

City of Clintonville Comprehensive Plan Update 2040



**Adopted
May 14, 2019**

Comprehensive Plan Update 2040

City of Clintonville

Waupaca County

Adopted May 14, 2019

Prepared by the
East Central Wisconsin Regional Planning Commission

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ABSTRACT

TITLE: CITY OF CLINTONVILLE COMPREHENSIVE PLAN
UPDATE 2040

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This report describes existing conditions, projects future growth and offers recommendations to guide future development in the City of Clintonville, Waupaca County, WI.

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CHAPTER 1
INTRODUCTION

CHAPTER 1: INTRODUCTION

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CHAPTER 1: INTRODUCTION

1.1 Introduction

The City of Clintonville is located in northeastern Waupaca County and shares its borders with the towns of Larrabee and Matteson. It is the third largest city in Waupaca County. Highways 22 and 45 intersect the City and provide connections south to the Fox Cities and Oshkosh, northeast to Shawano and northwest to Wittenberg. Flowing through the City, the Pigeon River offers a scenic amenity. Approximately 4,487¹ people live in the City which encompasses about 2,898 acres. According to the U.S. Census, between 2000 (4,736) and 2010 (4,559), the City lost population and per most recent WDOA population estimates, this trend is continuing. However, population projections done by WDOA in 2013 indicate that this trend is not expected to continue. According to WDOA, the City is projected to increase in population until 2030, reaching a total population of 4,710 before beginning a decline to 2040.

Land use within the City is a mixture of residential, park and recreation, institutional, commercial and industrial. Development of the City was originally shaped by the Pigeon River. Later as motorized transportation advanced, roads connecting surrounding cities and villages were built and development occurred along these transportation corridors. At the junction of the Pigeon River and Main Street the downtown developed. Many older homes are found in the residential neighborhoods north of the downtown. North of the river, on the east side of the City, a number of businesses and industries make Clintonville home.

1.2 Planning History

This plan updates an earlier comprehensive plan that was adopted by the City of Clintonville on September 18, 2007. Similar to the earlier plan, this plan complies with the “Smart Growth” legislation (Wisconsin Statutes 66.1001). According to the legislation, a comprehensive plan “shall be updated no less than once every 10 years”.

1.3 Purpose and Scope of the Plan

The purpose of the City of Clintonville’s comprehensive plan is to aid local officials in making land use decisions that are harmonious with the overall vision of the community’s future and will ensure the future sustainability of the local natural resource base. Developing a comprehensive plan is a proactive attempt to delineate the ground rules and guidelines for future development. Comprehensive planning decisions evaluate existing facilities and future needs; promote public health, safety, community aesthetics, orderly development and preferred land use patterns; and foster economic prosperity and general welfare in the process of development. The plan evaluates what development will best benefit the community’s interests, while at the same time provide flexibility for land owners and protect property rights.

1.3.1 Plan Components

The City of Clintonville’s comprehensive plan identified a 20-year planning horizon and contains four major components:

¹ Wisconsin Department of Administration (WDOA), 2017 population estimate.

1. A profile of the demographic, economic, and housing characteristics.
2. An inventory and assessment of the environment, community facilities; and agricultural, natural and cultural resources.
3. Goals, objectives, policies and recommendations.
4. A series of land use maps that depict existing and optimum land use patterns.

The comprehensive plan also contains the nine elements required by the Wisconsin Statutes 66.1001:

1. Issues and Opportunities;
2. Economic Development;
3. Housing;
4. Transportation;
5. Utilities and Community Facilities;
6. Agricultural, Natural and Cultural Resources;
7. Land Use;
8. Intergovernmental Cooperation; and
9. Implementation.

Each element (chapters 2 – 9) discusses specific information pertinent to the overall land use plan. The Issues and Opportunities and Housing element summarizes demographic information, and presents an inventory of the existing housing stock as well as an analysis of future housing needs based on population and household projections. The Economic Development element inventories the labor force, analyzes the community's economic base, and provides a development strategy regarding existing and future economic conditions within the community. The Transportation element provides an inventory of the existing transportation system and an overview of transportation needs. The Utilities and Community Facilities element inventories existing utilities and community facilities including schools, recreational facilities, cemeteries, communications, gas, electric, public safety and emergency response services. It also addresses how population projections will affect the efficiency and adequacy of these services. The Agricultural, Natural, and Cultural Resources element describes the physical setting and cultural resources of the planning area and evaluates how they will affect or will be affected by future growth. Specific natural areas and cultural/historical landmarks are identified for protection and preservation. The Land Use element inventories and describes existing land use patterns and includes a projection of future land use demands. The Intergovernmental Cooperation element addresses programs and policies for joint planning and decision-making efforts with other jurisdictions including school districts, adjacent local governmental units, and state and federal agencies. The Implementation element contains a recommendation and action plan to assist implementation efforts of the comprehensive plan. Policies and programs that are relevant to the City can be found in Appendix E.

1.3.2 Interrelationships between Plan Elements

Although all required elements are presented as separate chapters, it is important to recognize that they are interrelated. For instance, transportation infrastructure allows for the movement of goods, services, and employees; likewise, land use and zoning affects the types of housing that can be built within the City, thus affecting the affordability of housing.

Map 8-2 Preferred Land Use depicts not only future land use but also illustrates key items that affect land use, as identified in other elements. These include, but are not limited to, natural

resources, potential upgrades to transportation infrastructure (trails, roads) and public infrastructure (proposed recreation facilities).

1.3.3 State of Wisconsin “Smart Growth” Comprehensive Planning Goals

In addition to the goals, strategies and recommendations outlined in this plan, the plan also addresses the 14 goals for comprehensive planning established by the State of Wisconsin Act 9 in 1999. The 14 goals include:

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

1.4 Planning Process

The City of Clintonville’s comprehensive plan was completed in six phases, all of which provided opportunities for public involvement, as specified in the public participation plan (Appendix A). The phases include: Organization, Plan Kickoff and Visioning, Inventory/Analysis and Issue Identification, Plan/Goal Alternative Development, Plan Implementation, and Plan Adoption. The City’s Plan Commission worked with East Central staff on the development of the plan.

The first phase (Organization) involved the creation and development of the public participation plan. A webpage dedicated to the planning effort was established to keep interested residents informed of the process.

During the second phase (Plan Kickoff and Visioning), a news article appeared in the fall edition of the local newspaper to let community members know that the City was embarking on a

comprehensive plan update. General information about comprehensive planning and the process were discussed at an initial meeting with the Plan Commission. A community visioning workshop was held to identify key issues and opportunities that should be considered during the planning effort and a report was developed summarizing the results.

Data from the previous comprehensive plan was used as a starting point for the third phase (Inventory/Analysis and Issue Identification) of the planning effort. Background information was revised to reflect new U.S. Census data and updated to reflect changes to the physical, social and economic resources of the City. This data was analyzed to identify existing and potential problem areas. Using results from the visioning workshop, feedback from the Clintonville Plan Commission and City staff, as well as background data compiled during the inventory stage, key issues and opportunities were identified.

Draft goals, objective, policies and recommendations were developed for each of the comprehensive planning elements as part of the fourth phase (Plan/Goal Alternative Development). Utilizing the draft goals, objectives and recommendations, input from the Plan and Commission, the community visioning workshop and City staff, a draft preferred land use map (Map 8-2) was created.

The fifth phase (Plan Implementation) established the tools necessary for implementation of the plan. Recommendations for regulatory techniques including zoning and an action plan with an accompanying timeline were developed to ensure that the intent of the plan is achieved. An intergovernmental meeting was held to obtain input from neighboring jurisdictions, county departments, local governmental units and state agencies.

The final phase (Plan Review, Public Hearing and Adoption) of the planning process culminated in the adoption of the comprehensive plan update by the City Council. Draft plans were provided at various locations in the City, as well as on the project website. Following the publication of a 30 day notice in the local newspaper and a public hearing, the Plan Commission recommended that the City Council adopt the plan by ordinance.

1.4.1 Public Participation

Public participation is a major component of the comprehensive planning process. In accordance with s. 66.1001 (4), which defines “Procedures for Adopting Comprehensive Plans”, the City of Clintonville actively sought public participation from its citizens. To gain citizen understanding and support throughout the planning process, the public was provided with a variety of meaningful opportunities to become involved in the process. The first step in the planning process was the development and adoption of a public participation plan for comprehensive planning. This plan laid out the goals of the public participation plan; public participation strategy, methods and plan adoption procedures.

Public input was encouraged through meetings and activities. ECWRPC staff conducted approximately eight (8) public meetings with the Clintonville Plan Commission, as well as one community vision workshop. All meetings were open to the general public; notices were posted at predetermined public areas. A public hearing was held to present the final draft version of the plan to the general public and neighboring municipalities and to solicit further input. The draft plans were available for review at the Clintonville Public Library, City Hall, and the internet. A website specific to the planning effort was maintained throughout the planning effort. To facilitate public knowledge and involvement in the comprehensive planning process, the plan

identified four major goals, provided a timeline, outlined notification methods and identified how to submit written comments.

1.4.2 Community Visioning Workshop

A Community Visioning Workshop was held on Wednesday, December 6, 2017 at the Clintonville Community Center. Twenty people participated in the open house style workshop which included a series of six main concepts: “Who Are We?”, Community Connections, Jewels and Junk, Priorities, Downtown and Big Ideas.

Participants were asked to think of words or ideas that they would use to describe Clintonville’s identity in terms of its “Historic”, “Current” and Vision for the Future. Participants mostly remember Clintonville as a good place to live. Attributes used to describe the City included: Four Wheel Drive, small town/rural, strong schools, vibrant downtown, active community involvement, and well maintained homes and parks. Responses to the current culture of the City was somewhat mixed; while a strong manufacturing and industrial sector was noted, people also felt that there were few businesses and a struggling stagnant downtown. Other attributes used to describe the City included: lack of home maintenance and pride, high poverty rates and poor infrastructure/roads. Participants were positive of the future and would like to see more retain establishments; a mixture of housing types, and they felt that Clintonville should become an area and regional destination, with some type of facility for outdoor swimming.

A number of community assets or “Jewels” were identified and included: Pigeon Lake, Clintonville High School and Trail, Riverside Golf Course, Seven Maples, W. A. Olen Park, and the Clintonville Municipal Airport. Top areas needing improvement included Pigeon Lake and the downtown. Major themes that emerged during the “Big Ideas” exercise included investment in the downtown, structured community improvement activities, additional walking and biking facilities, renovation or development of aquatic facility, development of an entertainment venue and making Clintonville a destination.

1.4.3 Intergovernmental Meeting

The City hosted an intergovernmental meeting on December 13, 2018. Invitations were sent to neighboring jurisdictions, county departments, local governmental units (Clintonville Public School District, Waupaca County Economic Development Corporation), state agencies and others. A total of 17 people attended the meeting which was used to provide an opportunity for participants to ask questions, provide feedback on the future land use map and discuss opportunities for intergovernmental cooperation. Results from the meeting are contained in Appendix C.

1.5 City of Clintonville Vision

The City of Clintonville’s vision for the future is expressed in its goal statements for each of the comprehensive planning elements. The City’s planning goals are broad statements of community values and public preferences for the long term (20 years or more). Implementation of this comprehensive plan will result in the achievement of these goals by the year 2030. For further detail on these goals, including related objectives, refer to the respective element of this comprehensive plan.

Population and Housing Goals

- Goal 1: Maintain an adequate housing supply that will meet the needs of current and future residents and promote a range of housing choices for anticipated income levels, age groups, and special housing needs.
- Goal 2: Provide for housing development that maintains the attractiveness and small town character of the community.
- Goal 3: Support the maintenance and rehabilitation of the community's existing housing stock.
- Goal 4: Create a positive image and City identity for those that live, work and visit.

Transportation Goals

- Goal 1: Provide a safe, efficient, and cost effective transportation system for the movement of people and goods.
- Goal 2: Support the development and use of multiple modes of transportation.
- Goal 3: Develop a transportation system that effectively serves existing land uses and meets anticipated demand.
- Goal 4: Utilize and expand the capabilities of the Clintonville Municipal Airport.

Utilities and Community Facilities Goals

- Goal 1: Provide high quality and cost effective community facilities and services that meet the existing and projected future needs of residents, landowners, businesses, and visitors.
- Goal 2: Ensure proper disposal of wastewater to protect public health, groundwater quality, and surface water quality while meeting the needs of current and future residents and businesses.
- Goal 3: Promote stormwater management practices in order to reduce property and road damage and to protect water quality.
- Goal 4: Ensure that the water supply for the community has sufficient capacity, remains drinkable, and is available to meet the needs of current and future residents and businesses.
- Goal 5: Promote effective solid waste disposal and recycling services and systems that protect the public health, natural environment, and general appearance of land uses within the community.
- Goal 6: Maintain and enhance recreational opportunities in the community.
- Goal 7: Ensure the provision of reliable, efficient, and well-planned utilities to adequately serve existing and future development.

- Goal 8: Encourage improved access to health care facilities and child care.
- Goal 9: Provide a level of police, fire, and emergency services that meets existing and projected future needs of residents and development patterns.
- Goal 10: Promote quality schools and access to educational opportunities and library services.

Agricultural, Natural, and Cultural Resources Goals

- Goal 1: Recognize the economic viability and support the agricultural resources of the region.
- Goal 2: Encourage urban farming activities.
- Goal 3: Manage conflicts between residential and agricultural land uses.
- Goal 4: Maintain, preserve, and enhance the community's natural resources.
- Goal 5: Ensure the quality, safety, and quantity of groundwater to meet the community's present and future water supply needs.
- Goal 6: Maintain and restore the environmental integrity of surface waters including lakes, ponds, flowages, rivers, and streams.
- Goal 7: Preserve natural features like woodlands, wetlands, floodplains, shorelands, and open spaces in order to maintain and enhance community green space.
- Goal 8: Preserve significant historical and cultural sites, structures, and neighborhoods that contribute to community identity and character.
- Goal 9: Encourage cultural, artistic and entertainment opportunities.

Economic Development Goals

- Goal 1: Provide an easily accessible, clean, safe, attractive, welcoming downtown for residents and visitors to enjoy.
- Goal 2: Provide and support a range of economic development activities that encourages retail, commercial and industrial growth, while enhancing the quality of life for residents.
- Goal 3: Enhance community and neighborhood identity.
- Goal 4: Promote entrepreneurial programs, lifelong learning and expanding the workforce.

Intergovernmental Cooperation Goals

- Goal 1: Foster the growth of mutually beneficial intergovernmental relations with other units of government.

- Goal 2: Seek opportunities to reduce the cost and enhance the provision of coordinated public services and facilities with the educational institutions and other units of government.
- Goal 3: Enhance communication within the City and between the City departments and with local and regional municipal partners, educational institutions, governmental agencies and community organizations.

Land Use Goals

- Goal 1: Plan for land use in order to achieve the City's desired future.
- Goal 2: Seek a desirable pattern of land use that contributes to the realization of the City's vision for the future.
- Goal 3: Preserve a small town atmosphere including attractive community entrances, small businesses, a vital downtown, and community culture and events.

Implementation Goals

- Goal 1: Implement to the extent possible the recommendations contained within the Comprehensive Plan Update.

1.6 City of Clintonville Issues and Opportunities

The initial direction for the comprehensive planning process was set by identifying community issues and opportunities. Issues are defined as challenges, conflicts, or problems that a community is currently facing or is likely to face in the future. Opportunities are defined as the positive aspects of a community that residents are proud of and value about their community. These could either be current positive aspects of a community, have the potential to be created in the future. They help define the community's vision for the future by identifying which issues are most important for the community to resolve, and which opportunities are most important to pursue over the long term.

Input from the December 2017 community visioning workshop and the Plan Commission was used to identify issues and opportunities. The following issues and opportunities were identified:

Issues:

- Aging of community (people)
- Changing demographics
- High poverty rates
- Dwindling population
- Not welcoming for newcomers/those not born here
- No sense of community
- Not open to change
- Lack of community communication
- Lack of community input (participation)
- Youth retention
- Not enough areas for development
- Suitable housing for changing demographics
- Housing choice

- Many workers live outside of the City
- Depreciating property values
- Lack of home maintenance/pride
- Dilapidated / poorly maintained rental properties
- Junk/cars in yards
- Deteriorating roads
- Pedestrian Bridge in need of Repair
- Redevelopment of downtown river walk
- Water quality - Pigeon River/Impoundment
- Murals - 12th/Ann Street
- Protection of wetlands surrounding the City
- Stormwater Management in the Downtown area.
- Lack of government funds
- Limited volunteer efforts
- Building maintenance/enforcement/standards
- Aging infrastructure/roads
- Schools – low performing
- Low educational achievement
- Access to Social Services (Waupaca County Hub)
- No domestic abuse shelter
- One health care provider
- Need for additional park and recreation facilities and equipment
- Park maintenance
- Development of a Nature Center/Environmental Center
- Renovation or replace pool
- Improvements at the Clintonville Pound
- Increase economic development opportunities/economic growth
- Increase areas for development (open more areas)
- New business attraction
- Business retention
- Loss of small businesses/stores
- Lack of high paying jobs
- Lack of industry
- Struggling/stagnant downtown
- More restaurants
- Building façade improvements
- Activities/places for youth
- A second/affordable grocery store
- Better utilization of Mason's Ridge
- Lack of landscape buffer for Seagrave Fire Apparatus
- Redevelopment of Carlisle Chemical Corporation
- Planned development/versus reactionary
- Implement the plan
- Clear direction for the future

Opportunities:

- Make Clintonville a “cool” place to live/destination (shopping/recreation)
- Housing rehabilitation/investment
- Housing incentive programs
 - Program to encourage builders/buyers to build housing
 - Incentives from major industries to build new homes
 - Incentives to maintain/improve rental housing
- Redevelop former Armory for condominiums
- Increase housing choice
- Increase safe biking/walking infrastructure
- Utilize the City’s Official Map
- Increase aircraft usage of the Clintonville Municipal Airport
 - Collaborate with EAA to increase aircraft usage during the EAA
 - Provide courtesy cars/ground transportation
 - Provide year round vehicle rental
- Bus stops (6) for Sunday morning van service
- Bus that would come to Clintonville from Shawano
- Pigeon River - valuable resource
- Movie Theater
- FWD Museum
- Entertainment district in the downtown
- Develop a Native American Museum
- Promote the invention of the four-wheel drive and the birthplace of Northwest Airlines
- Develop community survey to determine needs/wants
- Develop a community building school
- Community improvements/beautification projects
- School/Community Partnership – community improvement projects
- Park Improvements at Seven Maples Nature Area, Bucholtz Park, W.A. Olen Park
- Development of a pavilion or amphitheater for events
- Aquatic center
- Dog Park
- Redevelopment of the Rexford-Longfellow Elementary School
- Downtown revitalization/reinvestment
- Sustainable market (local goods/artists)
- Promote local products/purchasing
- Strong manufacturing sector
- Industrial Park
- Prefer mom & pop stores, local entrepreneurs, business incubators
- Use existing buildings/keep character
- More restaurants
- Shovel ready site available north of Winter Street



CHAPTER 2

POPULATION AND HOUSING

CHAPTER 2: POPULATION AND HOUSING

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CHAPTER 2: POPULATION AND HOUSING

2.1 Population and Housing Plan

Population and housing are two key indicators that will help the City of Clintonville plan ahead for future growth and change. Because they are key indicators of potential future conditions, this element of the comprehensive plan provides population and housing data along with projections for the future. The City is planning for an increase of 559 people between 2010 and 2030, before starting a downward trend to the year 2040 (loss of 295 people between 2030 and 2040). Similar to population, the number of housing units is also expected to increase between 2010 and 2030, then fall after 2030. Between 2010 and 2030, the City is expected to see 249 new housing units by 2030, and then suffer a loss of 62 housing units during the next decade. Additionally, as the population ages, the number of persons per household is expected to decrease. This decrease will be seen through the planning period.

As one of the larger cities in Waupaca County, the City of Clintonville offers a range of housing choices including single-family homes, duplexes, multi-family structures, and life care facilities. The surrounding towns also contribute to the regional housing supply by offering options for those who want to live on larger rural lots (i.e., two acres, five acres, 20 acres or more, etc.). The City is in an excellent position to offer a diverse selection of housing that can meet the needs of current and future generations.

During the visioning, some of the population and housing issues identified included the aging of the population, increasing minority populations, population losses, and little sense of community, not welcoming to newcomers, lack of community participation, poorly maintained housing and properties, insufficient housing choice and a high number of rental properties.

The City's plan for population and housing is centered on maintaining the attractiveness and small town character of the community. This will be reflected in the future patterns of residential growth in the City. The City also plans to maintain an adequate supply of housing that meets the needs of current and future residents. This housing stock should provide for a range of housing choices for varied income levels, ages, and those with special needs. The City's preference is to maintain the existing higher density of housing, so that the cost of providing city services can be kept low, resulting in a lower tax burden. A concern is that there may not be adequate suitable lands inside the existing city limits to accommodate the future residential growth. As a result, the City's plan for housing also includes accommodating residential growth in extraterritorial areas that could easily be served by City utilities in a cost effective manner.

