possibility of cooperating with neighboring communities on area activities.

Recommendations:

1. Develop the Horicon Marsh overlooks, install directional signs and mark significant archaeological sites.
2. Work with Mayville, Horicon and Kekoskee in supporting economic growth in the area.

Goal 2. To promote tourism as an important part of the economy.

Objectives:

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1. By marketing Williamstown as a unique community and emphasizing its historic character.
2. By promoting more community events.
3. By creating and promoting more destinations in tourism.
4. By participating in area-wide promotion efforts.
5. By promoting the types of businesses catering to tourists.
6. By working toward ways to improve the attractiveness of the Town for those passing through, particularly those using the Horicon Marsh Wildlife Area.

Recommendations:

1. Market the Town's assets including its archaeological heritage through a website and brochures and banners.
2. Examine additional community events including: Future Homemakers of America Craft show, cemetery walk, garden tour and archaeological site tours.
3. Identify, list, map and market all points of interest in and around the Town such as archaeological sites and Marsh overlooks.
4. Participate in area-wide promotion efforts through the state and tourism organizations.
5. Develop things that tourists enjoy like the scenery, cultural events and bed and breakfasts.
6. Improve aesthetics along all the arterials with banners, flags, flowers and directional signs.

VII. Intergovernmental Cooperation Section

The goals, objectives and policies for the Intergovernmental Cooperation element are as follows:

Policies:

- By continuing a dialog with adjacent towns, the county, county economic development corporation, the school district and the vocational school district.

Goal 1. To recognize the importance of common concerns and interests of area governmental units.

Objectives:

1. By increasing intergovernmental cooperation with the towns and county.
2. By working with the school district on their interests in transportation, enrollment and shared facilities and the student's general welfare.
3. By working with the area towns to identify the need for growth, the need to protect the agriculture economy and the need to share losses.

Recommendations:

1. The more the Town reaches out to area governments and the DNR, the more cooperative opportunities will develop. Work with the town of Hubbard on the landfill expansion.
2. The Town and school district need to regularly communicate on issues and opportunities. The school districts and towns and cities should meet annually to discuss items of mutual interest.
3. The Town needs to work with the city of Mayville to identify the need for Town growth. Part of the discussion can be on sharing gains and losses or otherwise developing a boundary agreement to make the agreement a win-win situation.
4. All annexation should be preceded with a boundary agreement or otherwise made beneficial to the Town as well as the City.
5. Continue to be a major player in landfill expansions.

VIII. Land Use Section

The goals, objectives and policies for the Land Use element are as follows:

Policies:

- By ensuring that adjacent land uses are compatible with regard to such factors as: smoke, noise, odor, traffic activity and appearance.
- By utilizing land that is adequately drained and reasonably level.
- By providing adequate water and sewer as defined by the Department of Natural Resources.

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- By building on soils that have adequate bearing strength and are suitable for excavation and site preparation.

Goal 1. To create a balanced pattern of related urban land uses.

Objectives:

1. By ensuring adjacent land uses are compatible with regard to such factors as smoke, noise, odor, traffic, activity and appearance.
2. By providing adequate water supply in quantity and quality, a sanitary waste disposal where necessary to developed areas and land for new development.
3. By developing in a manner that respects scenic areas and scenic views.
4. By building on soils which have adequate bearing capacity and are suitable for excavation and site preparation as much as possible.
5. By restricting development from steep slopes, wetlands and flood hazard areas and controlling development on steep slopes.
6. By understanding the importance of aesthetics to a community.
7. By eliminating nonconforming uses.
8. By strictly enforcing the zoning ordinance and keeping it up-to-date.
9. By establishing a system of directional signs.

Recommendations:

1. The Town needs to reserve areas for future growth through the use of a Land Use Plan and map. It is important the plan does not "box in" future uses by permitting non-compatible uses that would not allow expansion of more appropriate uses.
2. Extend utilities according to the Land Use Plan.
3. Two of the Town's assets are the view available of the Ledge and Horicon Marsh. Provide opportunities for as many people as possible to enjoy these views.
4. New development needs to mitigate soil limitations.
5. Steep slopes of more than 12 degrees, wetlands and flood prone areas should be avoided.
6. The Town needs to help ensure the natural and man-made environments need to be aesthetically pleasing. If it is not, it is a physiological negative and without question harms civic pride.
7. Strictly enforce the zoning ordinance to further eliminate with time nonconforming units.
8. Amend existing regulations as may be necessary to implement the spirit and intent of this Plan. Implement the zoning ordinance according to the law.
9. The Town should establish a system of directional signs. Identify the location of the Marsh, ledge overlooks, park, cemeteries, fire station, Town Hall, churches, archaeological sites etc.