2.1.1 Census

A significant amount of information, particularly with regard to population, housing, and economic development, was obtained from the U.S. Bureau of the Census. There are two methodologies for data collection employed by the Decennial Census and the American Community Survey (ACS). The ACS is an ongoing statistical survey by the U.S. Census Bureau representing a sample of the population over a period of time, differing from the Decennial U.S. Census where figures are based on actual counts during a point in time. ACS estimates are controlled to decennial population estimates and become less accurate over the decade, meaning estimates are only as accurate as the census count on which they are based.

ACS data can be used to draw conclusions, however, due to the limitations of these estimates, patterns can only be inferred through the data and consequently there is a larger margin of error (MOE). Small sample size increases the MOE, indicating inaccuracy and rendering the data unreliable. As a result, annual fluctuations in the ACS estimates are not meant to be interpreted as long-term trends and caution should be taken when drawing conclusions about small differences between two estimates because they may not be statistically different. It should also be noted when comparing ACS multi-year estimates with decennial census estimates, some areas and subjects must be compared with caution or not compared at all.

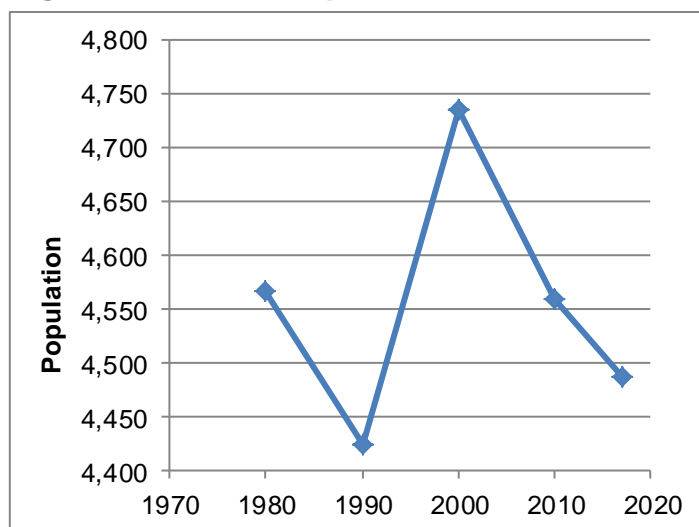
2.2 Population Characteristics

2.2.1 Population Trends

Historic Population

The City of Clintonville experienced a fluctuation in population between 1980 and 2000, followed by a population decline in the last decade (Figure 2-1, Table 2-1). Between 1980 and 1990, the population of the City of Clintonville decreased by 144 people or 3.2 percent. This was followed by a 7.1 percent increase in population (313 people) during the 1990's. Since 2000, the City population has been decreasing. The City's population fell from 4,736 people in 2000 to 4,559 people in 2010. During this same time period (1980 to 2010), Waupaca County's experienced a 22.4 percent population increase, while the state's population grew by 20.9 percent.

Figure 2-1: Historic Population Growth, 1980-2017



Source: U.S. Census, 1980-2010, WDOA 2017 Estimate

Recent estimates from the WDOA indicate that the population of the City is continuing to decline. Between 2010 and 2017, the population in the City of Clintonville is estimated to have decreased by 1.6 percent or 72 people. Similar to the City, WDOA estimates that Waupaca County is also seeing a decline in population (Table 2-1). Between 2010 and 2017, it is estimated that Waupaca County's population has decreased by 0.6 percent. At the same time, while the state's population is estimated to be growing, this growth has slowed from 6.0 percent during the 2000's to only 1.8 percent since 2010.

Table 2-1: Historic Population Growth, 1980-2017

	1980	1990	2000	2010	2017
C. Clintonville	4,567	4,423	4,736	4,559	4,487
Waupaca County	42,831	46,104	51,825	52,410	52,100
Wisconsin	4,705,642	4,891,769	5,363,675	5,686,986	5,788,500
		Percent Change 1980-1990	Percent Change 1990-2000	Percent Change 2000-2010	Percent Change 2010-2017
C. Clintonville		-3.2%	7.1%	-3.7%	-1.6%
Waupaca County		7.6%	12.4%	1.1%	-0.6%
Wisconsin		4.0%	9.6%	6.0%	1.8%

Source: U.S. Census, 1980-2010, WDOA 2017 Estimate

Population Forecasts

Population projections can provide extremely valuable information for community planning but have particular limitations. Population projections are typically based on historical growth patterns and the composition of the current population base. To a large extent the reliability of the projections is dependent on the continuation of past growth trends. Population growth is more difficult to predict in a community such as the Clintonville where the growth is dependent on migration, as migration rates may vary considerably based on various push and pull factors located outside of the community.

Continued population growth will result in an increase in demand for services and land consumption. The density of settlement coupled with the amount and location of land consumed for housing, commercial, and industrial uses may impact the cost of city services.

According to the WDOA, net migration will play a large role in population change during the 2010's, 2020's, 2030's as the population ages and death outpace births in Waupaca County. Table 2-2 presents population estimates through 2040. According to the WDOA, the City of Clintonville is expected to increase in population until 2030, then decline in population to 2040. During this time period, the City is estimated to grow by 3.3% (151 people) by 2030, and then decline by 6.3 percent (295 people). Overall, the City is expected to lose 144 people between 2010 and 2040. Similar to the City, Waupaca County's population is also expected to grow until 2030, and then decline until 2040. Between 2010 and 2030, Waupaca County's population is expected to increase by 9.9 percent, then fall by 3.1 percent by 2040. Wisconsin's population is expected to increase by 14.1 percent between 2010 and 2040.

Table 2-2: Population Estimates, 2010-2040

Municipality	2010	2015	2020	2025	2030	2035	2040	Percent Change 2010-2040
C. Clintonville	4,559	4,595	4,610	4,685	4,710	4,610	4,415	-3.2%
Waupaca County	52,410	53,400	54,475	56,220	57,460	57,120	55,670	6.2%
Wisconsin	5,686,986	5,783,015	6,005,080	6,203,850	6,375,910	6,476,270	6,491,635	14.1%

Source: WDOA, Wisconsin Demographic Services Center, Vintage 2013 Population Projections

Population Density

Population density reflects the degree of urbanization of a community as well as the impacts on demand and cost effectiveness of the provision of urban services. Population density is calculated as the number of people per square mile of land area excluding surface water.

Table 2-3: Population Density, 2000 and 2010

Municipality	2000			2010		
	Land Area Sq. Miles	Pop	People per Sq. Mile	Land Area in Sq. Miles	Pop	People per Sq. Mile
C. Clintonville	4.23	4,736	1,120.7	4.4	4,559	1,036.1
Waupaca County	751.09	51,731	68.9	747.71	52,410	70.1
Wisconsin	54,310.1	5,363,675	98.8	54,157.8	5,686,986	105.0

Source: U.S. Census, 2000, 2010; SF-1, Table GCT-PH1

From 2000 to 2010, the overall population density of the City of Clintonville decreased from 1,102.7 persons per square mile in 2000 to 1,036.16 persons per square mile in 2010 (Table 2-3). This occurred because the land area of the City increased from 4.23 square in 2000 to 4.4 square miles in 2010, while at the same time the population of the City decreased from 4,736 people to 4,559 people. Unlike the City, Waupaca County and the state increased in population density over this same time period. Between 2000 and 2010, the county increased in density from 68.9 people to 70.1 people per square mile, while the state increased from 98.8 people per square mile to 105.0.

Age Distribution

The age structure of a population impacts the service, housing, and transportation needs of a community. In 2010, the median age of the residents of the City of Clintonville was 39.3 (Table 2-4). This is younger than Waupaca County's median age of 43.5 and older than the State of Wisconsin's median age of 38.5. Reflecting state and national trends, the City of Clintonville's population has aged slightly since 2000 when the median age was 38.9 years.

Table 2-4: Percent of Population by Age Cohort, 2000 and 2010

2000	Under 5	5 to 19	20 to 24	25 to 44	45 to 64	65 and older	Total	Median Age
	Percent	Percent	Percent	Percent	Percent	Percent		
C. Clintonville	5.9%	21.2%	5.5%	26.4%	19.0%	22.0%	4,736	38.9
Waupaca County	6.0%	22.1%	4.6%	27.8%	22.7%	16.7%	51,731	38.5
Wisconsin	6.4%	22.2%	6.7%	29.5%	22.2%	13.1%	5,363,675	36.0
2010	Under 5	5 to 19	20 to 24	25 to 44	45 to 64	65 and older	Total	Median Age
	Percent	Percent	Percent	Percent	Percent	Percent		
C. Clintonville	6.6%	20.2%	5.7%	24.6%	24.0%	18.9%	4,559	39.3
Waupaca County	5.6%	19.2%	4.5%	22.9%	29.8%	18.1%	52,410	43.5
Wisconsin	6.3%	20.1%	6.8%	25.5%	27.7%	13.7%	5,686,986	38.5

Source: U.S. Census 2000, 2010, DP-1

The childbearing population (25 to 44) comprised the City's largest cohort in both 2000 (26.4%) and 2010 (24.6%). In 2000, the next largest age cohort in the City was the school age population (5 to 19, 21.2%), while in 2010, the next largest age cohort with the baby boomers (45 to 64, 24.0%). Since the median age is not increasing at the same rate as the county and state, and since the elderly component seems to be decreasing at a faster rate would normally be attributed to natural decrease, it is assumed that people are not choosing to age in place (Table 4-4). Unlike the City, reflecting the aging population, the percent of population in the county and state decreased in the under 5, 5 to 19 and 25 to 44 age cohorts and increased in the 45 to 64 and 65 and older age cohorts.

Similar to the City, the child bearing population (25-44) comprised the largest age cohort in Waupaca County (27.8%) and the state (29.5%) in 2000. While the second largest age cohort in the county was the baby boomer population (45 to 64, 22.7%). Wisconsin mirrored the City and county; the second largest age cohort was the baby boomer (45 to 64, 22.2%) and the school age population (5 to 19, 22.2%).

Table 2-5: Population by Gender, 2010

	Male			Female			Total	Median Age
	Number	Percent	Median Age	Number	Percent	Median Age		
C. Clintonville	2,171	47.6%	36.9	2,388	52.4%	41.3	4,559	39.3
Waupaca County	26,447	50.5%	42.6	25,963	49.5%	44.3	52,410	43.5
Wisconsin	2,822,400	49.6%	37.3	2,864,586	50.4%	39.6	5,686,986	38.5

Source: U.S. Census 2010, DP-1

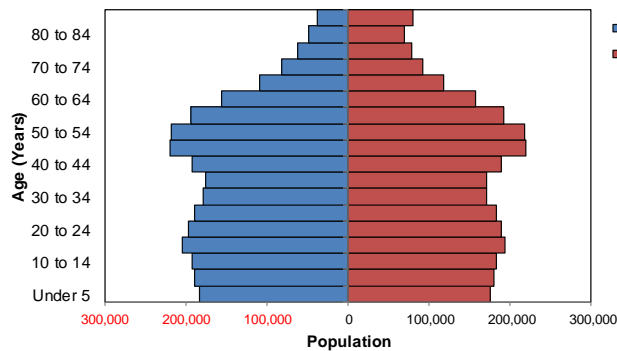
Females outnumbered males in the City of Clintonville and Wisconsin, while males outnumbered females in Waupaca County in 2010 (Table 2-5 and Figure 2-2). Unlike the state or county, within the City of Clintonville the ratio of males to females fluctuated between which gender was in majority, though generally after the 45 to 49 age cohort, females were in the majority. Within the state, males made up the majority population through the 40 to 44 age cohort, and then the majority varied between male and female until the 55 to 59 age cohort, where females dominated. In the county, males tended to dominate until the age 65 to 69 age cohort and females dominated in the 70 to 74 age cohorts and above. The life expectancy of

females is longer than that of males and this is reflected in the higher median age for females in all jurisdictions.

Figure 2-2: Population by Age Cohort, 2010



Wisconsin, Age Cohort, 2010



Source: U.S. Census 2010, DP-1

2.2.2 Race

Population by race provides information regarding the social and cultural characteristics of an area. It also provides information regarding population dynamics. Access to education and economic opportunities differ by race. Differences also exist in age structure, language barriers and risks for various diseases and health conditions.

Since new immigrants are more likely to settle in areas with existing populations from their country of origin, race and ethnicity, existing populations may also influence migration patterns. National population trends indicate that persons of color (includes African Americans, Native Americans, Alaskan Natives, Pacific Islanders, Asians and persons declaring two or more races) and persons of Hispanic Origin are growing faster than non-Hispanic whites.¹ As the population of the City of Clintonville, Waupaca County and Wisconsin continues to grow, it is likely that the minority proportion of the population (persons of color and whites of Hispanic Origin) will also continue to grow. If this occurs, communities may need to compensate for the changing demographic composition. Communities may also find it beneficial to promote opportunities for positive interaction between cultures. An increase in understanding of differences and similarities in expectations and cultural values may help reduce friction between groups.

Racial Distribution

The population in the City is slightly more diverse than that of the county and slightly less diverse than the state. Between 2000 and 2010, the City experienced a slight increase in the share and number of minority persons of non-white race during this time period (Table 2-6). In 2010, whites comprised 95.6 percent of the City of Clintonville's population compared to 97.1 percent in the county and 86.2 percent of the state's population.

Although Hispanics are the fastest growing ethnic group in the United States, they currently comprise less than three percent of the county's and less than six percent of the state's population. However, like the nation, this segment of the population is one of the fastest growing segments in the area. Between 2000 and 2010, the Hispanic population within Waupaca County nearly doubled, increasing from 1.4 percent in 2000 to 2.5 percent in 2010. At the state level the Hispanic population increased from 3.6% in 2000 to 5.9% in 2010.

The share and number of Hispanics also increased in the City of Clintonville between 2000 and 2010. In 2010, Hispanics comprised 3.3 percent of the population, up from 2.2 percent. Other races experiencing population gains include the American Indian-Alaskan Native (0.5% to 1.1%) and Two or More Races (1.0% to 1.7%). If the City is going to grow through migration, it is likely that the number and percentage of Hispanics and other races in the area will also increase as the nation, state and county is becoming more diverse.

¹ U.S. Census.

Table 2-6: Population by Race and Hispanic Origin, 2000 and 2010

	C. Clintonville				Waupaca County				Wisconsin			
	2000		2010		2000		2010		2000		2010	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
White	4,594	97.0%	4,360	95.6%	50,660	97.9%	50,916	97.1%	4,769,857	88.9%	4,902,067	86.2%
African American	11	0.2%	13	0.3%	87	0.2%	154	0.3%	304,460	5.7%	359,148	6.3%
American Indian - Alaskan Native	25	0.5%	49	1.1%	217	0.4%	258	0.5%	47,228	0.9%	54,526	1.0%
Asian or Pacific Islander	12	0.3%	17	0.4%	146	0.3%	200	0.4%	90,393	1.7%	131,061	2.3%
Other Race	47	1.0%	43	0.9%	280	0.5%	425	0.8%	84,842	1.6%	135,867	2.4%
Two or More Races	47	1.0%	77	1.7%	341	0.7%	457	0.9%	66,895	1.2%	104,317	1.8%
Total Persons	4,736	100%	4,559	100%	51,731	100%	52,410	100%	5,363,675	100%	5,686,986	100%
Hispanic or Latino	102	2.2%	149	3.3%	714	1.4%	1,307	2.5%	192,921	3.6%	336,056	5.9%

Source: U.S. Census 2000, 2010, DP01

2.3 Housing Characteristics

2.3.1 Household Size

Household size and alterations in household structure provide a method to analyze the potential demand for housing units. The composition of a household coupled with the level of education, training, and age also impacts the income potential for the particular household. These characteristics can also determine the need for services such as child care, transportation, and other personal services. Decreases in household size create a need for additional housing units and accommodating infrastructure, even if there is not an increase in the overall population.

Household size in the City of Clintonville remained relatively constant between 2000 (2.3 persons per household) and 2010 (2.24 persons per household) (Table 2-7). At the same time, a decrease in the average household size occurred at the state and county levels. In Waupaca County the average household size decreased from 2.51 persons per household in 2000 to 2.37 persons per household in 2010. The state saw a similar decrease, falling from 2.5 persons per household in 2000 to 2.43 persons per household in 2010.

The City of Clintonville's average household size has remained slightly lower than both the county and the State of Wisconsin, reflecting the City's lower percentage of family households, and a larger share of the households living alone (Table 4-6; Appendix F, Table F-2).

Table 2-7: Households and Persons per Household, 2000 and 2010

	2000		2010	
	No. HH	Persons per HH	No. HH	Persons per HH
C. Clintonville	2,010	2.3	2,002	2.24
Waupaca County	19,863	2.51	21,387	2.37
Wisconsin	2,084,544	2.5	2,279,768	2.43

Source: U.S. Census: 2000 & 2010, DP-1

2.3.2 Household Composition

In 2000 (61.1%) and 2010 (57.6%), over half of the households in the City of Clintonville were family households (Table F-1, Appendix F). During both years, the City had a lower percentage of family households in comparison to the county (69.9%, 66.7%) and the state (66.5%, 64.4%). Individuals' age 65 years old and older made up about a third percent of the households in the City in 2000 (34.9%) and in 2010 (31.2%). This was a larger share of the total households than the county (26.4%, 28.6%) and the state (23%, 24%) during both time periods. By 2010, while the portion of households with individuals 65 years old and older increased in the county and state, this did not happen in the City of Clintonville.

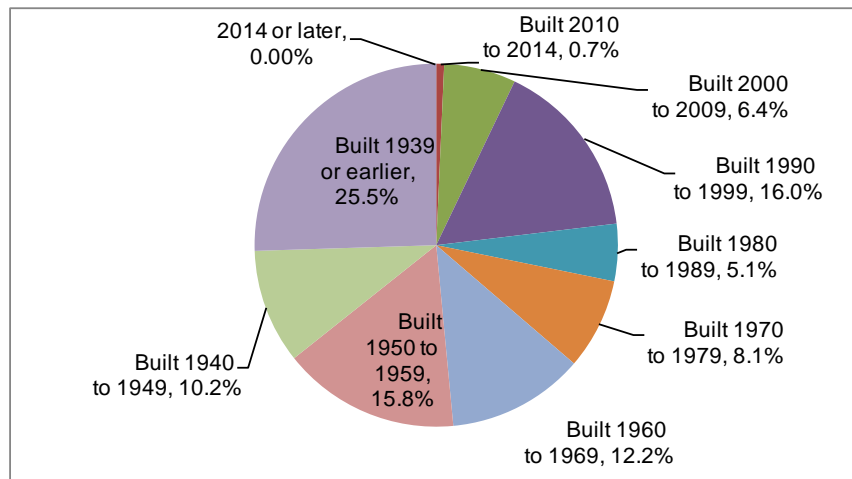
Households are composed of family households (married couple and male or female, no spouse present) and nonfamily households (Appendix F, Table F-2.). In 2000, the percentage of married couple families was lower in the City (47.4%) than in the county (58.4%) and the state (53.2%). Between 2000 and 2010, the percentage of married couples decreased in the City of Clintonville (6.0%), Waupaca County (4.5%) and Wisconsin (3.6), as the percentage of single parent families increased. Married couple families (husband and wife) made up about 41.4 percent of all households in the City of Clintonville in 2010, compared to 53.9 percent in Waupaca County and 49.6 percent in the state.

2.3.3 Age of Housing Stock

The age of occupied dwelling units reflect the historic demand for additional or replacement housing units, thereby providing historic information regarding settlement patterns, household formation, migration trends and natural disaster impacts. The age of units by itself is not an indication of the quality of the housing stock. However, the age of occupied units can provide limited information regarding building construction and material content, as construction techniques and materials change over time.

About two-thirds (63.7%) of the existing housing stock in the City of Clintonville was built before 1970 (Figure 2-3, Appendix F, Table F-2). In comparison, less than half of the housing stock in Waupaca County (45.5%) and the state (46.6%) is of similar age.

Figure 2-3: Occupied Dwelling Units by Year Built, 2012-2016 ACS 5-Year Estimates



Source: U.S. Census 2012-2016 ACS 5-Year Estimate, DP04

Since 1969, the largest increase in new housing stock in the City occurred during the 1990's (16.0%). The 1990's was also the decade seeing the largest increase in housing in Waupaca County. With the exception of the 1980's, the percent of housing built was relatively consistent for each decade starting with the 1970's and going through the 2000's for both Waupaca County and the state.

2.3.4 Occupancy Status

Occupancy status reflects the utilization of available housing stock. The total number of housing units includes renter-occupied, owner-occupied and various classes of vacant units. Vacant units include those units which are available for sale or rent and those which are seasonal, migrant, held for occasional use or other units not regularly occupied on a year-round basis.

In 2010, about ninety percent (89.9%) of the total housing units were occupied and about two-thirds of Clintonville's occupied housing stock was composed of owner-occupied units (Table 2-8). Owner-occupied units accounted for almost 63.6 percent of the occupied housing units in 2010, while rentals made up the remaining 36.4 percent. The percent of owner-occupied housing stock was greater in the county (75.6%) and the state (68.1%), though the percent of occupied units was lower.