Residential

Policies:

- By locating new residential uses near existing urban development to take advantage of proximity to community facilities and public utilities.
- By providing housing opportunities for all income ranges.

Goal 1. To provide areas that will not interfere with the farming community and will be best suited for residential development in the Town.

Objectives:

1. By providing additional vacant land for residential development.
2. By allowing residential growth in areas that will have the least adverse effect on farm operations.
3. By providing low- and moderate- income family and elderly housing opportunities.
4. By reducing the impact of existing traffic on residences.

Recommendations:

1. The Town needs to negotiate a boundary agreement with the city of Mayville to open areas for residential development on public sewer. The Town needs to approve on a case-by-case basis areas for a limited number of conservation subdivisions.

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2. Place the highest density residential in the Town growth areas and the conservation subdivisions as isolated as possible for farm operations.
3. Provide affordable housing and possibly elderly housing opportunities in the Town growth area.
4. Set new homes back from arterials.

Goal 2. To control the location of new, non-farm residential development to preserve the agricultural uses in Town.

Objectives:

1. By designating areas suitable for residential development, where sewers are available.
2. By exercising full development control as provided by Wisconsin Statutes.
3. By preparing and implementing a Comprehensive Smart Growth Plan.

Recommendations:

1. Adopt the Smart Growth Comprehensive, which designates 3 densities of residential development. The most homes would go adjacent to Mayville in Town growth areas of a density of 5.2 dwelling units per acre. The next largest number would be those located in conservation subdivisions at 1 dwelling unit per acre. The third group would be scattered site housing at 35 acres per dwelling.

Commercial

Policies:

- By recognizing the need to develop commercial interests in the community
- By recognizing the critical need to assist prospective business owners to begin a new business.

Goal 1. To provide an adequate framework for the future development and expansion of commercial uses in Williamstown.

Objectives:

1. By designating certain prime areas for commercial use.
2. By involving existing business owners in planning for their improvements.

Recommendations:

1. The land use plan provides for a very limited number of commercial opportunities. Locate new business in these areas.
2. Work with businesses wanting to expand or improve their facilities.

Goal 2. To limit neighborhood commercial uses to an appropriate scale and location to serve the citizens of the Town.

Objectives:

1. By allowing commercial development in areas having a limited adverse impact on the Town's predominantly rural, agricultural character.

Recommendations:

1. Provide few opportunities as shown on the land use plan for commercial development, thus preserving the rural environment.

Industrial

Policies:

- By maintaining industrial sites that are easily accessible to major roads and that afford large, relatively flat, open sites with adequate parking, loading and storage.

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- By recognizing the critical need to assist new manufacturing business starting in business.
- By assisting existing businesses/industries to grow at the current locations.

Goal 1. To develop areas that would be suitable for industrial development.

Objectives:

1. By allowing industrial development in areas that have a limited adverse impact on the Town's rural character.
2. By developing areas that have good highway and/or railroad access.
3. By aggressively controlling new developments at all phases.

Recommendations:

1. Permit industrial uses in the areas planned for industrial use, but only make zoning changes when a developer's agreement has been approved.
2. Develop according to the Land Use Plan.
3. Utilize zoning changes, developer agreements and permit processes to control new industrial developments.

IX. Implementation Section

The goals, objectives and policies for the Implementation element are as follows:

Policies:

- By taking greater control of the Town's environment through financial planning, additional ordinances and ordinance enforcement.
- By updating the Comprehensive Plan whenever the circumstances upon which the current plan is based change significantly.
- By advancing into new programs and ideas.

Goal 1. To avoid any annexation and boundary disputes with surrounding towns.

Objectives:

1. By exploring a responsible boundary agreement with Mayville.

Recommendations:

1. Work with Mayville to develop and adopt a boundary agreement.

Goal 2. To ensure the interested participation of local citizens in carrying out the Comprehensive Smart Growth Plan.

Objectives:

1. By utilizing available federal and state programs which will aid the Town in implementing its plans.
2. By encouraging specific projects and other needed actions, this will serve to implement the Plan.
3. By continuing to utilize the financial plan for the Town.
4. By working to improve the local economy.
5. By continuing to utilize innovative and collaborative projects in the Town.
6. By adopting and enforcing adequate codes and ordinances necessary to properly guide new development.
7. By eliminating non-conforming uses where possible.
8. By continuing to update goals and objectives and monitor progress on an annual basis.
9. By participation in area-wide community planning programs and discussions groups.

Recommendations

1. The Town should look for grant opportunities similar to the CDBG Housing Grant it received in 2002. Areas to explore for grant funds include: overlook development, archaeological site preservation, utility extensions and elderly housing.

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2. Involve citizen groups in providing background and legwork to implement elements of the Plan.
3. Utilize the Town's funds to establish a Town foundation to ensure a continued income long after the landfill funds have ceased.
4. Work with the County, towns, villages and cities to improve the local economy.
5. The Housing Rehabilitation Program is an innovative program they can emulate.
6. Amend the zoning ordinance as follows:
 - Spray irrigation as a conditional use in the agriculture districts.
 - Non-metallic mining both publicly or privately operated and owned.
 - Require an archaeological survey for any new construction project in the Town in areas with a high probability of having an archaeological site as shown on the Development Factors map.
 - Adopt a Town subdivision ordinance with a provision for conservation subdivisions.
 - Adopt an existing building code.
7. The Town should eliminate blight influences by utilizing an existing building code, nuisance ordinances, zoning ordinances, acquisition or another means.
8. Monitor the plan annually for changing conditions, elements implemented and new elements to be implemented.
9. Participate in the County's planning process and those of adjacent towns, cities and the village of Kekoskee.

ISSUES AND OPPORTUNITIES ELEMENT

Objective of Element

As shown in Exhibit C-1, this element is intended to accomplish a number of things. First, public input is reviewed to identify problems and opportunities residents collectively face. Second, some general principles are offered that constitute the basis of this plan along with specific issues. Next, socio-economic characteristics are reviewed. Finally, population projections are presented that will be used in other elements to project the need for housing, the need for land use and to gauge the adequacy of transportation and community facilities.

Exhibit C-1. Basic Objectives of the Issues and Opportunities Element

- Document the public input received relative to the issues and opportunities facing the community.
- Identify the key issues and opportunities that the Plan revolves around.
- Understand some of the trends in the local economy and demographics.
- Present population projections that will be used throughout the Plan.

Identification of Issues and Opportunities

Overview

The entire process of preparing a comprehensive plan is designed to identify and address issues and opportunities. Quite often issues and opportunities are readily evident, while others may not be apparent until data is collected, reviewed and shared with others and a dialogue begins. The importance of identifying issues and opportunities becomes readily evident when one reviews the goals, objectives and policies contained in this plan. For each issue or opportunity identified, one or more goals, objectives or policies are included to address the situation. By including corresponding background information, the reason for including the goal, objective or policy will not be lost over time. Likewise, goals, objectives and policies will not be included that are not grounded in an issue or opportunity facing the community. To identify the issues and opportunities that would guide the formation of this plan, a number of methods were employed: data collection and analysis, interviews, a community survey and community meetings.

Data Collection and Analysis

Information was collected from a wide variety of sources including the Town, Dodge County and state sources. Types of information that were reviewed included written reports, maps, inspection reports, databases and others.

Community Survey

During September 2003, the Village's consultant distributed a written survey to 264 households in the town of Williamstown to collect information about resident's opinions regarding a wide range of issues. With 197 surveys returned, the response rate of 74.6 percent shows residents are concerned about the future of their community and are willing to offer their thoughts and ideas. Survey results were compiled and are included in Appendix B.

Community Meetings

Community meetings were held throughout the planning process to solicit input and ideas from residents, elected and appointed officials and employees. In all, 11 meetings were held and conducted so that everyone, residents, employees and officials, could participate equally and openly. During several of these meetings, participants were asked to share their thoughts

on various questions. To help prioritize the responses, participants were asked to vote for the most important items. The responses to the questions are shown below along with the number of votes each received. It should be noted that even though some items did not receive a vote, they are still very important considerations.