Table 2-8: Occupancy Characteristics, 2010

	Total Housing Units	Occupied Housing Units	Percent Occupied	Owner Occupied		Renter Occupied	
				Housing Units	Percent Occupied	Housing Units	Percent Occupied
C. Clintonville	2,227	2,002	89.9%	1,274	63.6%	728	36.4%
Waupaca County	25,396	21,387	84.2%	16,160	75.6%	5,227	24.4%
Wisconsin	2,624,358	2,279,768	86.9%	1,551,558	68.1%	728,210	31.9%

Source: U.S. Census 2010, SF-1, DP-1

Between 2000 and 2010, the percent of units that were occupied and the share of owner occupied housing units decreased in all jurisdictions (Table 2-9).² In 2000, 93.6 percent of the housing units in Clintonville were occupied, and 66.7% were owner occupied.

Table 2-9: Occupancy Characteristics, 2000

	Total Housing Units	Occupied Housing Units	Percent Occupied	Owner Occupied		Renter Occupied	
				Housing Units	Percent Occupied	Housing Units	Percent Occupied
C. Clintonville	2,147	2,010	93.6%	1,340	66.7%	670	33.3%
Waupaca County	22,508	19,863	88.2%	15,287	77.0%	4,576	23.0%
Wisconsin	2,321,144	2,084,544	89.8%	1,426,361	68.4%	658,183	31.6%

Source: U.S. Census 2000, SF-1, DP-1

In comparison, 88.2 percent of county housing units and 89.8% of state housing units were occupied, and 75.6% of county housing units and 68.1 percent of state housing units were owner occupied.

² See vacancy discussion below for more information.

2.3.5 Vacancy Status

Vacant housing units are units that are livable, but not currently occupied. For a healthy housing market, communities should have a vacancy rate of 1.5 percent for owner-occupied units and 5 percent for year-round rentals. The number of migrant, seasonal and other vacant units will vary depending on the community's economic base. If vacancy rates are at or above the standard, the community may or may not have an adequate number of units for rent or sale. Additional information such as choice in housing and housing affordability is needed to determine if the units on the market meet the needs of potential buyers or renters. If the existing vacancy rate is too high for existing conditions, then property values may stagnate or decline.

Homeowner vacancy rates indicate that the City of Clintonville had a more than adequate supply of owner-occupied units for sale in 2000 (1.9%) and in 2010 (5.2%) (Table 2-10 and 2-11). However, at the county and state, homeowner vacancy rates were at or less than standard (1.5) in 2000 and adequate in 2010. In 2010, homeowner vacancy rates in the City were two times the vacancy rate in the county and state.

Table 2-10: Vacancy Rates, 2010

	Total Housing Units	Occupied Housing Units	Vacant Housing Units		Homeowner Vacancy Rate	Rental Vacancy Rate
			Total	Seasonal		
C. Clintonville	2,227	2,002	225	21	5.2%	9.5%
Waupaca County	25,396	21,387	4,009	2,387	2.7%	10.8%
Wisconsin	2,624,358	2,279,768	344,590	193,046	2.2%	8.0%

Source: U.S. Census 2010 SF-1, DP-1

Table 2-11: Vacancy Rates, 2000

	Total Housing Units	Occupied Housing Units	Vacant Housing Units		Homeowner Vacancy Rate	Rental Vacancy Rate
			Total	Seasonal		
C. Clintonville	2,147	2,010	137	19	1.9%	7.3%
Waupaca County	22,508	19,863	2,645	1,681	1.5%	6.6%
Wisconsin	2,321,144	2,084,544	236,600	142,313	1.2%	5.6%

Source: U.S. Census 2000 SF-1, DP-1

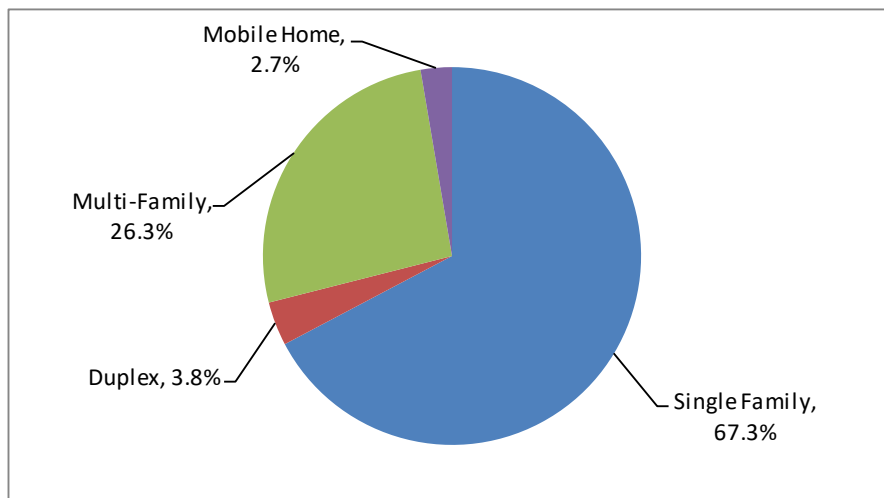
Rental vacancy rates for all jurisdictions were above the vacancy standard of 5.0 in both 2000 and 2010. This indicates that all jurisdictions had an adequate supply of housing for rent. Rental vacancy rates were higher in 2010, than in 2000.

Between 2000 and 2010, the number of occupied units and the number of owner occupied housing units decreased in the City (Table 2-8 and 2-9). A further review of the vacancy information between the two time periods reveals that the number of vacant units in the City increased from 137 to 225 (64%), while the number of units for sale increased from 26 to 72 (177%) and the number of units for rent increased from 53 to 77 (45%).

2.3.6 Structural Type

Structural type is one indication of the degree of choice in the housing market. Housing choice by structural type includes the ability to choose to live in a single family home, duplex, multi-unit building or mobile home. Availability of units by type is indicative not only of market demand, but also of zoning laws, developer preferences and access to public services. Current state sponsored local planning goals encourage communities to provide a wide range of choice in housing types, as housing is not a 'one size fits all' commodity.

Figure 2-4: City of Clintonville Units by Structure, 2012-2016 ACS 5-Year Estimates



Source: 2012-2016 ACS 5-Yr Estimates, DP04

As with most communities in East Central Wisconsin, the dominant housing type in the City of Clintonville is single family housing. According to the 2012-2016 ACS 5-Year Estimates, 67.3% of the residential structures in the City were comprised of single family (one) units (Figure 2-4, Table F-5, Appendix F). Single family units comprised a smaller share of the housing units in the City than in Waupaca County (79.9%) or the state (70.9%). Multi-family units made up the second highest percentage of housing units in the City of Clintonville (26.3%). Although multi-family units comprised the second highest percentage of housing units in Waupaca County and the state, the share of multi-family units in the City were much greater than in the county (11.8%) or the state (19%). Therefore for a City of this size, the housing stock is fairly diverse and offers a variety of options.

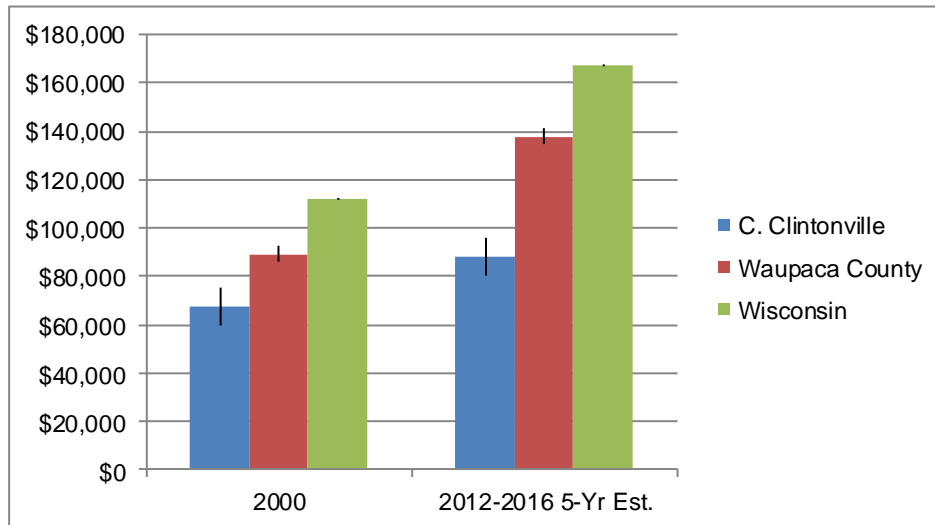
2.3.7 Housing Value

Owner-occupied housing stock values can provide information about trends in property values, housing demand and choice within the housing market. Housing stock values can also help provide prospective new businesses with information regarding how accessible housing will be for their employees.

The City of Clintonville, Waupaca County and the state all saw substantial increases in the median value of owner-occupied homes between 2000 and 2012-2016 ACS 5-Year Estimates (Figure 2-5). The largest growth in housing values occurred in Waupaca County during this time period. Between 2000 and 2012-2016 ACS 5-Year Estimates, the median value of owner-occupied housing prices in the City rose by 30.8 percent from \$67,300 to \$88,000 (+/- \$7,619).

At the same time, the median value of owner-occupied homes rose by 54.2 percent (\$89,300 to \$137,700 +/- \$3,344) in Waupaca County and 48.8 percent (\$112,200 to \$167,000 +/- \$359) in the state. Median owner-occupied housing values in the City continue to lag behind those in the county and the state.

Figure 2-5: Median Value of Owner Occupied Homes, 2000, 2012-2016 ACS 5-Year Estimates

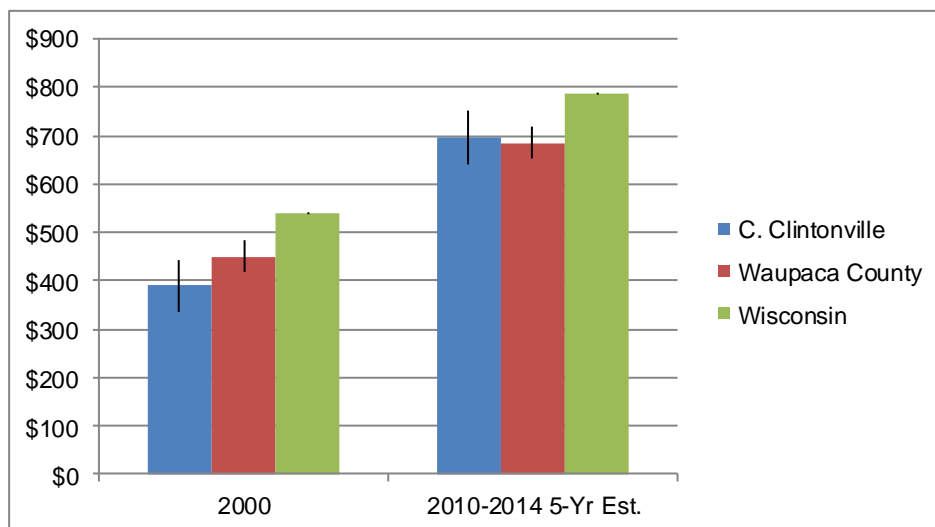


Source: U.S. Census 2000, 2012-2016 ACS 5-Year Estimates, DP04

A future examination of owner-occupied housing stock in Clintonville reveals that over 60 percent (61.3%) was valued at less than \$100,000 and about 85 percent (85.5%) was valued at less than \$150,000 according to the 2012-2016 ACS 5-Year Estimates (Table B-6 and Figure B-1, Appendix B). In comparison, 30.6 percent of owner-occupied housing stock in Waupaca County and 20.1 percent in the state were valued at less than \$100,000.

The median value of contract rents has increased between 2000 and 2012-2016 ACS 5-Year Estimates (Figure 2-6). The largest increase occurred in the City during this time period, rents increased by 78.9 percent in the City (\$389 to \$696), compared to 52.2% in Waupaca County (\$450 to \$685) and 46.1 percent in the state (\$540 to \$789).

Figure 2-6: Median Rent of Occupied Housing Rental Units, 2000, 2012-2016 ACS 5-Year Estimates



2.3.8 Housing Affordability

The relationship between housing costs and household income is an indicator of housing affordability, which is gauged by the proportion of household income expended for rent or home ownership costs. Rental costs include contract rent, plus the estimated average monthly cost of utilities and fuel. Owner costs include payment for mortgages, real estate taxes, fire hazard and flood insurance on the property, utilities and fuels. In 1989, the U.S. Department of Housing and Urban Development (HUD) raised the standard for determining whether rent or home ownership costs comprised a disproportionate share of income from 25 to 30 percent of gross household income. Households spending more than 30 percent of their income for housing may be at risk of losing their housing should they be confronted with unexpected bills or unemployment of one of more workers per household. Communities should be aware that maintenance and repair costs are excluded from this housing affordability formula, as are other outstanding debts, because these items will have policy impacts. Potential homeowners should be aware that these items are excluded from this housing affordability formula, as these items can impact their housing affordability and future financial stability.

Table 2-12: Households Paying a Disproportionate Amount of Income for Housing, 2012-2016 ACS 5-Year Estimates

	Households with Mortgage for Which Owner Costs Are Not			Households without Mortgage for Which Owner Costs Are Not			Households for Which Renter Costs Are Not Affordable		
	Number	Percent	MOE +/-	Number	Percent	MOE +/-	Number	Percent	MOE +/-
C. Clintonville	227	27.1%	139	72	15.6%	48	366	58.5%	125
Waupaca County	2,544	24.9%	212	977	16.9%	121	1,948	39.6%	250
Wisconsin	271,642	27.0%	2,986	79,713	14.9%	636	334,347	46.7%	1,530

Source: U.S. Census, 2012-2016 ACS 5-Year Estimate, DP-4

Access to affordable housing is not only a quality of life consideration; it is also an integral part of a comprehensive economic development strategy. Households which must spend a disproportionate amount of their income on housing will not have the resources to properly

maintain their housing, nor will they have adequate disposable income for other living expenses, such as transportation, childcare, healthcare, food and clothing.

Per the 2012-2016 ACS 5-Year Estimates, less than 30 percent (27.1%) of homeowners with a mortgage and about 60 percent (58.5%) of renters were paying a disproportionate amount of their income for housing in the City of Clintonville (Table 2-12)³. There were 72 homeowners (15.6%) without a mortgage in the City spending more than 30 percent of their income on housing. In all three jurisdictions, the share of homeowners with and without a mortgage paying a disproportionate amount of their income on housing was comparable. Significant differences were seen in the percentage of renters paying a disproportionate amount of their income on housing. Almost 60 percent (58.5%) of renters in the City were paying a disproportionate amount on housing compared to just fewer than 40 percent (39.6%) in Waupaca County and less than half of state residents (46.7%) were in a similar situation.

2.3.9 Subsidized and Special Needs Housing

Subsidized and special needs housing serves individuals who, because of financial difficulties, domestic violence situations, disabilities, age, alcohol and drug abuse problems, and/or insufficient life skills, need housing assistance or housing designed to accommodate their needs. In some instances, extended family structures and finances may allow families or individuals to cope privately with special needs. In most instances however, some form of assistance is needed. The housing needs of these populations vary based on their circumstances, health, economic conditions and success of educational, training, treatment or counseling programs.

The Wisconsin Department of Health Services website has a listing of directories for a number of assisted living options including Adult Day Care (ADC), Adult Family Homes (ADF), Community Based Residential Care Facilities (CBRF) and Residential Care Apartment Complex (RCAC). These facilities specialize in developmentally disabled, emotionally disturbed/mental illness, traumatic brain injury, advanced age, irreversible dementia/Alzheimer, physically disabled, and terminally ill.

Table 2-13: Assisted Living Options, 2017

Assisted Living Option	C. Clintonville		Waupaca County	
	Units	Capacity	Units	Capacity
Adult Day Care	0	0	1	20
Adult Family Home	1	4	10	38
Community Based Residential Facilities	3	45	12	185
Residential Care Apartment Complexes	1	63	5	248
Total Units/Capacity	5	112	28	491

Consumer Guide to Health Care - Finding and Choosing Health and Residential Care Providers in Wisconsin

Note: ADC, 12/27/17; AFH, 12/26/17; CBRF, 12/26/17; RCAC, 11/22/17. Data compiled January 15, 2018

³ The larger margin of error for City households renders this information more unreliable.

There are 5 Assisted Living Facilities in the City of Clintonville with a combined capacity of 112 (Table 2-13). This includes no ADC, one AFH facilities with a capacity of four; three CBRF with a combined capacity of 45; and one RCAC with a combined capacity of 63. Within Waupaca County, there are 28 Assisted Living Facilities with a combined capacity of 491. This includes one ADC facilities with a capacity of 20; 10 AFH with a combined capacity of 38; 12 CBRF facilities with a combined capacity of 185 and 5 RCAC with a total of 248 apartments.

2.3.10 Housing Forecasts

Total population figures include not only persons in households, but also persons in group quarters⁴. As the population ages during the projection period, it is likely that the persons in group quarters will increase over time. This increase will come from not only the elderly component of the population, but also from the disabled component of the population as aging parents will no longer be able to care for disabled offspring. It is important to remember that the actual growth rate and the amount of future growth a community will experience will be determined by local policies which can affect the rate of growth within the context of county, state, and national population growth trends. Migration is expected to play a part in the City of Clintonville's and Waupaca County's growth patterns in the coming decades. Therefore growth rates and trends outside the county will influence the pool of potential residents the county can attract.

Based on anticipated growth trends, the City of Clintonville's population is expected to continue to increase through 2030 (Table 2-14). During this same time period, the number of households is expected to increase by about 12.4 percent (249) from 2,002 in 2010 to 2,251 in 2030 (Table 4-7). After 2030, the number of households is expected to decrease households) by about 2.8 percent or by 62 households. The increase in the number of households is expected to result a decrease in household size and an increase in population. Between 2010 and 2040 it is anticipated that the household size will decrease from 2.24 persons per household to 1.96.

During this same time period, Waupaca County and Wisconsin are expected to experience a larger increase in the number of households. It is anticipated that the number of households in Waupaca County will increase by about 19 percent between 2010 and 2035, and decrease between 2035 and 2040 as its population decreases by 1,790 people (population will decrease between 2030 and 2040). The number of households within the state is projected to increase by about 22.4 percent during this time period (2010 to 2040).

⁴ Group Quarters, as defined by the 2010 U.S. Census, "is a place where people live or stay, in a group living arrangement, that is owned or managed by an entity or organization providing housing and/or services for the residents. This is not a typical household-type living arrangement. These services may include custodial or medical care as well as other types of assistance, and residency is commonly restricted to those receiving these services. People living in group quarters are usually not related to each other. Group quarters include such places as college residence halls, residential treatment centers, skilled nursing facilities, group homes, military barracks, correctional facilities, and workers' dormitories."

Table 2-14: Household Projections, 2010 – 2040

Year	C. Clintonville		Waupaca County		Wisconsin	
	No. HH	Person/HH	No. HH	Person/HH	No. HH	Person/HH
2010	2,002	2.24	21,387	2.37	2,279,768	2.43
2015	2,093	2.16	22,543	2.29	2,371,815	2.38
2020	2,136	2.12	23,365	2.25	2,491,982	2.35
2025	2,203	2.09	24,410	2.21	2,600,538	2.32
2030	2,251	2.05	25,277	2.17	2,697,884	2.30
2035	2,243	2.01	25,460	2.13	2,764,498	2.28
2040	2,189	1.96	25,133	2.08	2,790,322	2.26
Percent Change						
2010 to 2015	4.5%	-3.8%	5.4%	-3.4%	4.0%	-2.2%
2015 to 2020	2.1%	-1.8%	3.6%	-1.7%	5.1%	-1.2%
2020 to 2025	3.1%	-1.6%	4.5%	-1.8%	4.4%	-1.0%
2025 to 2030	2.2%	-1.9%	3.6%	-1.8%	3.7%	-1.0%
2030 to 2035	-0.4%	-2.1%	0.7%	-1.8%	2.5%	-1.0%
2035 to 2040	-2.4%	-2.3%	-1.3%	-2.3%	0.9%	-0.8%

Source: WDOA, Wisconsin Demographic Services Center, Vintage 2013 Population Projections

2.4 Population and Housing Trends and Outlook

The following population and housing trends are likely to be experienced in the City of Clintonville over the next 20 to 25 years.

- The aging population is growing, and people over 65 are projected to comprise a significant portion of the total population by 2040.
- Net migration will play a large role in population change during the 2010's, 2020's, 2030's as the population ages and death outpace births in Waupaca County and the City.
- The population in the City is expected to increase until 2030, then decline to 2040.
- If the City is going to grow through migration, it is likely that the number and percentage of Hispanics and other races in the area will also increase as the nation, state and county is becoming more diverse.
- The need for elderly housing will increase as the population ages.
- The share of family households will continue to decrease, as more people including elderly are living alone.
- Population growth is anticipated to be somewhat influenced by highway 15 improvements in Outagamie County.

- Condominiums will increase as an option for seniors and first time home buyers.
- Interest in modular, mobile home and innovative housing options will continue as driven by need for affordable housing.
- Finding quality, affordable housing may continue to be increasingly difficult.
- The share of renters and homeowners paying a disproportionate amount of their income on housing may continue as housing costs rise faster than income.
- As the population decreases, the number of households and persons per household is also expected to decrease after 2030.

2.5 Housing for All Income Levels

The housing stock in rural Wisconsin communities typically has a high proportion of single family homes, with few other housing types available. While a range of housing costs can be found in single-family homes, larger communities are generally relied upon to provide a greater variety of housing types and a larger range of costs. It is a benefit to a community to have a housing stock that matches the ability of residents to afford the associated costs. This is the fundamental issue when determining housing affordability and the ability to provide a variety of housing types for various income levels.

As discussed above, housing costs for 27.1 percent of households with a mortgage, 15.6 percent of households without a mortgage are not affordable. While close to 60 percent (58.5%) of renters households are in a similar situation. In addition, 23.2 percent of homeowners with a mortgage, 15.6 percent of homeowners without a mortgage and 48.6 percent of renters are paying more than 35 percent of their income on housing.

The City of Clintonville has addressed the issue of housing for all income levels. Refer to the following goals, objectives, policies, and recommendations for the City's approach to this issue.

- Goal H1 and related objectives 1a, 1c, 1d, 1e, 1f
- Policies H2, H3, H6 and H7
- Housing element recommendations

2.6 Housing for All Age Groups and Persons with Special Needs

As the general population ages, affordability, security, accessibility, proximity to services, transportation, and medical facilities will all become increasingly important. Regardless of age, many of these issues are also important to those with disabilities or other special needs. As new residents move into the area and the population ages, other types of housing must be considered to meet all resident needs. This is particularly true in communities where a large proportion of the population includes long-time residents with a desire to remain in the area during their retirement years.

The Wisconsin Department of Administration has projected that a significant shift in Waupaca County's age structure will take place by 2040. More than 20,630 Waupaca County residents are expected to be age 65 and older by that time, growing from 18 percent of the 2010

population to 37 percent of the projected 2040 population. As this shift in the age structure takes place, communities may find it necessary to further assess the availability of housing for all age groups and persons with special needs.

As discussed above, there are five assisted living facilities with a combined capacity of 112 in the City of Clintonville according to directories maintained by the Wisconsin Department of Health Services. Facilities within Clintonville include:

- Park Lane, 207 Park Lane (AFH)
- Care Partners Clintonville, 59 Industrial Ave. (CBRF)
- Kindred Hearts Clintonville, 76 Green Tree Road (CBRF)
- McKinley House, 75 N. Park St. (CBRF)
- Aster Assisted Living of Clintonville, 38 N. Main St. (RCAC)

In addition there is one senior housing facility:

- Olen Park Senior Village⁵ (Low income/senior housing) (24 units)

According to Affordable Housing Online, there are 7 low income housing apartment complexes, which contain 176 affordable apartments for rent in the City. Many apartments are income based housing with about 85 units in which the rent is set based on income (Project-Based Rental Assistance). There are 24 Project-Based Section 8 subsidized apartments. Affordable units include:

- Virginia Wanta Apartments, 151 Morning Glory Drive.
24 units – Project-Based Section 8 and Project-Based Rental Assistance
- Robert Olen Apartments, 20 Wilson Street.
- Sun Valley Manor, 25 N. 12th Street.
61 Units - Project-Based Section 8, Clintonville Public Housing Authority
- Memorial Circle Apartments, 151 Memorial Circle.
13 Units – Low Income Housing Tax Credit/Accepts Housing Choice Vouchers
- Honey Creek Apartments, 89 6th Street.
14 Units - Low Income Housing Tax Credit/Accepts Housing Choice Vouchers

Clintonville Housing Authority has one Public Housing program with 61 units for senior/disabled households, ranging in size from 1 to 2 bedrooms (Sun Valley Manor). CAP Services, a private non-profit organization offers nearly 3 dozen programs in housing and transportation, job skills and economic security, community and real estate development, child and family development, health and welfare and safety and advocacy and community engagement. CAP Services has on facility in Clintonville (Olen Park Senior Village).

The City of Clintonville has addressed the issue of housing for all age groups and persons with special needs. Refer to the following goals and objectives for the City's approach to this issue.

- Goal H1 and H2 and related objectives 1.a., 1.b,1.e and 2.a
- Policies H2 and H3
- Housing element recommendations

⁵ Low Income Housing Tax Credit/Accepts Housing Choice Vouchers

2.7 Promoting Availability of Land for Development/Redevelopment of Low-Income and Moderate-Income Housing

Promoting the availability of underdeveloped or underused land is one way to meet the needs of low- and moderate-income individuals. One way to accomplish this is to plan for an adequate supply of land that will be zoned for housing at higher densities or for multi-family housing. Another option is to adopt housing policies requiring that a proportion of units in new housing developments or lots in new subdivisions meet a standard for affordability. Two elements of comprehensive planning are important in this equation. In the Housing element, a community can set its goals, objectives, and policies for affordable housing. In the Land Use element, a community can identify potential development and redevelopment areas.

The City of Clintonville proposed future land use map provides some land for the development or redevelopment of low-income and moderate-income housing. The preferred land use classifications include neighborhood investment area, high density residential district, medium density residential district and mixed use residential district.

Also refer to the following goals, objectives, policies, and recommendations for the City's approach to the issue of availability of land for the development and redevelopment of low- to moderate-income housing.

- Goal H1 and Goal H3 related objectives 1.a, 1.c, 1.d, 1.e, 1.f, 3.d
- Policies H3, H6, and H7
- Housing element recommendations

2.8 Maintaining and Rehabilitating the Existing Housing Stock

The maintenance and rehabilitation of the existing housing stock within the community is one of the most effective ways to ensure safe and generally affordable housing without sacrificing land to new development. To manage housing stock maintenance and rehabilitation, a community can monitor characteristics including, price, aesthetics, safety, cleanliness, and overall suitability with community character. The goal of ongoing monitoring is to preserve the quality of the current housing supply with the hope of reducing the need for new development, which has far greater impacts on community resources.

The City of Clintonville has addressed the issue of housing stock maintenance and rehabilitation. Refer to the following goals, objectives, and policies for the City's approach to this issue.

- Goal H3 and related objectives 3.a, 3.b, 3.c, and 3.d
- Policy H1, H4 and H5
- Housing element recommendations

2.9 Population and Housing Strategies

While this comprehensive plan is divided into nine elements, in reality, community planning issues are not confined to these divisions. Planning issues will cross these element boundaries. Because this is the case, the policies and recommendations of this plan were considered by the City of Clintonville in the light of overall implementation strategies. These strategies are cited as sources for many of the policies and recommendations found within the elements. The letter(s) in the front of the strategy corresponds to the element, for example, housing is represented with an H, transportation a T, agricultural, natural and cultural resources with an ANC, utilities and community facilities with an UCF, economic development with an ED, intergovernmental cooperation with an IC and land use with a LU. The following implementation strategies were identified during the planning process for population and housing.

- H1. Create a range of housing options
- H2. Create opportunities for quality affordable housing
- H3. Change the treatment of mobile and manufactured homes
- H4. Create opportunities to rehabilitate the existing housing stock
- H5. Create a positive image and “sense of place”

2.10 Population and Housing Goals and Objectives

Community goals are broad, value-based statements expressing public preferences for the long term (20 years or more). They specifically address key issues, opportunities, and problems that affect the community. Objectives are more specific than goals and are more measurable statements usually attainable through direct action and implementation of plan recommendations.

The accomplishment of objectives contributes to fulfillment of the goal.

Goal 1 Maintain an adequate housing supply that will meet the needs of current and future residents and promote a range of housing choices for anticipated income levels, age groups, and special housing needs.

Objectives

- 1.a. Encourage residential development that provides a balance of workforce, moderate-income, and high-income housing, and an appropriate mix of single family, two-family, multi-family, and senior housing.
- 1.b. Promote the availability of assisted living and elder care facilities while continually monitoring the housing needs of the aging population.
- 1.c. Support opportunities for multi-family, group housing, and other high-density residential development within existing neighborhoods with established sewer, water, parks, sidewalks, and other public infrastructure and facilities.
- 1.d. Monitor the availability of state or federal programs for the development or redevelopment of low to moderate-income housing.
- 1.e. Improve local and regional efforts to create quality housing with rents affordable to working families, the elderly and special-need individuals.

- 1.f. Increase efforts to work with the local developers and businesses in monitoring and creating solutions to housing affordability.

Goal 2 Provide for housing development that maintains the attractiveness and small town character of the community.

Objectives

- 2.a. Promote the development of a variety of housing types for all income levels and ages that is consistent in quality, character, and location with the community's comprehensive plan.
- 2.b. Direct residential subdivision development to planned growth areas.
- 2.c. Encourage the use of creative development designs that preserve community character and natural resources.
- 2.d. Encourage well designed residential in-fill development.

Goal 3 Support the maintenance and rehabilitation of the community's existing housing stock.

Objectives

- 3.a. Increase citizen education about unsafe or unsanitary housing conditions including lead paint, radon, improperly installed heating systems, faulty wiring, and broken or missing smoke detectors.
- 3.b. Encourage the preservation, maintenance, and rehabilitation of historically significant homes.
- 3.c. Enforce zoning, nuisance abatement, and building code requirements in blighted residential areas.
- 3.d. Strive to obtain state or federal programs for housing rehabilitation.

Goal 4 Create a positive image and City identity for those that live, work and visit.

Objectives

- 4.a. Encourage activities and land use patterns that strengthen and promotes community interaction and sense of community.
- 4.b. Enhance and strengthen neighborhoods to increase a sense of place and belonging.
- 4.c. Increase communication within the City.
- 4.d. Increase community involvement on City committees and volunteer opportunities.
- 4.e. Respond to changing demographics in terms of services, housing and facilities.
- 4.f. Strengthen opportunities for youth in the community including youth oriented activities and facilities.

- 4.g. Encourage the involvement of youth in community decision making.

2.11 Population and Housing Policies and Recommendations

Policies and recommendations build on goals and objectives by providing more focused responses to the issues that the City is concerned about. Policies and recommendations become primary tools the City can use in making land use decisions. Many of the policies and recommendations cross element boundaries and work together toward overall implementation strategies. Refer to Section 2.9 for an explanation of the strategies cited as sources for many of the policies and recommendations.

Policies identify the way in which activities are conducted in order to fulfill the goals and objectives. Policies that direct action using the word “shall” are advised to be mandatory and regulatory aspects of the implementation of the comprehensive plan. In contrast, those policies that direct action using the words “will” or “should” are advisory and intended to serve as a guide. “Will” statements are considered to be strong guidelines, while “should” statements are considered loose guidelines. The City’s policies are stated in the form of position statements (City Position), directives to the City (City Directive), or as criteria for the review of proposed development (Development Review Criteria).

Recommendations are specific actions or projects that the City should be prepared to complete. The completion of these actions and projects is consistent with the City’s policies, and therefore will help the City fulfill the comprehensive plan goals and objectives.

Policies: City Directives

- H1. Use the building code to ensure that homes are built to compliance (Source: Strategy H2).
- H2. The City should consider adaptive reuse or conversion of surplus or outmoded buildings (such as old schools, hospitals, warehouses, etc.) to economically viable new housing (Source: Strategy H2).
- H3. Support proposals for senior type housing that would include smaller homes, low maintenance and close proximity to amenities (Source: Strategy H1).
- H4. Address the needs of the growing elderly population through both supportive in-home care programs and the development of additional special needs facilities including locked nursing home units (Source: Strategy H1).
- H5. Encourage neighborhood/housing improvement activities (Source: Strategy H3).
- H6. Maintain and improve public infrastructure in existing neighborhoods to ensure reliable service and to encourage private investment and pride in ownership (Source: Strategy H3).

Recommendations

- Periodically assess the availability of developable land for residential development (Source: Strategy H1).

- Periodically review applicable ordinances and fees for their impacts on opportunities to create affordable housing (Source: Strategy H2).
- Investigate new emerging trends in housing such as tiny houses, granny flats, and cohousing (Source: Strategy H2).
- Develop a Housing Market Analysis to determine housing needs in the City (Source: Strategy H1).
- Support the creation of neighborhood organizations and provide a framework to partner with neighborhoods on planning efforts to help neighborhoods develop tools to address maintenance and other issues (Source: Strategy H4, H5).
- Strengthen Housing Code enforcement practices to ensure safe and sanitary housing conditions for all (Source: Strategy H4).
- Strengthen Housing and Fair Housing Code (Chapter 22) to ensure safe and sanitary housing conditions for all (Source: Strategy H4).
- Develop a property maintenance ordinance (Source: Strategy H4).
- Work with others to provide educational opportunities for renters and landlords on property maintenance (Source: Strategy H4).
- Consider a rental housing inspection program (Source: Strategy H4).
- Work with local businesses to create incentives to promote residential development within areas with existing infrastructure (Source: Strategy H1).
- Identify key areas and utilize “Placemaking” to create temporary and permanent public and quasi-public spaces for the community to come together. Utilize empty parking lots, public parks, etc. for community gatherings (Source: Strategy H5).
- Partner and work with local organizations and businesses to provide quality community events (Source: Strategy H5, ANC7).
- Conduct a community character inventory that identifies the unique places and positive characteristics of the community (Source: Strategy H5).

2.12 Population and Housing Programs

For descriptions of housing programs potentially available to the community, refer Appendix E.



CHAPTER 3

TRANSPORTATION

CHAPTER 3: TRANSPORTATION

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CHAPTER 3: TRANSPORTATION

The land use patterns of the City of Clintonville, Waupaca County, and the surrounding region are tied together by the transportation system, including roadways, railroads, the airport and trails. Households, businesses, farms, industries, schools, government, and many others all rely on a dependable transportation system to function and to provide linkages to areas beyond their immediate locations. The City of Clintonville's transportation network plays a major role in the efficiency, safety, and overall desirability of the area as a place to live and work.

3.1 Existing Road System

The City of Clintonville's existing transportation network includes streets and highways, pedestrian and bicycle paths, and air transportation. The street and highway network provides access to locations within the City and connects the City to the surrounding region.

The hierarchy of the road network calls for each roadway to be classified according to its primary function, ranging from its ability to move vehicles (i.e. freeway) to its ability to provide direct access to individual properties (i.e. local roads). Within Wisconsin, urbanized and rural areas provide a framework for the placement of routes. Urban areas are defined as any place or cluster of places within a designated urbanized boundary that has a population between 5,000 and 49,999. While urbanized areas are defined as a cluster of places within a designated urbanized boundary, with a population of more than 50,000 people. Streets and highways within urban and urbanized areas are classified under the urban functional classification. Rural areas are places in the state located outside of urban and urbanized areas. Roads in rural areas are classified under the rural functional classification system. Within in Waupaca County, only the cities of New London and Waupaca are classified as urban areas. The balance of the county falls under the rural area classification.

Map 3-1 illustrates the transportation infrastructure and functional classification for the City. In all there are approximately 46 miles of rural functionally classified roads in the City.

3.1.1 Traffic Volume Trends

The Wisconsin Department of Transportation (WisDOT) conducts traffic counts in key locations on functionally classified roadways on a regular three year rotating basis. The traffic counts provide an indication of the roadway's classification. Displayed as Annual Average Daily Traffic (AADT), these counts are statistically adjusted to reflect daily and seasonal fluctuations that occur on each roadway. The most recent counts in the City were completed in 2015; counts for the year 2009 are also provided to illustrate traffic trends (Map 3-1). Generally AADT's decreased between 2009 and 2015.

Table 3-1: Annual Average Daily Traffic (AADT) 2009, 2015

Road Segment	2009	2015	Change	Percent
STH 156/Green Tree Rd W betw. Anne St & McKinley Ave	2,700	2,500	-200	-7.4%
STH 22/N Main St, south of Green Tree Rd W	8,200	7,100	-1,100	-13.4%
STH 22/N Main St, north of E 12th St	13,200	12,300	-900	-6.8%
STH 22/S Main St, north of the Pigeon River	17,400	15,700	-1,700	-9.8%
STH 22/S Main St, betw 8th St & 7th St	19,000	17,400	-1,600	-8.4%
STH 22/S Main St, betw 7th St & 6th St	12,700	11,700	-1,000	-7.9%
STH 22/S Main St, betw 6th St & Madison St	14,600	17,200	2,600	17.8%
USH 45/STH 22/S Main St, betw 2nd St & 1st St	19,100	18,700	-400	-2.1%
USH 45/STH 22/S Main St, north of CTH I	13,900	11,500	-2,400	-17.3%
USH 45/STH 22/S Main St, south of the City limits	9,300	9,900	600	6.5%
USH 45/W Madison St, betw Bennett St & West St	6,500	6,000	-500	-7.7%
USH 45 west of CTH C	7,100	5,300	-1,800	-25.4%

Source: WisDOT, 2017

3.1.2 Functional Classification of Highways

The rural functional classification process organizes routes according to the character of service provided, ranging from travel mobility to land access. Rural roads are classified into the following rural functional classifications (Map 3-1):

Rural Area Functional Classifications

Principal Arterials serve interstate and interregional trips. These routes generally serve all urban areas greater than 5,000 in population. The rural principal arterials are further subdivided into (1) Interstate highways and (2) Other principal arterials. Within the City there is 2.3 miles of rural principal arterials. USH 45 (W. Madison Street/S. Main Street) is the only road classified as a rural principal arterial.

USH 45 (W. Madison Street/S. Main Street) is a principal arterial that passes through the City's southwest quadrant. USH 45 is an important north-south route providing connection between USH 10 to the south and STH 29 to the north. AADT's ranged from 6,000 to 5,300 respectively between S. Main Street and the western City limits and from 18,700 to 9,900 respectively along S. Main Street from Madison Street to the southern City limits. Generally AADT's decreased between 2009 and 2015; falling by more than 25 percent west of the City limits to 2.1 percent between 2nd and 1st streets. The only exception was that traffic increased by 6.5 percent south of the City limits.

Minor Arterials, in conjunction with principal arterials, serve cities, large communities, and other major traffic generators providing intra-regional and inter-area traffic movements. They supplement the principal arterials in linking community to the principal arterials so that all developed areas of the state are within reasonable distances to arterial highways. Within the City there are approximately 2.1 miles of minor arterials: STH 156 (Green Tree Road W) and STH 22 (Main Street).

STH 156 (Green Tree Road W) is an east-west route in the northern portion of the City that terminates at STH 22. It provides an east-west connection between

Clintonville and STH 29 (west of Green Bay). AADT's between Anne Street and McKinley Avenue was 2,500 in 2015, a decrease of 7.4 percent in 2009.

STH 22 (Main Street) is a north-south route in the City between the City's northern boundary and USH 45. It provides a connection between the Shawano area and Clintonville. Main Street is also designated as CTH D from E. 12th Street south. In 2015, AADT's ranged from 15,700 north of the Pigeon River to 7,100 south of W Green Tree Road. Generally, AADT's decreased between 2009 and 2015, falling by 13.4 percent on the northern edge of the City to 6.8 percent north of E. 12th Street.

Major Collectors provide service to smaller to moderate sized communities and other intra-area traffic generators, and link those generators to nearby larger population centers or higher function routes. Within the City there are approximately 3.3 miles of major collectors: N. 12th Street (CTH D), Hemlock Street, Waupaca Street, 8th Street and Lakeshore Road (Map 3-1).

N. 12th Street (CTH D) is designated as a major collector from the northern boundary of the City to Hemlock Street. CTH D links the City to STH 29, traveling through Pella and Leopolis.

Hemlock Street (CTH C) is designated as a major collector from N. 12th Street to Waupaca Street.

Waupaca Street (CTH C) is designated as a major collector from Hemlock Street to USH 45.

8th Street is designated as a major collector from S. Main Street to Lakeshore Road.

Lakeshore Road is designated as a major collector from 8th Street to the northwest.

Minor Collectors collect traffic from local roads, and provide links to all remaining smaller communities, locally important traffic generators, and higher function roads. All developed areas should be within a reasonable distance of a collector road. Within the City there are approximately 7.9 miles of minor collectors: Green Tree Road W, Harriet Street, Industrial Avenue, 16th Street, 15th Street, E. 12th Street, Staff Sergeant Warren Hansen Drive, Lyon Street, 7th Street, Maize Street, E. Madison Street, E. 2nd Street, E. Morning Glory Drive, E. 1st Street, CTH I, 6th Street, Steward Street and Waupaca Street.

Green Tree Road W. is located in the northern area of the City and is designated as a minor collector from STH 22 to N. 12th Street (CTH D).

Harriet Street is designated as a minor collector from W. Green Tree Road to N. Main Street.

Industrial Avenue is classified as a minor collector from W. Green Tree Road (STH 156) to 15th Street.

16th Street is classified as minor collector from Industrial Avenue to Main Street (STH 22).

15th Street is classified as minor collector from Staff Sergeant Warren Hansen Drive to Main Street (STH 22).

E. 12th Street is classified as a minor collector from Staff Sergeant Warren Hansen Drive to N. 12th Street (CTH D). Between N. 12th Street and Main Street, E. 12th Street is designated as CTH D and CTH C. CTH C ends at Main Street, while CTH D turns south on Main Street.

Staff Sergeant Warren Hansen Drive is classified as a minor collector from 15th Street to 12th Street.

Lyon Street is classified as a minor collector from E. 12th Street to 7th Street and from E. Madison Street to E. 2nd Street.

7th Street is classified as a minor collector from Main Street to Clintonville Municipal Airport.