Issues and Problems

Canning Company waste is spread on town lands (6)
 County Park expansion – add to traffic and additional fire protection costs – no compensation from the county (6)
 Annexations by Mayville (5)
 Old landfill is Superfund Site (5)
 Strict controls on septic systems (5)
 DNR and Fish and Wildlife plans to buy land (5)
 County continues to change the County Zoning Code (4)
 The Town lacks a sanitary sewer district (4)
 "Not in my backyard" (NIMB) opposition to development (4)
 Extraterritorial zoning with Mayville (3)
 County Planning and Zoning Committee control over the County Board and Town Board approvals (3)
 Landfill and its related problems including location on the ledge and traffic (2)
 Town is being reduced by annexations (2)
 County set laws that apply to the Town but not to cities and villages (2)
 Property owner rights (2)
 Landfill still buying land (120 acres) (2)
 Lack of State and Federal Aids for "Marsh Route" (2)
 How land use change is viewed in this farming community – opposed to tourist development (2)
 Apathy of the Town residents (2)
 Towns cannot fill wetlands but cities can (2)
 Tourist use the roads but the Town receives no benefits (1)
 City of Mayville expansions (1)
 Lack of recognition of Town government (County Park is not recognized as being in the Town) (1)
 Town is being reduced in size (land area) (0)
 DNR and U.S. Department of the Interior own large tracts of land and both are difficult to control and/or work with (0)
 State owned buildings are not paying their fair share of "taxes" (0)
 Lack of public utilities (0)
 Lack of legal authority to set speed limits (0)
 Unequal road aid distribution (0)

Potentials and Opportunities

Town farmers use the land well (5)
 Good roads (5)
 Nice County Park in the Town (5)
 Good woodlands (4)
 Niagara Escarpment (4)
 Town has desirable land for development, particularly residential, principally near the marsh (4)
 Good relations with adjoining towns (4)
 Good fire department (4)
 Nice area to live in (4)
 Landfill revenues and payments (4)
 Variety of topographic features (3)
 Good town government including good environmental ordinances that restrict sludge dumping and restrict clay extraction (3)
 Good potential for hiking trails particularly near the marsh (3)
 New Town Hall (3)
 Wide variety of birds, animals, and natural habitat (3)
 Small size of Town makes it easier to govern (3)
 Fire department and first responders (3)
 Country living with short distances to urban areas (2)
 Good agricultural land (2)
 Location between several service and population areas (2)
 Great scenery (2)
 Good air quality (2)
 Quiet area and not much traffic (2)

Financial reserve and financial security (2)
 Easy access to jobs (2)
 Open government (1)
 Good tourism potential (1)
 Historical aspects of the Town – Indian Mounds (1)
 Lots of river frontage (0)
 Many Indian artifacts and mounds (0)
 Town has good recreation areas, particularly camping, exploring, and hunting (0)
 Good hunting and fishing (0)
 Diverse backgrounds of the local residents (0)
 Sense of place (happy where you are) (0)
 Minimum of places that cause grief (0)

Key Issues and Opportunities

Many residents are proud to call Williamstown home, but at the same time they recognize that there are a number of problems and opportunities they collectively face as residents of the Town. This plan is designed to help focus the collective energy of residents, elected officials and town employees and offer a blueprint for the physical, economic and cultural growth of the town of Williamstown.

This plan is based on the basic premise that the Town must actively work to foster appropriate growth. This includes economic growth, physical growth and cultural growth. Although this plan outlines a broad range of community needs, the Town cannot be directly responsible for doing everything. In the absence of a concerted effort of Town residents, employees and officials, the Town will continue to function, but not fulfill many of the hopes and aspirations of its residents or reach its full potential.

As previously noted, a wide variety of issues and opportunities were identified throughout the planning process. The most important can be summarized with the following set of questions.

How does the town of Williamstown?

- Maintain the current social character of the community that current residents cherish?
- Accommodate the special housing needs of residents – especially the elderly and low- and moderate-income residents?
- Encourage additional residential development?
- Maintain the rural character of the Town?
- Protect the Horicon Marsh?

Socio-Economic Profile

Educational Levels

According to the 2000 Census, a greater proportion of residents in the Town (25 years and older) had a high school diploma or some college (no degree) when compared to all of Dodge County. (Table C-1). The proportion of those holding an Associate, Bachelor or other advanced degree was less than all of Dodge County and the state.