Maize Street is classified as a minor collector from 7th Street to E. Madison Street.

E. Madison Street is classified as a minor collector from Maize Street to Lyon Street.

E. 2nd Street is classified as a minor collector from Lyon Street E. Morning Glory Drive.

E. Morning Glory Drive is classified as a minor collector from E. 2nd Street to 1st Street.

E. 1st Street is classified as a minor collector from E. Morning Glory Drive to (STH 45) S. Main Street.

CTH I is classified as a minor collector from USH 45 east.

6th Street is classified as a minor collector from S. Main Street to Steward Street.

Steward Street is classified as a minor collector from 6th Street to Waupaca Street.

Waupaca Street is classified as a minor collector from Steward Street to Hemlock Street.

Local Roads provide access to adjacent land and provide travel over relatively short distances. All roads not classified as arterials or collectors are local function roads. Within the City there are approximately 30.3 miles of local roads.

Connecting Highways

Connecting highways are local streets and roads that carry state highway travel through cities and villages. Connecting Highway Aids help local governments maintain these streets and roads at state trunk highway (STH) system standards, and compensate local governments for the incremental costs of through-traffic routed over municipal streets. The following roads are part of the connecting highway system:

USH 45 (Main Street) is classified as a connecting highway between Reinke Road and Madison Street.

USH 45 (Madison Street) is classified as a connecting highway between Main Street and 0.37 miles north of the junction with STH 22.

STH 22 (Main Street) is classified as a connecting highway between Madison Street and Green Tree Road.

3.1.3 Pavement Surface Evaluation and Rating (PASER)

Every two years, all jurisdictions in the State of Wisconsin are required to rate the condition of their local roads and submit the information to WisDOT. This information is partially tied to the amount of General Transportation Aids (GTA) funding that the City receives on a yearly basis. The surface condition rating of each roadway is updated in the state's computer database known as the Wisconsin Information System for Local Roads (WISLR). This database is based off of the PASER (Pavement Surface Evaluation and Rating) road rating method. The PASER system was developed and improved in recent years by the Transportation Information Center (TIC) at the University of Wisconsin - Madison in cooperation with WisDOT. Generally, PASER uses visual assessments to rate paved roadway surfaces on a scale of 1 to 10, with 1 being a road that needs to be reconstructed and 10 being a brand new roadway. This inventory provides the basis for developing a planned maintenance and reconstruction program and helps municipalities track necessary improvements. Prompt maintenance can significantly reduce long term costs for road repair and improvement. Table 3-2 provides a breakdown of the PASER ratings, conditions and maintenance needs.

Table 3-3 provides a summary of the total miles of local roads in the City of Clintonville by PASER Rating. A map showing the PASER rating by street can be found in Appendix G (Map G-1). There are approximately 72.9 miles of PASER rated local roads in the City of Clintonville. According to PASER, 18.2 miles (24.9%) of the roads are in excellent to very good condition (Ratings 10-8) and require little maintenance. Approximately 41.7 miles (41.7%) are in good to fair condition (Ratings 7-5), while they are in good condition structurally, these roads will need slightly more maintenance work. The work may involve seal coating, crack filling and possible a non-structural overlay. About 12.7 miles (17.5%) of the local roads will require more attention (Ratings 4-1). Having a PASER rating of 1 through 4, these roads could require structural improvements such as pavement recycling, overlay and patching, or a total reconstruction, depending on the road base (Figure 3-1).

Table 3-2: PASER Ratings and Maintenance Needs

Rating	Condition	Needs
9 & 10	Excellent	None
8	Very Good	Little Maintenance
7	Good	Routine Maintenance, Crack Filling
6	Good	Sealcoat
5	Fair	Sealcoat or Nonstructural Overlay
4	Fair	Structural Improvement - Patching or Overlay
3	Poor	Structural Improvement - Patching & Overlay or Recycling
2	Very Poor	Reconstruction with Extensive Base Repair
1	Failed	Total Reconstruction

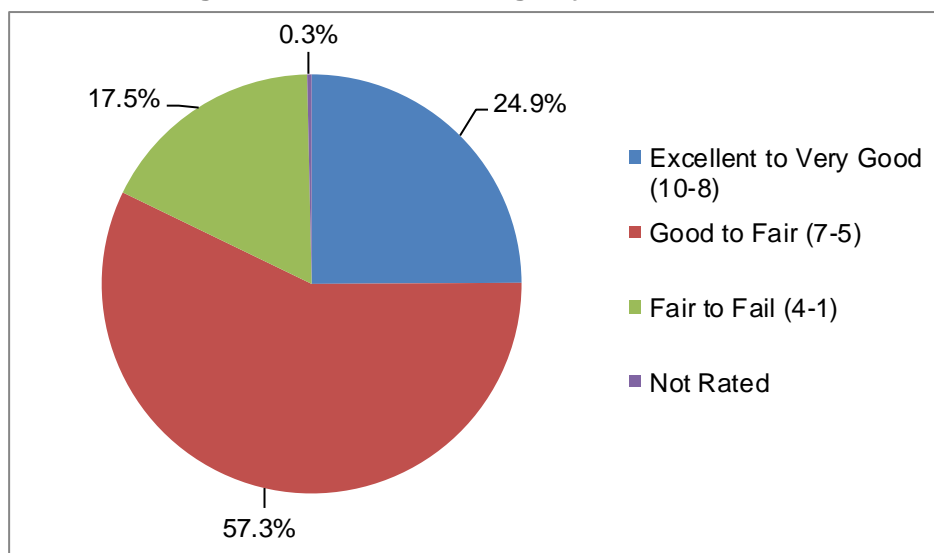
Source: Transportation Information Center, UW-Madison

Table 3-3: Total Miles of Local Roads by PASER Rating, 2017

PASER Rating	Miles	Percent
Excellent to Very Good (10-8)	18.2	24.9%
Good to Fair (7-5)	41.7	57.3%
Fair to Fail (4-1)	12.7	17.5%
Not Rated	0.3	0.3%
Total	72.9	100.0%

Source: WISLR 2017, City of Clintonville

Figure 3-1: PASER Ratings by Percent, 2017



Source: WISLR 2017, City of Clintonville

3.1.4 Bridge Sufficiency Rating

Within Wisconsin state and local bridges are inspected every two years or more frequently, if needed. WisDOT inspects state bridges while local municipalities are responsible for inspection

on local roads. Bridges are assigned a "sufficiency rating" number between one and 100¹. WisDOT uses the sufficiency ratings to help prioritize bridge improvements. Municipalities are eligible for rehabilitation funding on bridges with sufficiency ratings less than 80, and replacement funding on bridges with sufficiency ratings less than 50. Within the City, four bridges are considered sufficient, while one bridge is eligible for rehabilitation funding (Map G-2).

3.1.5 Safety

It is important to provide safe and secure transportation of goods and people throughout the City. To examine safety on a comprehensive scale, all forms of transportation (automobile, bicycle and pedestrian) were reviewed. By examining current conditions and trends, future hazards and incidents can be reduced, if not prevented. Crash location data from January 1, 2013 through December 31, 2017 was collected. The data was aggregated to produce a crash density map of all reported crashes (vehicular, bicycle and pedestrian related crashes). The crash data was provided by the Wisconsin Traffic Operations and Safety Laboratory (TOPS) which is part of the University of Wisconsin College of Engineering. TOPS works closely with WisDOT to collect, analyze and share crash data for the State of Wisconsin.

Map G-3 displays crash data for the City of Clintonville; classified from less crashes density to more crashes density. Note that the density map should be viewed "qualitatively" in the sense that the darker (red areas) are higher crash areas and lighter (green areas) are lower crash areas relative to the overall crash data. Red areas mean that relative to the City as a whole, these areas have more crashes compared to the total average number of crashes; green means that relative to the City as whole, these areas have fewer crashes compared to the total average number of crashes from 2013 to 2017.

Based on visual inspection of Map G-3, high crash areas include:

- Intersection of Madison Street and Main Street (highest number of crashes)
- Intersection of S. Main Street and CTH I
- Intersection of S. Main Street and 8th Street/Memorial Circle
- Intersection of Main Street and 12th Street
- Intersection of N. Main Street and Green Tree Road
- Intersection of W. Bennett Street and W. Madison Street
- Intersection of S. Main Street and 15th Street
- Intersection of W. Madison Street and Waupaca Street (outside of the City)
- Intersection of STH 45 and Hilltop Road (outside of the City)

Map G-4 illustrates crash locations by mode and by incident. Between 2013 and 2017, 271 crashes occurred in the City. A majority (97%) of the crashes involved vehicles; five were pedestrian and three were bicyclist.

¹ <http://wisconsindot.gov/Pages/safety/safety-eng/brdg.aspx> .

Based on a visual inspection of Map G-4, pedestrian and bicyclist crashes occurred near the following intersections:

- N. 12th Street and 13th Street (pedestrian)
- Main Street and 12th Street (pedestrian)
- E. 14th Street and Anne Street (pedestrian)
- S. Main Street and 5th Street (pedestrian)
- S. Main Street and CTH I (pedestrian)
- E. Morning Glory Drive and Pansy Circle (bicyclist)
- 8th Street and Lens Court/8th Place (bicyclist)
- Main Street and 12th Street (bicyclist)

3.1.6 Rustic Roads

The Rustic Road System of Wisconsin was created to help citizens and local units of government preserve what remains of Wisconsin's scenic, lightly traveled country roads for the leisurely enjoyment of bikers, hikers, and motorists. Unique brown and yellow signs mark the routes of all officially designated Rustic Roads. An officially designated Rustic Road shall continue to be under local control. The county, city, village, or town shall have the same authority over the Rustic Road as it possesses over other highways under its jurisdiction. The maximum speed limit on a Rustic Road has been established by law at 45 mph. A speed limit as low as 25 mph may be established by the local governing authority. There are no rustic roads in the City of Clintonville.

3.2 Additional Modes of Transportation

3.2.1 Trucking

Trucking is an integral part of the Waupaca County economy and depends on a safe and efficient highway system as well as adequate local roads and streets. Heavy truck operators do business in the county hauling milk and other agricultural products, forest products, manufactured goods, and other industrial and commercial applications. Local roads are generally not designed to accommodate heavy truck operation and are limited to direct delivery. Roadways of higher functional classification are designed with increasing load bearing characteristics. Some county highways and nearly all local roads may have weight restrictions during periods of spring thaw. Infrastructure to support trucking is abundant within Waupaca County and the surrounding region.

Several designated truck routes exist within the City. USH 45 and STH 22 are designated long truck routes (meaning no trailer length restrictions). STH 156 is designated a 65 foot restricted truck route. The majority of trucking terminals are located along USH 45, STH 22 and in the City's industrial area (Map G-2).

In addition, several designated truck routes exist within the City and are governed under Municipal Code Section 7.06 (Appendix G, Map G-5).

3.2.2 Motorized Recreational Vehicles

All-terrain vehicles (ATVs), snowmobiles, and dirt-bikes, which are not legal to have on the roadway, and motorcycles, which are allowed on the roadway, experience significant use in Waupaca County. They are primarily used for recreational purposes, but may also be used for agricultural and commercial applications.

3.2.3 Air Service

Clintonville Municipal Airport (Location Identifier: CLI)

The Clintonville Municipal Airport is located on the southeast side of the City (Map 3-1) and is one of two airports in Waupaca County designed for commercial use. The *Wisconsin State Airport System Plan 2030* classifies this public airport for design purposes as Medium General Aviation (GA). Medium GA airports support most single and multi-engine GA aircraft, including those aircraft commonly used by businesses. These airports support regional and instate air transportation needs. The airport can accommodate planes with approach speeds (B) of 91 knots or more, but less than 121 knots, wing spans (II) 49 feet up to, but not including 79 feet.

The airport has three runways: runway 9-27, 2,000' x 170', no runway lights, turf surface, closed from 12/1 –4/1; runway 4-22, 3,300' x 100', runway lights, asphalt surface; and runway 14-32, 4,600' x 75', runway lights, asphalt surface. It is used for personal/recreation, business/corporate and agriculture. 16 single engine planes and 1 multi-engine plane are based out of Clintonville. The airport has fuel services (100LL) and averages 10 passengers per day. An ordinance with height restrictions applies. It has 5 airport owned and 26 privately owned hangars.

There are two airports within 50 miles of City that are within the state airport system and classified as Commercial Service airports. These airports support regularly scheduled year-round commercial airline services and support the full range of GA activity and international destinations. These airports include:

Appleton International Airport (Location Identifier: ATW) (32 miles)

This airport, located near Appleton, is mainly used for personal/recreation, business/corporate, commercial service, cargo, flight training, search and rescue, and military.

Austin Straubel International Airport (Location Identifier: GRB) (43 miles)

This airport, located at Green Bay, is mainly used for personal/recreation, business/corporate, commercial service, cargo, flight training, search and rescue, medical and military.

There is one other airport within 20 miles of City that had comparable levels of service to the City's municipal airport. They include:

Shawano Municipal Airport (Location Identifier: 3WO) (18 miles)

This airport is located in Shawano and is part of the state airport system. It is classified as a Medium GA airport. It is mainly used for personal/recreation, business/corporate, flight training, charter, agricultural, and medical.

3.2.4 Water Transportation

Commercial water transport does not currently take place in the City of Clintonville or in Waupaca County to any significant level. Within the county, the Wolf River, Embarrass River, and Little Wolf River, along with many other smaller streams, have historically been used for logging transport but no longer serve that function today. Recreational uses represent the vast majority of water-based transportation in the City and Waupaca County.

3.2.5 Freight Rail Service

Clintonville does not have any rail lines within the City or surrounding area.

3.2.6 Pedestrian and Bicycle Facilities

Pedestrian travel is an integral part of the total transportation picture. Many people rely on walking for exercise as well as for travel from their homes to work, school, or shopping. For the elderly, children, and those who are disabled, having safe and convenient pedestrian facilities is essential to daily activities.

Bicycling plays an important role in moving people, many of whom rely on or choose the bicycle for their main or only mode of transportation. Bicycles can move considerable numbers of people, especially in urban areas. The benefits of bicycling can be generalized into the following categories: health, transportation, safety, environmental, transportation choice, efficiency, economic, and quality of life. Therefore, bicycling is an important element of the overall transportation system and is an accepted and promoted alternative form of transportation. Map 3-2 illustrates the pedestrian and bicycle facilities in City.

Sidewalks are found in much of the older central portion of the City. Paved and unpaved off road facilities are extremely limited in the City. Off road paved facilities are found in W. A. Olen Park, near the Pigeon River (Pigeon River Walkway) in the downtown area, on the eastside of USH 45, on the south side of the City and at the Clintonville High School. Off road unpaved trails are found along Pigeon Lake from the Pigeon Lake Wayside to Pickerel Point and Picnic Point. A trail is currently being mowed at Seven Maples.

3.2.7 Public Transportation

General Public Service

Clintonville Taxi Service

The City of Clintonville operates a demand-responsive subsidized taxi service for the general public provided by Freedom Vans. Base funding for the service is provided with Section 5311 (federal) and S.85.20 (state) grants supplemented with City of Clintonville tax revenue and fares. Elderly and disabled passengers participating in the HHS Nutrition Program effectively pay half fare by paying the fare to the nutrition site and HHS paying the return fare for the trip home.

Elderly-Disabled Service

Waupaca County Volunteer Drivers Program

Aging & Disability Resource Unit in Waupaca County operates a Volunteer Driver Transportation Program². This program is funded the Wisconsin Department of Transportation and offers low-cost transportation to individuals disabled persons or those that are 60 years old and older. Rides must be scheduled ahead through the Transportation Coordinator. Although priority is given to non-emergency medical transportation rides, this service can be used for grocery shopping, running errands and other needs.

Specialized Medical Vehicles (SMV)

Koepkens Medical Transports, Ltd. based in Clintonville provides service in Waupaca County and beyond.

Non-Emergency Medical Transportation

MTM, Inc. arranges non-emergency medical transportation for eligible Medicaid and BadgerCare Plus members throughout the state to their covered preventative and life-sustaining medical appointments. Eligible participants must schedule medical transportation least two business days in advance, unless your trip is urgent.

3.3 Existing Transportation Plans

3.3.1 State Plans

The Wisconsin Department of Transportation maintains several plans with statewide policies and recommendations regarding various aspects of transportation. These plans should be taken into consideration when making transportation decisions.

- Wisconsin State Highway Plan 2020
- Wisconsin State Bicycle Transportation Plan 2020
- Wisconsin State Airport System Plan 2030
- Wisconsin State Freight Plan
- Connections 2030 Long Range Transportation Plan
- Wisconsin Rail Plan 2030
- Wisconsin Pedestrian Policy Plan 2020
- Wisconsin Guide to Pedestrian Best Practices
- Access Management System Plan
- Statewide Transportation Improvement Plan, 2018-2021 (draft)
- Six-Year Highway Improvement Program, 2017-2022
- WisDOT Strategic Highway Safety Plan 2017-2020

2

http://www.co.waupaca.wi.us/departments/health_and_human_services/aging_and_disability_resources/services.php. Accessed 1/30/18.

3.3.2 Regional Plans

The East Central Wisconsin Regional Comprehensive Plan for 2030 provides guidance to communities and counties within its 10 county region. Waupaca County is a member of ECWRPC.

3.3.3 Local Plans

City of Clintonville

According to the City 2018-2022 Capital Improvement Program, the following projects are planned:

- 2019: W. 12th Street between Main and N. 12th;
- 2020: Roberts Street;
- 2021: W. 14th Street between N. 12th Street and W. 13th Street; and
- 2022: West 13th Street between N. 12th Street and the end of W. 13th Street.

Waupaca County

According to the County 2018 Proposed Budget, the following projects are planned for 2018:

- CTH I – USH 45 to Kluth Road - 2.81 miles (road reconstruction, utility work in 2018)

3.4 Planned Transportation Improvements

3.4.1 State Highway Projects

According to the Six Year Highway Improvement Program: 2017-2022, the following projects are included for the Clintonville area:

- 2019: STH 22 – Wautoma to Clintonville, Bridge will receive an overlay
STH 156 – Clintonville to Howard, Structure paving, resurface the roadway from WIS 22 to the Shawano County line
- 2023-2025: USH 45 - Clintonville to Wittenberg, resurface the roadway from CTH C to Gollnow Road

3.5 Transportation Trends and Outlook

Future transportation issues and opportunities can be anticipated by extending current and historic patterns forward and by assessing the interaction between land use and transportation. Transportation trends are important to consider when drafting local plans and policies. Transportation and future land use are directly related, and transportation trends have a tremendous impact on how local governments budget their resources. This also holds true for county and state governments. The trends and outlooks identified below were contained in the Waupaca County Inventory and Trends Report, dated December 2006 and are still relative today:

An increasing volume of highway traffic will continue into the future. Related traffic control and safety issues are likely to follow.

- The use of USH 45 for local traffic and as a major statewide north-south connection will continue to lead to higher traffic volumes, which may increase the need for its expansion.
- Access limitations will increase along USH 45.
- Accident-prone intersections will need improvement.
- Routes between cities and villages are likely to continue to grow in traffic volume.
- Concerns raised by local residents are likely to center around controlling traffic speeds and intersection safety.
- Major highway intersections will continue to be target locations for new commercial and industrial development.

Increasing demands on local roads will continue into the future. Road improvement issues and use conflicts are likely to be the focus.

- The need for seasonal road closures and weight limits will continue unless significant structural improvements are made to local roads.
- Placement of new driveways onto town and county roads will continue.

The growth of agriculture, industry, and motorized recreation may lead to increasing demand to accommodate special uses of roadways.

- Issues regarding agricultural transport, such as milk and manure hauling, may increase.
- Conflicts between automobiles and slower moving farm equipment are likely to increase.

3.6 Transportation Strategies

While this comprehensive plan is divided into nine elements, in reality, community planning issues are not confined to these divisions. Planning issues will cross these element boundaries. Because this is the case, the policies and recommendations of this plan were considered by the City of Clintonville in the light of overall implementation strategies. These strategies are cited as sources for many of the policies and recommendations found within the elements. The letter(s) in the front of the strategy corresponds to the element, for example, housing is represented with an H, transportation a T, agricultural, natural and cultural resources with an ANC, utilities and community facilities with an UCF, economic development with an ED, intergovernmental cooperation with an IC and land use with a LU. The following implementation strategies were identified during the planning process for transportation.

- T1. Increase funding for road maintenance and reconstruction
- T2. Preserve the mobility of collector and/or arterial streets and highways
- T3. Create improved intersection safety
- T4. Create safe emergency vehicle access to developed properties
- T5. Create more detailed plans for transportation improvements
- T6. Create road connectivity
- T7. Create a range of viable transportation choices
- T8. Change the availability and arrangement of public parking areas
- T9. Ensure that the road system is well maintained and operates efficiently
- T10. Increase opportunities to safely walk and bike

3.7 Transportation Goals and Objectives

Community goals are broad, value-based statements expressing public preferences for the long term (20 years or more). They specifically address key issues, opportunities, and problems that affect the community. Objectives are more specific than goals and are more measurable statements usually attainable through direct action and implementation of plan recommendations. The accomplishment of objectives contributes to fulfillment of the goal.

Goal 1 Provide a safe, efficient, and cost effective transportation system for the movement of people and goods.

Objectives

- 1.a. Balance competing community desires (i.e., scenic beauty, abundant wildlife, direct highway access, etc.) with the need to provide for safe roads, intersections and other transportation features.
- 1.b. Reduce accident exposure by improving deficient roadways.
- 1.c. Maintain safe locations and designs for access onto local arterials and U.S., state, and county highways.
- 1.d. Encourage developers to bear an equitable share of the costs for the improvement or construction of roads needed to serve new development.
- 1.e. Guide new growth to existing road systems so that new development limits the financial burden on the community.
- 1.f. Monitor the effectiveness of existing, and opportunities for new, shared service agreements for providing local road maintenance.
- 1.g. Ensure that the road network is well maintained and operates efficiently.
- 1.h. Timely respond to site-specific and sidewalk maintenance and/or safety needs.

Goal 2 Support the development and use of multiple modes of transportation.

Objectives

- 2.a. Allow for bicycling and walking to be viable, convenient, and safe transportation choices in the community.
- 2.b. Improve accommodations on pedestrian facilities for people with disabilities (i.e., curb cuts, minimizing inclines and slopes of sidewalks, and increasing signal times at crossings, etc.).
- 2.c. Monitor the need for transit options, particularly for senior residents.

Goal 3 Develop a transportation system that effectively serves existing land uses and meets anticipated demand.

Objectives

- 3.a. Work to achieve a traffic circulation network that conforms to the planned functional classification of roadways.
- 3.b. Direct future residential, commercial, and industrial development to roadways capable of accommodating resulting traffic.
- 3.c. Direct truck traffic to appropriate routes and plan cooperatively with affected communities.
- 3.d. Maintain quality and condition of public parking facilities.

Goal 4 Utilize and expand the capabilities of the Clintonville Municipal Airport.

Objectives

- 4.a. Increase year round aircraft usage of the airport.
- 4.b. Increase aircraft usage of the airport during the Experimental Aircraft Association (EAA) annual AirVenture event in Oshkosh.

3.8 Transportation Policies and Recommendations

Policies and recommendations build on goals and objectives by providing more focused responses to the issues that the City is concerned about. Policies and recommendations become primary tools the City can use in making land use decisions. Many of the policies and recommendations cross element boundaries and work together toward overall implementation strategies. Refer to Section 3.6 for an explanation of the strategies cited as sources for many of the policies and recommendations.

Policies identify the way in which activities are conducted in order to fulfill the goals and objectives. Policies that direct action using the word “shall” are advised to be mandatory and regulatory aspects of the implementation of the comprehensive plan. In contrast, those policies that direct action using the words “will” or “should” are advisory and intended to serve as a guide. “Will” statements are considered to be strong guidelines, while “should” statements are considered loose guidelines. The City’s policies are stated in the form of position statements (City Position), directives to the City (City Directive), or as criteria for the review of proposed development (Development Review Criteria).

Recommendations are specific actions or projects that the City should be prepared to complete. The completion of these actions and projects is consistent with the City’s policies, and therefore will help the City fulfill the comprehensive plan goals and objectives.

Policies: City Position

- T1 Streets that provide access to multiple improved properties will be built to City standards as a condition of approval for new development (Source: Strategy T1).
- T2 Developers will bear an equitable share of the cost of constructing new streets to City standards before they are accepted as public streets (Source: Strategy T1).
- T3 When new access points or intersections are created, intersecting access points will generally align directly opposite each other (rather than offset from each other) to form a single intersection, and have an intersection angle of 90 degrees (Source: Strategy T3).
- T4 Street design standards that coincide with pedestrian routes (especially those used by school children, senior citizens, or physically challenged persons) should include intersection design features, signal phasing, and roadway width that enhance the safety of pedestrians and minimize conflict with motorists (Source: Strategy T3).
- T5 Develop, review and update the Official Map on an annual basis (Source: Strategy T9).

Policies: Development Review Criteria

- T6 Development proposals will provide the community with an analysis of the potential transportation impacts including, but not necessarily limited to, potential street damage and potential traffic impacts. The depth of analysis required by the community will be appropriate for the intensity of the proposed development (Source: Strategy T1).
- T7 The development of new or improved access shall meet City standards for:
- Minimum intersection spacing
 - Minimum site distance (Source: Strategy T3).
- T8 As part of the review of major subdivisions, developers will submit Area Development Plans that assess the potential for connecting planned subdivision roads with future development on surrounding properties (Source: Strategy LU3).
- T9 Residential subdivisions and non-residential development proposals will be designed to include:
- A safe and efficient system of internal circulation for all vehicles and pedestrians
 - Safe and efficient external collector streets where appropriate
 - Safe and efficient connections to arterial roads and highways where applicable
 - Sidewalks or trails where appropriate (Source: Strategy T3 and T10)

Recommendations

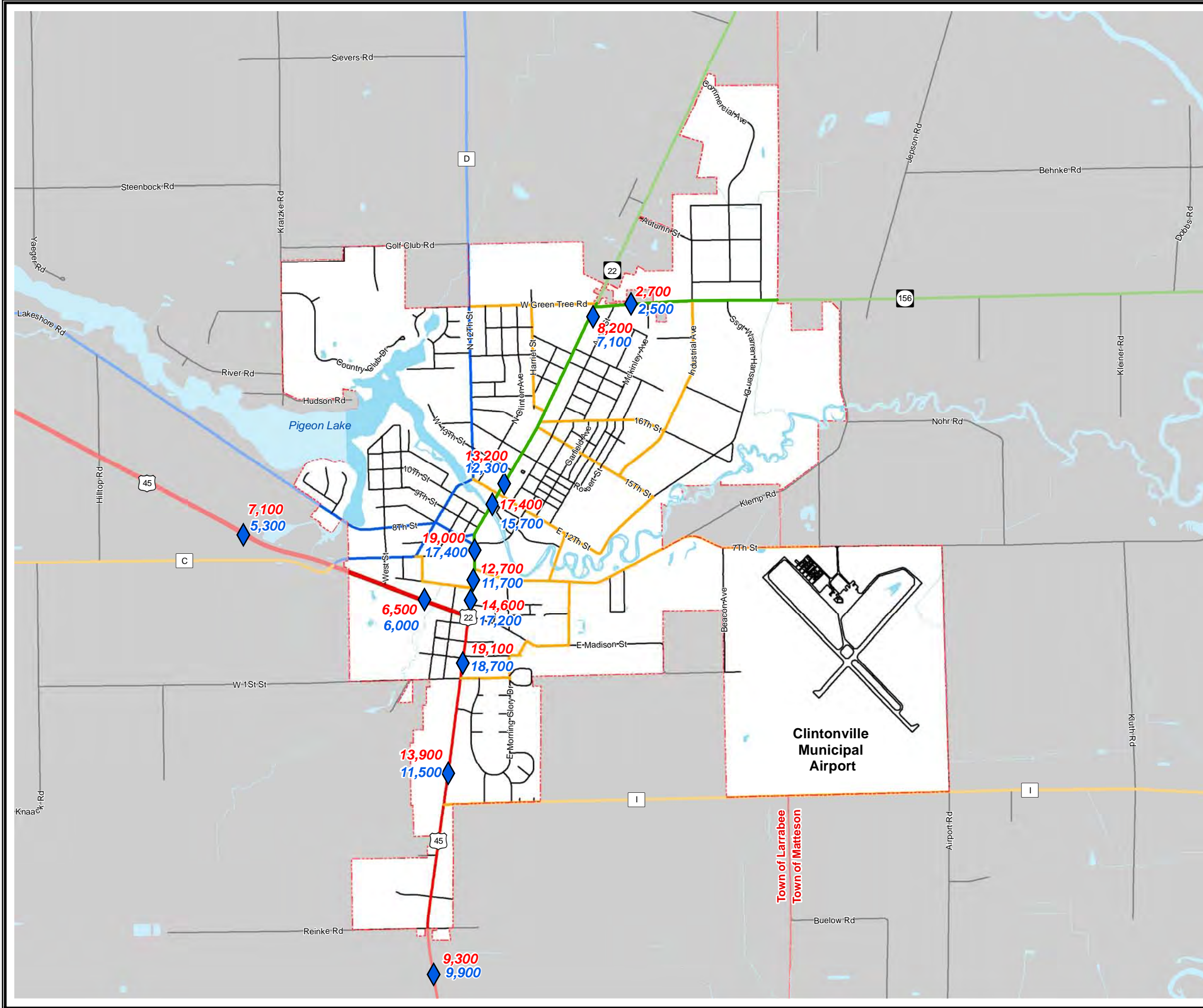
- Cooperatively prepare a transportation system plan with the county for the area designating corridors for major facilities (arterials, collectors, transit corridors, etc.) (Source: Strategy T2).
- Require major land divisions and other substantial development projects to submit area development plans (Source: Strategy T2, UCF2, LU13).

- Review the City road construction specifications to ensure considerations for pedestrian features (Source: Strategy T10).
- Consider developing a sidewalk policy (Source: Strategy T5, T7 and T10).
- Provide wayfinding signage to key destinations in the City (Source: Strategy T10).
- Work with the Clintonville Public School District to initiate a Safe Routes to School Program (Source: Strategy T 10).
- Coordinate with local entities to provide transportation between the airport, local motels and the Experimental Aircraft Association (EAA) annual AirVenture event in Oshkosh (Source: Strategy ED2).
- Work with others to provide year round ground transportation between the airport, local motels and businesses (Source: Strategy ED2).
- Work with others to provide convenient rental cars for pilots and passengers using the Clintonville Municipal Airport (Source: Strategy ED2).

3.9 Transportation Programs

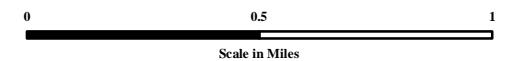
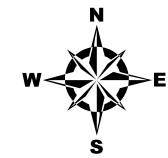
For descriptions of transportation programs potentially available to the community, refer to Appendix E.

Map 3-1 City of Clintonville Transportation Facilities



- ◆ AADT (2009) (2015)
- Rural Principal Arterial
- Rural Minor Arterial
- Rural Major Collector
- Rural Minor Collector
- Rural Local

Source:
AADT Data WI DOT 2009, 2015
Base Data Waupaca County 2017
Functional Classification, WI DOT 2016



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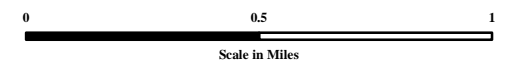
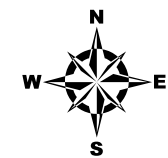
PREPARED MAY 2019 BY:



Map 3-2 City of Clintonville Bicycle & Pedestrian Facilities

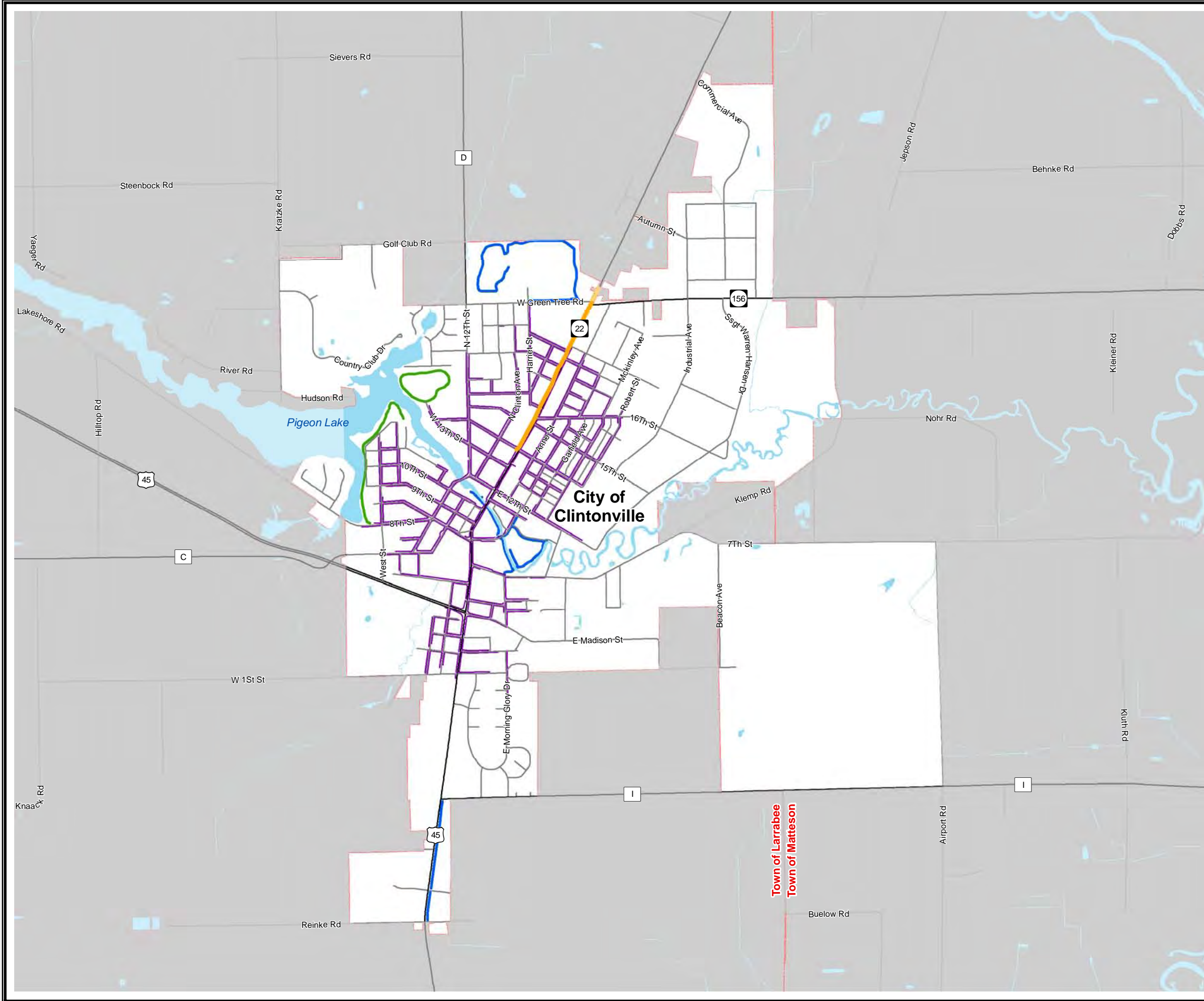
-  Designated Bike Lane
-  Off Road Paved
-  Off Road Unpaved
-  Sidewalk

Source:
Bicycle & Pedestrian Facilities ECWRPC 2014
& City of Clintonville 2018
Base Data Waupaca County 2017



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CHAPTER 4

UTILITIES AND COMMUNITY FACILITIES

CHAPTER 4: UTILITIES AND COMMUNITY FACILITIES

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CHAPTER 4: UTILITIES AND COMMUNITY FACILITIES

4.1 Utilities and Community Facilities Plan

Efficient provision of high quality community facilities and services impacts property values, taxes, and economic opportunities, and contributes to the quality of life in the City of Clintonville. Local features such as parks, schools, utilities, and protective services help define a community. These facilities and services require substantial investment as supported by the local tax base, user fees, and impact fees. As a result, their availability is determined both by public demand for those facilities and services, and by a community's ability to pay for them. Therefore, potential impacts on the cost and quality of utilities and community facilities need to be considered when making decisions concerning the future conservation and development of the City of Clintonville.

4.2 Inventory and Analysis

The following section provides an inventory of utilities and community facilities that serve the City of Clintonville. The analysis of facilities is based on generalizations and predictions and is no substitute for detailed engineering or architectural studies, which should be completed before municipal funds are expended on specific projects. The size of community facilities along with the cost of providing services is directly related to land use, development patterns, and the existing and future densities of development.

4.2.1 Wastewater Collection and Treatment

Provision of sanitary sewer plays a key role in many aspects of community development and growth. Not only does it affect where development tends to occur, but also allows higher land use densities than can be achieved by using private onsite wastewater treatment systems.

Public Wastewater Collection and Treatment

The City provides public sanitary sewer service to most homes and businesses within the City's corporate limits, and to a portion of the Town of Larrabee (Map 4-1). While a small area is served outside of the City, these properties are an exception and current policy is to only serve properties within the City. A few properties within the City are without public sewer, these properties are located near the airport.

The wastewater treatment facility is located at 350 East Fifteenth Street and recently underwent a reconstruction which was completed in late 2017. Recent upgrades to the plant included a new screen, pumps, motors and phosphorus removal. It was designed and built to protect the health and welfare of the citizens of Clintonville and surrounding areas. A Clintonville Wastewater Utility (CWWU) Manager oversees all operations of the Utility. In addition, there is a full-time Wastewater foreman and two full-time Wastewater Operators. The treatment facility consistently removes 95-100% of pollutants that would otherwise enter the Pigeon River. The wastewater treatment facility has a design average flow of 679,000 gallons per day and recycles approximately 1 million gallons of biosolids per year.



Clintonville Wastewater Treatment Facility

In addition to the Treatment Plant, the CWWU maintains 38 miles of sanitary sewer, 11 lift stations and a state certified laboratory (Map 4-1). Upgrades were also completed at the lift stations in 2017. In the future, an additional lift station may be needed to serve the area north of STH 22.

The wastewater treatment plant is currently running at 50 percent of capacity; plant and collection system are currently meeting the needs of the City. It is anticipated that the plant and collection system will continue to meet current and future needs during the life of the plan. No major updates are planned.

Private Wastewater Collection and Treatment

Private on-site wastewater treatment systems, or POWTS, serve areas (not identified above) within 1.5 miles of the City in the unincorporated areas. Typically, individual systems are designed for each household based on the site's soil characteristics and capabilities. However, in some cases (such as with conservation subdivisions) a community, or 'cluster' system, may be used which services more than one household.

Waupaca County maintains records for private, on-site sanitary permits in rural areas of the county. Information that the county maintains includes where on-site systems are located, when the permits were issued, and the type of system installed. The Waupaca County Sanitary Ordinance details regulations and requirements with regard to POWTS in Waupaca County. All buildings in Waupaca County that are permanently or intermittently intended for human habitation or occupancy which are not serviced by public sanitary sewer shall have an approved POWTS.

4.2.2 Stormwater Management

The goal of stormwater management is to prevent runoff from delivering pollutants or sediment to lakes, rivers, streams, or wetlands. Commonly applied stormwater management tools include: ditches, culverts, grassed waterways, rock chutes, retention basins or settling ponds, curb and gutter, storm sewer, and construction site erosion control.

State law currently requires certain construction sites, municipalities and industries obtain a Stormwater Discharge Permit from the WDNR. Construction sites with one or more acres will be disturbed and non-metallic mine sites of any size must obtain a permit. Incorporated municipalities with a population of 50,000 or more are required to obtain a permit, so this requirement does not apply to Clintonville. Industrial sites are categorized based on their

Stormwater Pollutants

Untreated stormwater runoff can have negative impacts on surface water and groundwater quality. The following potential pollutants are of greatest concern in stormwater runoff.

- Sediment – clogs lakes and streams, increases water turbidity, and decreases light penetration
- Nutrients – like phosphorous and nitrogen can lead to undesirable algae blooms in lakes and rivers or contaminate groundwater
- Bacteria – can create public health Hazards
- Oxygen Demand – decomposition of organic matter in runoff can deplete the oxygen levels in surface waters
- Oil and Grease – common in parking lot runoff, can be toxic to aquatic life, even at low concentrations
- Trace Metals – can contaminate groundwater and are toxic to aquatic life
- Chlorides or Salts – often found in snowmelt, can be toxic to aquatic life
- Thermal Impacts – runoff heated by flowing over hot roofs, streets, or parking lots can severely alter cold water streams

potential for contamination of stormwater runoff. The highest potential sources of pollution are regulated more strictly than the lowest. Ditches, culverts, and local topography are the primary stormwater management tools for most rural areas.

Approximately 70% of the City of Clintonville is served by the storm sewer system, and the remaining 30% is served by ditches, culverts, and topography. There are currently no flood prone or other problem areas in the City as long as the dam is functioning correctly. The City continues to rehabilitate older catch basins that had been failing. The City's stormwater management facilities need on-going maintenance and improvement, which is included in the City's capital improvement plan.

To assist with stormwater management, the City owns and maintains one regional detention pond in the City's Industrial Park (Map 4-1). A number of private detention ponds also found within the City. Currently the City is requesting new developments to submit stormwater management plans.

Drainage Districts

There are currently no drainage districts within a 1.5-mile radius of the City of Clintonville.

4.2.3 Water Supply

Although water may seem to be plentiful in Wisconsin, it is not an infinite resource. Providing safe, clean, and reliable water can and has become a challenge for many communities throughout the state. Residents of the City of Clintonville obtain drinking water from the Clintonville Water Utility. All residents rely on groundwater as the source of drinking water.

Public Water Supply

Water systems consist of four main components; supply, treatment, storage and distribution. Water supplies should be of adequate quantity to meet the most severe public demands and be of good quality. Treatment of raw water is necessary to remove objectionable constituents such as bacteria, suspended solids and high concentrations of dissolved solids. Treatment capacity should be adequate to meet service requirements. Since water pumpage capacity is fixed, often at a level below peak demand, storage capacity is needed to assure adequate flow. This is particularly important during periods of high demand (fires) and as a short-term buffer during equipment failure or processing problems.