Table C-1. Educational Attainment of Persons 25 Years and Over; Town of Williamstown, Dodge County and Wisconsin: 2000

Highest Educational Level Attained	Williamstown		Dodge County	Wisconsin
	Persons	Percent	Percent	Percent
Not a High School Graduate	58	13.1	17.7	15.0
High School Graduate (including equivalency)	197	44.4	43.6	34.6
Some College, no degree	101	22.8	18.4	20.6
Associate Degree	31	7.0	7.1	7.5
Bachelor's Degree	38	8.6	9.5	15.3
Graduate or Professional Degree	18	4.1	3.7	7.2
Total	443	100.0	100.0	100.0

Source: US Census of Population and Housing (STF 3A)
 Note: The percent column may not add up to 100 due to rounding.

Age of Residents

Table C-2 compares the ages of Town residents during 1990 and 2000. For the age groups less than 9 years of age, there were significant declines during this time period. Conversely, for the next two older groups (10 to 19) there were significant increases in their proportion of the population. In the 20 to 34 age brackets there was a dramatic decline in the population. The residents age 35 to 54 experienced considerable growths in their numbers in 2000 as compared to 1990.

While the data do not paint a complete picture, it appears that the population in the town of Williamstown is increasing in age and households with very young children are not being replaced in the local community. The population ages 60 and over has also increased slightly during this period.

Table C-2. Age of Population; Williamstown: 1990 and 2000

Age Group	1990		2000	
	Persons	Percent	Persons	Percent
Under 5	66	9.2	29	4.5
5 to 9 years	63	8.7	32	5.0
10 to 14 years	39	5.4	63	9.8
15 to 19 years	42	5.8	55	8.5
20 to 24 years	44	6.1	22	3.4
25 to 34 years	140	19.5	61	9.4
35 to 44 years	89	12.4	124	19.2
45 to 54 years	75	10.4	116	18.0
55 to 59 years	44	6.1	34	5.3
60 to 64 years	31	4.3	35	5.4
65 to 74 years	56	7.8	49	7.6
75 to 84 years	26	3.6	18	2.8
85 years and older	2	0.2	8	1.2
Total	717	100.0	646	100.0

Source: US Census of Population and Housing (STF 1A)
 Note: The percent column may not add up to 100 due to rounding.

Household Income

According to data from the 2000 Census, slightly more than 36 percent of the residents of the town of Williamstown in 1999 had incomes less than \$50,000 (Table C-3). In comparison, the proportion of residents in this income range throughout all of Dodge County was 56.4 percent and the state was 56.9 percent in 1999.

Correspondingly, the Town had a much greater proportion of its residents making more than \$50,000 than either the County or the State.

During 1999, the median income of residents in the town of Williamstown was substantially higher than in all of Dodge County and the state. Similarly, the per capita income was also greater when compared to all of Dodge County and the state (Table C-4). This may be attributable to a number of factors: the increasing proportion of residents in the 35-54 age groups who are established in their jobs; the availability of jobs; and the wage scales of those jobs currently being performed by the residents of the Town.

Table C-3. Household Income; Town of Williamstown, Dodge County and Wisconsin: 1999

Income	Williamstown		Dodge County	Wisconsin
	Households	Percent	Percent	Percent
Less than 15,000	14	5.9	10.5	12.9
15,000-24,999	16	6.8	11.4	12.7
25,000-34,999	32	13.5	14.1	13.2
35,000-49,999	24	10.1	20.4	18.1
50,000-74,999	62	26.2	26.4	22.7
75,000-99,999	52	21.9	10.5	10.9
100,000-149,999	25	10.5	5.1	6.4
150,000-199,999	9	3.8	1.1	1.5
200,000 or more	3	1.3	0.7	1.5

Source: US Census of Population and Housing (STF 3A)
 Note: The percent column may not add up to 1013.50 due to rounding.

Table C-4. Median Household Income and Per Capita Income; Town of Williamstown, Dodge County and Wisconsin: 1999

	Town	Dodge County	Wisconsin
Median Household Income	\$62,969	\$45,190	\$43,791
Per Capita Income	\$25,167	\$19,574	\$21,271

Source: US Census of Population and Housing (STF 3A)

Results from the 2003 community survey show that 34 percent of the households in the town of Williamstown are considered low- and moderate-income based on the household income and family size criteria established by the U.S. Department of Housing and Urban Development (HUD).

Population Projections and this Plan

Overview

Population change¹ in a community will have a significant impact on how a community fashions its comprehensive plan. While most communities share many goals in common, the needs of a fast growing community will likely be different than those of a community with a stable or declining population.