The Water Utility was created approximately 100 years ago. It serves most of the City and 12 customers in the Town of Larrabee. A few property owners within the City remain on private wells. These properties are generally located near the airport.

In 2018, the Utility employed a Water / Wastewater Manager, Utility Finance Director, Water Supervisor, Water Operator, and two office staff (part-time). The Utility Finance Director and office staff also works part-time for the Electric Utility and Wastewater Utility. The Water Department office is located at 50 10th Street. The Utility maintains water mains, laterals, hydrants, wells, a water tower and a reservoir (Map 4-1). The CTH I water tower was



**Clintonville County
Highway I Water
Tower**

constructed in 1997 and has a capacity of 400,000 gallons, while the concrete reservoir, constructed in 2008, provides an additional 400,000 gallons of storage. Together the City has a combined storage capacity of 800,000 gallons.¹ An older tower near Harriet Street is no longer being used for water storage, though it does support a few cell towers. The distribution system has 276 fire hydrants, 927 distribution valves and over 39 miles of watermain. There are five wells² (Table 4-1) which are located throughout the City. In 2017 water sales totaled 116,659,000 gallons of water sold to an average of 2,295 customers (Table 4-2). Residential customers accounted for about 86.9 percent of the total metered general customers. In addition, residential customers accounted for 49.8 percent of the total gallons of water sold. The Water Utility is responsible for all billing and collections for the Water, Electric and Sewer Utilities. The City of Clintonville, like many other communities, is experiencing limited high lead concentrations in their drinking water due to older lead laterals. The City has adopted an ordinance for replacement of private lead water lateral services. A \$500,000, 3 year grant is being used to fund private lead water lateral service replacement as aging infrastructure and streets are being replaced.

Table 4-1: Clintonville Municipal Wells

Well No.	Yield Per Day (gallons)	Location	Year Installed	In Service
1	25,428	W. 1st Street		Yes
2	87,043	W. 1st Street - 2		Yes
3	67,552	W. 1st Street - 3		Yes
6	159,697	Pine Street		Yes
7	68,225	Pershing Street		Yes
Total	407,945			

Source: Clintonville Water & Electric Utility Annual Report, December 31, 2016 and City of Clintonville

Table 4-2: Clintonville Water Utility

Metered Sales to General Customers	Ave. No.	Water Sold (1,000 gallons)	Percent of Total Customers	Percent of Total Water Sold
Residential	1,995	58,143	86.9%	49.8%
Commercial	204	34,061	8.9%	29.2%
Industrial	31	15,740	1.4%	13.5%
Public Authority	31	8,612	1.4%	7.4%
Multi-Family Residential	34	103	1.5%	0.1%
Total	2,295	116,659	100.0%	100.0%

Source: Clintonville Water & Electric Utility Annual Report, December 31, 2017 and City of Clintonville

Wellhead protection is a preventive program designed to protect public water supply wells. The goal of wellhead protection is to prevent contaminants from entering public water supply wells by managing the land that contributes water to the wells. According to DNR records, the following communities in Waupaca County have a DNR approved wellhead protection plan for

¹ Water, Electric, or Joint Utility Annual Report, December 31, 2017.

² Well No. 4 was completely abandoned and the well house was removed in 2017.

at least one municipal well or have voluntarily adopted a wellhead protection plan for one or more wells. The City of Clintonville has wellhead protection plans for its five wells.

Other than replacement of aging water infrastructure, including lead water laterals, the water system is currently meeting City needs. In the future, it may be necessary to expand storage capacity in the City's Industrial Park, if the City annexes additional land to the north.

Private Water Supply

Private wells serve properties in the unincorporated 1.5-mile radius of the City of Clintonville. In addition, a few private wells are located near the airport.

4.2.4 Solid Waste and Recycling

Beginning in 2017, the City of Clintonville contracts with Harter's Fox Valley Disposal for residential refuse and recycling services. Residents are able to annually opt out of this service, if they desire. Commercial and industrial users contract separately with a private hauler. The City collects yard waste materials and leaves in the fall and spring.

The City utilizes the Clintonville Area Waste Service (CAWS) drop off site at 300 Beacon Avenue (Map 4-1) for garbage and refuse for residents and businesses of the City of Clintonville. Residents and businesses of the towns of Larrabee and Matteson also utilize the CAWS drop off site. The CAWS facility also accepts recyclable materials from any resident or business in Waupaca County. In addition, large bulky items such as furniture and appliances, tires, used motor oil, yard waste, scrape metal and motor vehicle batteries are also accepted. The facility does not accept electronics or hazardous waste. Residents are also able to drop off materials at the Waupaca County Processing and Transfer Facility (PTF) located at E4981 Swan Rd, Manawa. The PTF also accepts electronics all year round and household hazardous waste including, but not limited to, paint, pesticides, aerosols, and flammable liquids from May through October. Expired/unwanted prescription medicines, over-the-counter medicines, pet medicines, liquid medicines, medicated ointments and creams, inhalers and vitamin supplements dropped off at the Clintonville Police Department for proper disposal.

4.2.5 Energy Supply and Transmission

Electric

Two north-south transmission lines (138kV and a 345kV) owned and operated by American Transmission Company (ATC) run east of the City (Map 4-2).³ The Clintonville substation provides access to the City. According to ATC, there are no upgrades planned for the electrical transmission line in the next 10 years in the Clintonville vicinity.

Clintonville Electric Utility is approximately 115 years old. It provides power to the City and portions of the towns of Matteson and Larrabee. In 2018, employees include a fulltime Operations Manager, a Utility Finance Director, a Lead Lineman, two Linemen, an Apprentice, and a Meter Technician, and two office staff. The Utility Finance Director and office staff also works part-time for the Water Utility. The utility building, built in 1929, is located at 65 E. 12th Street and is used by the electrical utility for office, storage and space. This building also serves

³ ATC 2017 10 Year Assessment.

the water utility and to a lesser degree the wastewater utility. Currently the building is meeting City needs, however repairs are needed to the parking lot, and the doors and steps need updating.

The Electric system includes 34 miles of overhead electric line and 7 miles of underground electric line within the city limits, 24 miles of overhead line outside of the City and four substations: the Industrial Substation, the Downtown Substation, the East Madison Substation and the Ash Tree Substation (Map 4-2). The Utility maintains approximately 800 street lights and serves approximately 2,784 customers.⁴ In 1984, the City of Clintonville and the City of Shawano joined forces to create a joint action agency, Badger Power Marketing Authority (BPMA), to which both belong. Clintonville and Shawano purchase power through Great Lakes Utilities (GLU), a joint action agency consisting of 12 separate utilities. This year the utility will be updating part of one substation, the other part will be updated in about 5 years. Currently no other short-term or long-term needs have been identified. Existing electric facilities are anticipated to be adequate to meet the needs of the City over the planning period.

Portions of the towns of Matteson, Larrabee, Deer Creek and Bear Creek (southern portion of the 1.5 mile extraterritorial area) are part the Wisconsin Electric Power Company (WE Energies) service area. WE Energies, a subsidiary of Wisconsin Energy Corporation, serves over 1.1 million electric, natural gas and steam customers throughout Wisconsin and Upper Michigan.

Portions of the towns of Matteson and Larrabee (remainder of area surrounding the City) are part of the Wisconsin Power and Light service areas. Wisconsin Power and Light Company (WPL) is a wholly-owned subsidiary of Alliant Energy Corporation. Alliant Energy Corporation serves over 900,000 electric and 400,000 natural gas customers in Wisconsin and Iowa.⁵

Natural Gas

The City of Clintonville is served by Wisconsin Gas or WE Energies (Map 4-2). Most of the 1.5 mile extra-territorial area is also part of the Wisconsin Gas service area. The Wisconsin Power and Light Company service area includes a small piece of the Town of Larrabee in the northwest portion of the 1.5 extra-territorial area. A transmission line owned and operated by ANR is located east of the City. A spur serves the City of Clintonville. No gas facilities are provided in the towns of Larrabee and Matteson.

4.2.6 Telecommunication Facilities

Though the Clintonville area is part of the Frontier Communications of WI Telephone Exchange Boundary,⁶ residents in the City have a number of choices for local phone service. The advancement of telecommunications technologies, such as cell phones, has greatly increased the need for towers to provide receiving and sending capabilities. The federal government recognized this need with the passage of the Telecommunications Act of 1996. There are three registered towers/antennas in the City of Clintonville (Map 4-2): Olen Park, 396 Enterprise Avenue and 100 Industrial Court. All towers are registered with the Federal Communications Commission (FCC). While other towers may exist in the City and surrounding areas, these towers are not licensed.

⁴ Water, Electric, or Joint Utility Annual Report, December 31, 2017.

⁵ <https://www.alliantenergy.com/AboutAlliantEnergy/OperationsValuesandCompliance> .

⁶ Wisconsin Telephone Exchange Boundaries, June 2011. Wisconsin Public Service Commission.

Internet

Due to the proliferation of internet service providers (ISP), area residents can choose from several national and local ISP's. Broadband or high-speed internet is available in the City of Clintonville. Fixed broadband includes all wireless and fixed wireless technologies. Speeds are available at 25+ Mbps for Download and 3+ Mbps⁷ through Charter Communications Inc.⁸

4.2.7 Parks and Recreation Facilities

The City of Clintonville maintains a system of park and recreational facilities and programs. However, it is important to recognize the existence of other facilities in the public and private sector that help meet the needs of the citizens of Clintonville. This report looks at public and private parks and recreational facilities. Publicly owned facilities within the City are owned and maintained by both the City of Clintonville and the Clintonville Public School District.

Park Site Standards

East Central Wisconsin Regional Planning Commission (ECWRPC), as part of its *Long-Range Transportation/Land Use Plan for the Fox Cities, Oshkosh, and Fond du Lac Urban Areas* (October 2010), has identified a level of service standard for parks, which is 10 acres for every 1,000 residents. ECWRPC created residential standards based on density for various services such as sanitary sewer, water supply, street network, and parks. The high density category is defined as 3 or more residential units per acre. Park and recreation needs may include the need for additional park land to accommodate new facilities, the need for additional parks in areas where new residential growth is occurring, or the need for new or improved park facilities and equipment.

Level of Service

A park's level of service (LOS) is determined through standards set by park size and type.⁹ LOS should be used as a guide to determine present and future population need. If possible, a community's public parks should serve the needs of all of its residents. In addition, community parks and special facilities may serve citizens beyond the municipal boundary.

Community Parks (CP)

Community parks serve several neighborhoods within a one-two mile radius. Typically, these parks are twenty-five acres or more. Community parks address broad base community-wide needs. For example, community parks provide athletic fields while preserving areas for passive recreational uses. Amenities typically include:

- Athletic Courts, Fields, or Playfields
- Boat Launches
- Ice Rinks
- Landscaped/Natural Areas with Trails
- Parking
- Pavilion/Shelter with Kitchen

⁷ <http://www.broadbandmap.wisconsin.gov/>. Map drafted 4/5/17.

⁸ <https://maps.psc.wi.gov/apps/WisconsinBroadbandMap/>.

⁹ The park service areas are provided by the National Parks Service and are to be used as a guideline in determining level of service provided within a community.

- Picnic Tables/Grills
- Playground Equipment
- Restrooms
- Sledding Hills/Tobogganing Runs
- Swimming Pools

Walter A. Olen and Bucholtz parks are classified as community parks.



Bucholtz Park

Neighborhood Parks/ Playgrounds (NP)

Neighborhood Parks/ Playgrounds serve residential areas within a half mile walking distance. The minimum desirable size varies from two – twenty acres. Neighborhood parks have a mix of active and passive uses. Usually, 50 percent of the area of a neighborhood park is used for active recreation and fifty percent is passive recreation, such as undeveloped natural areas. This limits problems such as noise, overuse, and congestion. Development and amenities typically include:

- Playground Equipment
- Play Fields/Open Space
- Picnic Tables
- Landscaping
- Sport Field/Court
- Pedestrian Path/Trail
- Parking



Pickeral Point Memorial Park

Fairway Lake, Rohrer, Olen, Shore Drive, Pickeral Point Memorial Park and Pickeral Playground are classified as Neighborhood Parks/Playgrounds.

Mini-Parks (MP) and Green Space (GS)

Mini-parks serve a limited population or specific group such as tots or senior citizens within a quarter of a mile or less. They are usually less than an acre in size and are generally situated in neighborhoods, apartment complexes, townhouse developments, or senior housing complexes. Green space is a grassy area in the City that may accommodate a bench, picnic area, and/or shade trees. It is usually less than half an acre and is sometimes referred to as a Rec-Lot. Development and amenities typically include:



Hillside Open Space

- Playground Equipment
- Landscaped Sitting Areas
- Picnic Tables
- Open / Wooded Areas

Hillside Drive and Veterans Memorial are classified as mini-park and green spaces.

Special Facility, Natural Areas

Special Facilities cover a broad range of park and recreation facilities oriented toward a single-purpose use. The service area and size varies and is dependent on the specific use. Natural Areas are lands set aside for preservation of significant natural resources, remnant landscapes, open spaces and visual aesthetics. Service areas vary, and these areas may service both City and residents from nearby communities. Natural Areas vary in size.

Seven Maples is considered a Natural Areas and Gorden Noren Skate Park is considered a Special Facility.

Current Recreational Facilities

A total of just over 328 acres (Table 4-3 and Map 4-1) of outdoor recreation land is currently available for public use in Clintonville. The City maintains 15 sites with a combined area of 91 acres. Clintonville schools (public and parochial) also have 92.8 acres of recreational land available for public use. In addition, an 18-hole privately owned golf course provides just over 137 acres and is located in the northwest part of the City. The City and school district have an agreement for sharing facilities. The City utilizes school gyms for recreational programs and school outdoor areas for youth soccer games. While the school district uses the ball diamond at W.A. Olen Athletic Field. The two entities also share parks and equipment.

Table 4-3: Existing Park and Recreation Acreage

Recreation Area	Ownership			Total
	City	Public School	Private	
Bucholtz Park	20.7			20.7
Clintonville Community Center/Pigeon River Walkway	0.8			0.8
Clintonville High School		62.6		62.6
Clintonville Recreation Center	1.3			1.3
Clintonville Riverside Golf Course			137.7	137.7
Dellwood Early Learning Center/Middle School		19.3		19.3
Fairway Lake Neighborhood Playground	1.8			1.8
Hillside Drive Park	0.5			0.5
Gorden Noren Skate Park				0.0
Icehouse Landing Boat Launch Facility	0.6			0.6
Olen Neighborhood Playground	1.4			1.4
Pickeral Point Memorial Park / Picnic Point	4.4			4.4
Pickeral Point and Neighborhood Playground	0.5			0.5
Pigeon Lake Wayside	13.6			13.6
Rexford-Longfellow Elementary/Alternative School		10.9		10.9
Rohrer Neighborhood Playground	1.2			1.2
Seven Maples Nature Area	17.3			17.3
Shore Drive Neighborhood Playground	0.7			0.7
St. Martin Lutheran Elementary School			3.0	3.0
St. Rose Catholic Elementary School			3.6	3.6
Veterans Memorial Site	0.7			0.7
Walter A. Olen Park	27.3			27.3
Total	92.6	92.8	144.2	329.6

Source: City of Clintonville Comprehensive Outdoor Recreation Plan, 2019-2023

Walter A. Olen Park

Occupying more than 27 acres, Walter A Olen Park is the largest park in the City and is located east of the central business area, north of 7th Street, and west of Lyons Street. The Pigeon River flows through the center of the parks and is spanned by two walking bridges. South of the river, the W.A. Olen Athletic Field includes a lighted baseball diamond, a youth baseball diamond, bleachers, concession stand, ticket booth, locker room and restrooms. Some of the Clintonville High School's baseball games are played at the athletic field as well as the Badger Amateur Baseball Association (BABA), Clintonville Youth League, and American Legion Baseball. The portion of the park north of the river contains scattered areas of woodlands. Facilities in this area include two shelters (one enclosed and one open-sided), 60 picnic tables, eight grills, restrooms, a small lighted basketball court, two tennis courts with night lighting, , and an ice rink with a warming house. In about 2014, Hometown Huddle and United Way partnered to construct a new playground at the park. In addition the park also houses the Jim Simpson Memorial Disc Course, a nine basket course.

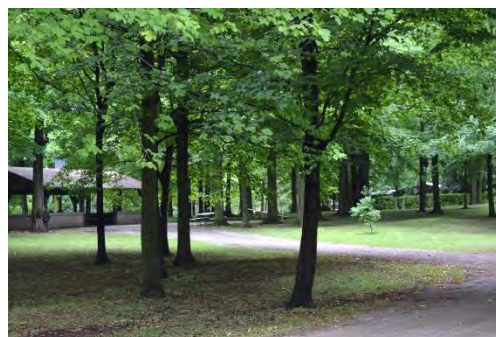


Walter A. Olen Park

Nearby, at Pioneer Park, the Clintonville Historical Society maintains three buildings. The History House allows visitors to wander through much of Clintonville's history, and the site also is home to what is reported to be the first home in the Clintonville area. The site also includes a stone collection of historical significance, including the only known authentic section of the Great Wall of China outside of that country.

Bucholtz Park

Bucholtz Park, a 20.7 acre site, is located at the east end of 1st Street in the southern portion of the City. It is a popular recreation site for both local and area residents. Facilities include two major picnic areas (40 tables and seven grills), three lighted softball diamonds with spectator seating, two lighted tennis courts, two small basketball courts, horseshoe pits, three shelters, and parking for approximately 250 vehicles. One of the shelters serves the ballfield complex and contains restrooms and a concessions area. Playground equipment is located in three separate areas and a four field soccer complex has been developed in south end of the park. Last year the playground next to the pool was remodeled and this summer new playground equipment was installed by the south shelter.



Bucholtz Park

Pigeon Lake Wayside

Pigeon Lake Wayside is located on Pigeon Lake in the western side of the community. Most of the park's 13.6 acres are undeveloped and wooded. Facilities include two picnic tables, a sledding hill and one boat ramp. The trails have been well maintained and link with the Pickerel Point and Picnic Point sites to the north. Shoreline fishing opportunities are abundant in this area.

Fairway Lakes Neighborhood Playground

Fairway Lake Neighborhood Playground is located at North 12th Street and Green Tree Road in the northwestern portion of the City. This 1.75 acre park includes a small basketball court, several pieces of playground equipment, a picnic table and bench plus additional green space.

Olen Neighborhood Playground

Olen Neighborhood Playground is situated in the central portion of the City within a block bounded by Torrey Street, North Clinton Avenue, 14th Street, and North 12th Street. The only access to the park is at 14th Street. Occupying 1.4 acres, the playground area contains a picnic table and bench, a small basketball court, sandbox, several pieces of playground equipment and additional green space for lawn games.



Olen Neighborhood Playground

Rohrer Neighborhood Playground

Rohrer Neighborhood Playground, a 1.18 acre site, is located in the middle of a block bounded by 16th Street, McKinley Avenue, South Park Street, and Garfield Avenue in the northeastern portion of the City. Although surrounded by residential development, access is available at all four corners of the park. Facilities at the park include a small basketball court, sandbox, picnic table and park bench, several pieces of new playground equipment and additional green space.

Hillside Drive Park Hillside Drive Park is a 0.51 acre site, located on Pigeon Lake in the northwestern part of the City. The park is located in a low-lying wooded area, and is currently undeveloped. It is located adjacent to the Seven Maples Nature Area also undeveloped.



Seven Maples Nature Area

Seven Maples Nature Area

The Seven Maples Nature Area is approximately 17.26 acres in size and is located off of 13th Street. The property was gifted to the City on August 15, 2016 with conditions and restrictions on use. It is the intent to leave the area as natural as possible adding in educational components, fishing piers, non-motorized trails, picnic shelter, and parking area.

Pickerel Point Neighborhood Playground

Located directly north of Pigeon Lake Wayside, the Pickerel Point Neighborhood Playground area contains several pieces of playground equipment, a small basketball court, picnic table, a swinging bench and additional green space. This one-half acre site is connected to the Pigeon Lake Wayside to the south and to Picnic Point to the north by a narrow band of woods. Along the shoreline there are several improved boat launch and fishing piers. Shoreline fishing opportunities also are plentiful in this area.

Pickerel Memorial Park (Picnic Point)

Located north of Pickerel Point playground, this park serves as the northern terminus of the woodchip base hiking trail that extends from the Pigeon Lake Wayside. Shoreline fishing opportunities are abundant in this 4.4 acre park.

Icehouse Landing Boat Launch Facility

A City owned boat launching facility is located at the intersection of Hemlock and 12th Street is a popular destination by visitors and residents alike. This half acre facility is used for boat launching in the summer and a drop-off and pick-up point for snowmobiles in the winter. Shoreline fishing opportunities are abundant in this area. Facilities include a permanent ADA dock and fishing pier.



Icehouse Landing Boat Launch Facility

Clintonville Recreation Center

See “Clintonville Recreation Center”, under “Other Municipal Buildings” at the end of this chapter.

Community Center/Pigeon River Walkway

See “Clintonville Community Center”, under “Other Municipal Buildings” at the end of this chapter.