Projections can help determine how much land a community will need to allocate to different types of land uses in its overall development plan. They can also be used to help assess the changes that may be required in the available housing, transportation networks, recreational and school facilities and similar public and private facilities. And finally, projections can be

¹ Population change is a function of natural increase (births minus deaths) and net migration (in-migration minus out-migration).

used to help assess the changes that may occur to the community's character, local economy, agricultural land base and the natural environment.

Although population projections are an important tool, a word of caution is in order. Projecting population change is best done on a large geographic scale. As the geographic area becomes smaller, it becomes increasingly more difficult to project into the future with a high degree of certainty. The loss of a single major employer, for example, can significantly reduce a small community's population. Likewise, a policy change by the local governing body can boost a community's growth. This is why it will be necessary to periodically review the population projections this plan is based on to ensure that they reflect current conditions and ever changing demographic trends.

Historical Population Change

As a starting point in developing population projections for this plan, historical population change is reviewed (Table C-5). Dodge County grew by slightly more than 12 percent between 1990 and 2000 according to the U.S. Census. The addition of 9,338 residents translates into an annualized rate of 1.15 percent compared to 0.93 percent for all of Wisconsin. Of the municipalities listed in the table, the village of Theresa grew the fastest when expressed as a percent change and Mayville saw the largest numerical increase of 528 residents.

The town of Williamstown experienced a population loss at an annualized rate of 1.1 percent during that 10-year period. There was a net loss of 71 residents or roughly 26 additional households based on the average household size of 2.75 contained in the recent U.S. Census. In the absence of a clear vision for the Town, it is likely that further population declines may continue in the future.

Table C-5. Population Change; Williamstown & Selected Municipalities, Dodge County and Wisconsin: 1990 to 2000

Jurisdiction	Population ¹		Numeric Change ²	Total Percent Change ²	Annual Rate of Change ²
	1990	2000			
Horicon, City	3,873	3,775	-98	-2.5	-0.2
Mayville, City	4,374	4,902	528	12.1	1.2
Iron Ridge, Village	887	998	111	12.5	1.0
Kekoskee, Village	188	169	-19	-10.1	-0.9
Theresa, Village	766	1,252	486	63.5	5.0
Hubbard, Town	1,390	1,643	253	18.2	1.7
LeRoy, Town	1,007	1,116	109	10.8	1.0
Theresa, Town	1,083	1,080	-3	-0.3	-0.01
Williamstown	717	646	-71	-9.9	-1.1
Dodge County	76,559	85,897	9,338	12.2	1.15
Wisconsin	4,891,769	5,363,675	471,906	9.65	0.93

Source: US Census of Population and Housing

- 1. As of April 1
- 2. Between 1990 and 2000

Expected Population Change

The rate of population growth depends on many factors -- some of which the Town can influence to varying degrees. Consistent with the overall approach of this plan as expressed in the goals, objectives and policies, the town of Williamstown envisions growing at a rate of .6

percent per year over the next 20 years. This means the projected population of the town of Williamstown in 2023 will be 731 residents, representing a total increase of 85 residents (Table C-6) in the next twenty years.

Table C-6. Population Projections; Williamstown: 2004 to 2023

	Year	Projected Population
Population	2004	651
	2008	671
	2013	691
	2018	711
	2023	731
Population Added During Period	2004 to 2008	25
	2009 to 2013	20
	2014 to 2018	20
	2019 to 2023	20
	2004 to 2023	85

Mid-America Planning Services, Inc.
 Notes Anticipated growth is based on an annual rate of .6 percent.

Periodically, the Town needs to compare actual population growth with these population projections. It should make adjustments in their plan accordingly.

Employment Projections

Table C-7 shows the anticipated number of new jobs resulting from additional commercial and industrial development in the future. It should be noted that the projections are based on an average employment rate per acre. While the factors may not hold true for every new commercial or industrial employer, it is believed over the long term, the factors are reasonable.

Table C-7. Employment Projections: 2004 to 2023

Land Use	2004 to 2008	2009 to 2013	2014 to 2018	2019 to 2023	2004 to 2023
Commercial	2	3	4	5	14
Industrial	5	5	5	5	20

Notes: Employment density for commercial is 4 employees per acre.
 Employment density for industrial is 1 employees per acre.

Goals, Objectives, Policies and Recommendations

The goals, objectives, policies and recommendations for this element are found in Chapter B.