Veterans Memorial

Veterans Memorial is located on the east side of South Main Street across from First State Bank. Various memorials to the area's veterans are located on the site, along with trees, shrubbery and several benches along with flag poles. A seating area also exists on the west side of South Main Street for viewing the entire memorial.

Shore Drive Neighborhood Playground

This 0.7 acre park is located at the intersection of Park Lane and Shore Drive on the west side of the City and serves the Park Lane and Shore Drive subdivisions. Facilities include several pieces of playground equipment, a small basketball court, picnic table and park bench, and additional green space.

Trails (Off-Street)

The Clintonville Trails system is made up of on-street and off-street trails. Off-street unpaved trails are designed for use by bicycles and pedestrians. The Pigeon River Walkway, a paved path from the dam to Main Street, is located on the north side of the Community Center, on the south side of the river. Several benches, picnic tables and barbecue grills are located along the walkway. Access to the river for fishing is possible along the entire length of the walkway. There have been discussions to redo the Pigeon River Walkway and provide a link to W.A. Olen Park. Other areas for potential trails/extensions include the abandoned railroad on the City's south side (residents are already using), and there may be a possibility for a future trail in this area. There have also been discussions to extend an existing trail from Pickeral Point Neighborhood Playground to Seven Maples/Hillside Park Drive. For additional information, please see Chapter 3: Transportation.

Land Needs

Land demand standards of 10 acres of publicly owned open space for every thousand residents provides a useful barometer for determining whether a community has adequate parkland to meet the recreational needs of its residents. Based on this standard, Clintonville's park and open space acreage is about three times the recommended minimum standard (Table 4-4).

Table 4-4: Clintonville Outdoor Recreation Demand, 2000-2040 Public Population Demand Projection Surplus

Year	City Park Space* (Acres)	Population Projection	Demand Projection (10 acres/1,000 pop.)	Surplus (Acres)
2000	75.3	4,736	47.4	27.9
2010	75.3	4,559	45.6	29.7
2017*	92.6	4,487	44.9	47.7
2020	92.6	4,610	46.1	46.5
2025	92.6	4,685	46.9	45.8
2035	92.6	4,610	46.1	46.5
2030	92.6	4,348	43.5	49.1
2040	92.6	4,415	44.2	48.5

Source: City of Clintonville Comprehensive Outdoor Recreation Plan, 2019-2023

* Includes recreational areas within the corporate limits that are owned and maintained by the city. The public school district adds another 90 plus acres for use. WDOA 2017 estimate.

Looking solely at the total recreational acreage currently owned by the City and schools, there is no need for additional park land acquisition in the foreseeable future unless there is a significant increase in demand for major types of active recreational facilities. Maintaining and updating the City’s existing park sites and developing Seven Maples Nature Area should be a priority in accommodating its resident’s needs.

Facility Needs

However, just because the minimum standard for open space is exceeded, this does not mean that there may not be a need either now or in the future for more of a different type and/or use that is not being provided. A resident should also have the ability to walk and / or bike to a park within a half mile radius of their house without any major road or intersection barriers. In Clintonville, the small neighborhood west of Main Street and south of Madison Street falls into this category. In addition, the composition of a community's population can provide insight into the need for emphasizing specific types of recreational opportunities. A number of years ago, residents were able to utilize an outdoor pool at Bucholtz Park. While this pool is still located at the park, it was closed due to maintenance issues. During visioning, residents expressed a desire for an outdoor pool that could be used during warmer months. Currently the Recreation Center is closed, while the City decides if the building should be renovated or demolished and rebuilt. This has left a left a gap in the City’s ability to provide adult recreational programming and rental space for larger private gatherings such as weddings.

Waupaca County Park and Recreational Facilities

There are no Waupaca County park and recreational facilities in the City of Clintonville or within the 1.5 mile extraterritorial area.

Private Park and Recreational Facilities

There is one private park and recreational facility in the City of Clintonville. The Clintonville Riverside Golf Club (Map 4-1) is an 18-hole, semi-private course that is open seven days a week. A restaurant is located on the site.



Clintonville Riverside Golf Club

4.2.8 Churches and Cemeteries

Two cemeteries are found within the City of Clintonville: Graceland Cemetery and St. Rose Cemetery. Graceland Cemetery at 320 S. Main Street is overseen by the Graceland Cemetery Board (Map 4-1). St. Rose Cemetery is located immediately south of Graceland Cemetery. Rose Cemetery is owned and operated by St. Rose Catholic Church. Space exists for additional burials.



Graceland Cemetery

The following cemeteries are located within the 1.5 mile extraterritorial area:

- St. Martin's Cemetery, Lakeshore Road, Clintonville (Larrabee)
- Townline Cemetery, CTH O, Clintonville (Larrabee)

The following churches are located in the City of Clintonville:

- Bethany Evangelical Free Church, Main Street
- Calvary Apostolic Church, McKinley Avenue
- Christ Congregational Church, Main Street
- Christus Lutheran Church, Main Street
- Clintonville First Baptist Church, 5th Street
- Faith Lutheran Church, Main Street
- St. Paul Lutheran Church, Park Street
- St. Rose Catholic Church, 7th Street
- United Methodist Church, 13th Street

4.2.9 Healthcare Facilities

Hospitals and Clinics

There are no hospitals in the City of Clintonville. However there are five general medical hospitals within 40 miles.¹⁰ The five hospitals are: ThedaCare Medical Center – Shawano, ThedaCare Medical Center – New London, ThedaCare Medical Center – Waupaca, ThedaCare Regional Medical Center – Appleton and St. Elizabeth Hospital (Appleton). There are over 400 hospital beds. Occupancy rates vary from 16.0% at ThedaCare Regional Medical Center – New London to 58.9% at ThedaCare Regional Medical Center – Appleton. The hospitals provide varying levels of service, depending on their location and function. For example the more rural hospitals in Shawano and New London provide fewer areas of service than hospitals in Appleton. Most hospitals provide Acute Adult Medical – Surgery, Orthopedic, Hospice, and Obstetrics. Only St. Elizabeth Hospital provides Neonatal Intensive/Intermediate Care.

City residents have access to doctors through ThedaCare (ThedaCare Physicians – Clintonville) and Affinity Medical Group – Rural (Ascension), eye care and dentists.

Nursing Homes

Currently there are two licensed nursing homes with the City: Greentree Health and Rehabilitation Center and Pine Manor Health and Rehabilitation with a combined total of 155 beds.¹¹

4.2.10 Childcare Facilities

With the increased prevalence of dual-income households, the importance of reliable and affordable childcare plays a critical role in maintaining the present economy. Under Wisconsin law, no person may provide care and supervision for 4 or more children under the age of 7 (not related) for less than 24 hours a day, unless that person obtains a license to operate a childcare center from the Wisconsin Department of Children and Families. The Department of Children and Families manages the child care licensing program. The program is accountable for the statewide licensure of Wisconsin's child care facilities. There are three different categories for state license child care: Licensed Family Care (up to 8 children usually in a person home), Licensed Group Centers (9 or more children, located somewhere other than a residence) and licensed Day Camps (seasonal programs usually outdoors). Certified Child Care is a voluntary form of regulation for those that are not required to be licensed. Provisional and regular certified family child care providers may care for up to 6 children. The purpose of the program is to promote the health, safety and welfare of children in licensed child care. The Department ensures that licensing requirements are met through on-going inspections of child care facilities.¹² A total of four licensed or certified childcare facilities are located in the City of Clintonville. These facilities had a combined capacity of 64 children (Table 4-5). According to the 2010 U.S. Census, 648 children age 9 years or younger live in the City of Clintonville. Approximately 300 are under the age of 5.¹³

¹⁰ Guide to Wisconsin Hospitals, FY2016.

¹¹ Directory of Licensed Wisconsin Nursing Homes, State of Wisconsin Health Services, Updated on April 11, 2018.

¹² <http://dcf.wisconsin.gov/childcare/licensed/Index.htm>.

¹³ Source: U.S. Census 2010, SF1.

Table 4-5: Childcare Facilities, Clintonville

Facility	Number	Capacity
Licensed Group Centers	1	40
Licensed Family	3	24
Certified Family	0	0
Total	4	64

Source: Wisconsin Department of Children & Families. Childcare Directories: Licensed & Certified, Revised April 4, 2018. <https://dcf.wisconsin.gov/cccertification/cc-directories>

4.2.11 Public Safety and Emergency Services

Police Service

City of Clintonville Police Department

The Clintonville Police Department is located at 35 S. Clinton Street (Map 4-1) and is a full service department that operates 7 days a week, 24 hours per day. The City employs 11 full-time officers (Chief, Captain, three Sergeants, a Police School Liaison Officer (PSLO) and five patrol officers), four part-time officers, four full-time dispatchers and 4 part-time dispatchers.¹⁴



Clintonville Police Department

Community interaction initiatives include Neighborhood Watch, Waupaca County Crime Stoppers, Counter ACT (a drug and alcohol prevention program taught to 5th graders in public and parochial schools), Passport to the Future (a program developed for 5th graders by the Clintonville Chamber of Commerce and Clintonville School System to demonstrate how businesses use science and math), bike patrol, police school liaison initiatives and various other community policing efforts. Two officers are part of the county multi-jurisdictional emergency response team. All officers are basic first aid trained to sustain life until the injured or sick individual can be transported to a medical facility.

The department operates a K9 Program that is fully funded through donations. Duties for the K9 team include drug detection, tracking and patrol takedown. The K9 team has also proven to be a great community educator, and is often called upon to make presentations for civic organizations.

The City operates a 24 hour, 7 days per week dispatch center. The City of Marion contracts with the City of Clintonville for dispatch services. Fire and ambulance services are dispatched through the Waupaca County Communications Center (operated by the Waupaca County Sheriff's Office).

¹⁴ City of Clintonville website: <http://www.clintonvillewi.org/government/departments/police>, accessed 4/25/18.

The City of Clintonville is part of the Northern Waupaca County Multi-jurisdictional Municipal County, which serves the cities of Clintonville, Manawa, and Marion and the villages of Iola and Ogdensburg. Court sessions are held at the Clintonville and Marion city halls.¹⁵

Wisconsin Emergency Police Services (EPS) Program provides law enforcement support and coordination of mutual aid in times of crisis.¹⁶ Under the EPS program, the state is divided up into 7 EPS regions. Each region has a volunteer police services director. Waupaca County is part of the East Central Region. In the event of an emergency, the area director works with the State EPS Deputy Director to set up a mutual aid response with local, state and federal law enforcement agencies. The initiating county sheriff maintains authority over the situation and the response is to augment their forces with law enforcement officers from surrounding areas. In addition, the City of Clintonville Police Department has a memorandum of understanding with all police departments in Waupaca.

The building housing the police department is inadequate for department needs. Additional space is needed for evidence and record storage, office space and a secure interrogation room. Increasing complexity of investigations is taking officers away from more routine enforcement activities, therefore an additional officer and increased training budget is needed.

Waupaca County Sheriff's Department

The Waupaca County Sheriff's Department is located at 1402 E. Royalton Street in Waupaca and provides law enforcement for Waupaca County. In 2016 the department employed 40 full-time officers.¹⁷ Service divisions in the Sheriff's Department include patrol, water patrol, jail division, detective division, Emergency Response Unit, records and communication center.¹⁸ The Communications Center handles all 911 calls for Waupaca County. Working closely with officers from surrounding agencies, the Detectives Division recovers stolen property and assists with investigations. In 1985 the Waupaca County Emergency Response Unit (ERU) was formed. This multi-jurisdictional unit is comprised of members from the Sheriff's Department and officers from various agencies within Waupaca County. The Patrols Division covers 750 square miles and patrols more than 346 miles of county roads. So that deputies are readily available to assist with when an emergency arises, they are located in numerous cities throughout Waupaca County. Subsidized by the DNR, the Water Patrol, provides boating law enforcement on Waupaca County's rivers, lakes and streams from ice out to late fall.

Correctional Facilities

The City of Clintonville does not have an adequate facility to detain prisoners for long periods of time; therefore it depends on the Waupaca County Sheriff's Department and jail for support. The Sheriff's Department operates the Waupaca County Jail. The facility opened in 2001, and is located at 1402 East Royalton Street.¹⁹ The jail can house 320 inmates, currently its average daily population is approximately 200 inmates. It functions as a holding facility for prisoners

¹⁵ City of Marion website, accessed 5/30/18.

¹⁶ <http://emergencymanagement.wi.gov/EPS/history.asp> .

¹⁷ The FBI, Criminal Justice Information Services Division, Uniform Crime Reporting (UCR) Program, 2016. Website: <https://ucr.fbi.gov/crime-in-the-u.s/2016/crime-in-the-u.s.-2016> .

¹⁸ Waupaca County Sheriff's Department website:

http://www.co.waupaca.wi.us/departments/sheriff_s_department/divisions/index.php. Accessed 4/25/18.

¹⁹ Waupaca County Sheriff's Department website:

http://www.co.waupaca.wi.us/departments/sheriff_s_department/divisions/jail_division.php. Accessed 4/25/18.

awaiting trial, sentenced prisoners, and convicted felons awaiting transfer to the Wisconsin State Prison System. The Waupaca County Jail offers G.E.D., drug and alcohol counseling programs, religious counseling, telephone privileges, family visits, and the Inmate Worker Program. The County Jail has various conditions of confinement ranging from Huber inmate housing to maximum security housing.

Fire Services

Clintonville Fire Department

The Clintonville Fire Department was established in 1887 as Clintonville Volunteer Fire Company #1. It provides service to the City of Clintonville, the towns of Larrabee and Matteson and the northern portion of the Town of Bear Creek. The Clintonville Fire Department shares space with the City Hall and is located at 50 10th Street (Map 4-1).

The department is managed by a paid volunteer fire chief, three paid volunteer assistant chiefs, three part-time captains, and three paid volunteered lieutenants. Fire protection and rescue services are provided by 32 volunteer personnel. Services provided include responding to emergency calls, conducting safety inspections, and advising the City staff and community on matters of fire protection. The goal of the Clintonville Fire Department is to provide responsive fire protection service using modern suppression techniques that minimize damage to property and save lives. The Department is also committed to working with the community's residents and business owners to take measures that will help to prevent fires before they start. Department equipment includes two pumpers, one aerial with a 105 foot platform, one all-terrain brush unit, two tankers, a heavy rescue, a 14 foot aluminum boat, portable water tanks, and various other tools and equipment.



Clintonville Fire Department
Source: Appeal

Currently the space utilized by the fire department does not meet the needs of the department. Deficiencies in the facility include inadequate room for equipment storage, including vehicles, lack of space for training, absence of a separate locker room for changing, lack of designated showers and inadequate ventilation.

Towns served by the department have a contract with the City and are charged a portion of the annual expenses. The calculation for the annual payment is based partly on population and partly on the past three years' fire calls.

The Clintonville Fire Department is a member of the Waupaca County Firefighters Association. Currently the fire and police departments and school districts within Waupaca County are working on a terrorism/active shooter mutual aid agreement. Additional resources can be requested through the Mutual Aid Box Alarm System (MABAS). MABAS is a mutual aid measure used to deploy fire, rescue and emergency medical services in a multi-jurisdictional and/or multi-agency response.²⁰ Each county is a division of MABAS. The City is a member of MABAS Division 142.

²⁰ MABAS Wisconsin Home <http://mabaswisconsin.org/>.

The Insurance Service Office (ISO) Incorporated collects information on municipal fire protection efforts throughout the United States. Using the Fire Suppression Rating Schedule (FSRS), ISO assigns a Public Protection Classification (PPC) from 1 to 10. Class 1 generally represents superior property fire protection, and Class 10 indicates that the area's fire-suppression program doesn't meet ISO's minimum criteria. Virtually all United States insurers of homes and business property use ISO's Public Protection Classifications in calculating premiums. Therefore the price of insurance in a community with a good PPC is substantially lower than a community with a poor PPC. A community's PPC depends on (1) fire alarm and communication systems, including telephone systems, telephone lines, staffing, and dispatching systems; (2) the fire department, including equipment, staffing, training, and geographic distribution of fire companies; and (3) the water-supply system, including the condition and maintenance of hydrants, and a careful evaluation of the amount of available water compared with the amount needed to suppress fires. The Clintonville Fire Department has a PPC classification of 4 in the City.

Currently the City is facing challenges to get volunteers during the day, when most people are at work. In addition, the City is falling behind on fire inspections.

Wisconsin Department of Natural Resources (WDNR)

The WDNR provides fire service for brush and forest fires within Waupaca County.

Emergency Management

Ambulance²¹

The Clintonville Area Ambulance Service, located at 3 S. Main Street serves Clintonville and 10 surrounding municipalities including the cities of Clintonville and Marion; the villages of Embarrass, Big Falls and Bear Creek; and the Towns of Bear Creek, Dupont, Larrabee, Matteson and part of Wyoming in Waupaca County; the towns of Grant and Navarino in Shawano County; and the Town of Deer Creek in Outagamie County.²² The service provides 24 hour advanced life support care and transportation paramedic-trained emergency and non-emergency care. There are 37 emergency medical technicians (EMT) that include full-time and part-time, paid on-call. Residents with a medical emergency access services by dialing 911. Ambulances are dispatched through Waupaca County. Patients are transported to the closest most appropriate hospital. If needed, Clintonville Area Ambulance Services works with emergency medical flight services (see below for more information).

Clintonville Area Ambulance Services has a total of four (4) totally equipped ambulances; two (2) are staffed 24 hours per day. Two ambulances are housed in Clintonville, one in the City of Marion and one in the Village of Bear Creek. The service is overseen by the Ambulance Commission. Each municipality, except for the Village of Big Falls and the Town of Wyoming, appoints one voting member to the Commission. The Commission makes all decisions regarding the service. The Commission sets a budget and charges a share of the operating expenses back to each municipality based on its population.

²¹ Clintonville Area Ambulance Service personal conversation, 5/2/18.

²² <https://www.facebook.com/pg/Clintonville-Area-Ambulance-Service> .

Emergency Medical Flight Services

Emergency medical flight services are available from the following providers:

- Eagle III, St. Vincent's/Bellin/Brown County, Green Bay
- Flight For Life, Fond du Lac Base
- Ministry Spirit Medical Transportation Services, Stevens Point Municipal Airport
- Aspirus MedEvac, Wausau
- Theda Star, ThedaClark Regional Medical Center, Neenah

Theda Star provides primary emergency medical flight services. If Theda Star is unavailable, Theda Star contacts the next closest unit.

Waupaca County Communications Center

The Waupaca County Communications Center is operated by the Waupaca County Sheriff's Office. The Waupaca County Communications Center handles all 911 calls for law enforcement, fire and emergency medical service providers.

Waupaca County Emergency Management

The Waupaca County Emergency Management Office (WCEMO) is charged with coordinating response and recovery in the event of a natural or technical disaster, county-wide. The county coordinates the CodeRED program, which provides weather and emergency alerts, emergency preparedness education materials, the Waupaca County Hazardous Materials Team (HazMat), and the Local Emergency Planning Committee (LEPC).

4.2.12 Library

The Clintonville Public Library is located at 75 Hemlock Street (Map 4-1) and is part of the Outagamie-Waupaca Library System (OWLS). The OWLS Library System is one of 16 public library systems in the state.²³ Library systems are designed to provide expanded library services to more people without making additional large expenditures. Libraries receive the majority of their revenue from the local municipalities and the County.



Clintonville Public Library

The Clintonville Library can trace its history back to 1884, when the pastor of the Congregational Church of Clintonville purchased several books for the girls in his Sunday school to read. When the little library outgrew the churches quarters, a drug store on Main Street agreed to house the collection. In 1905, the Clintonville Common Council appropriated funds for a public library. The library at its current location opened its doors on January 6, 1992.²⁴

²³ <https://dpi.wi.gov/pld/data-reports/system-plans>, Accessed 4/26/18.

²⁴ History of the Clintonville Public Library, http://www.clintonvillelibrary.org/sites/clintonvillelibrary.org/files/History_Clintonville_Library.pdf.

Over the years, the library facility and services have evolved to meet the changing needs of City residents and for those in surrounding areas. The library provides a multitude of services to the community including homebound delivery, public access computers, equipment lending such as audio visual equipment, games, puppets and puzzles, downloadable audiobooks, e-books and magazines, special events Wi-Fi internet services for adults, teens and kids and meeting space.

The Library Board of Trustees, a seven-member board provides policy assistance. The Friends of the Clintonville Public Library is a non-profit volunteer organization committed to meeting the needs of the library.

Service targets for libraries are based on quantitative standards contained in the Wisconsin Public Library Standards. These standards are based on the population served and vary for a community in regard to municipal population versus total service population (Table 4-6). Standards are established at three levels of service:

- Tier One—the minimum services that should be available to all residents of the state
- Tier Two—an expansion of services beyond the basic
- Tier Three—the highest level of service

Local libraries can establish service targets by selecting the appropriate level of service to apply to each standard, or use the levels to plan for improvements over a period of time.

Municipalities must decide whether to use its municipal population or its service population to determine level of service. In most cases, service population is a more accurate reflection of a library's service population, because it includes the municipal population as well as those who live in surrounding communities and travel to the nearest or most convenient municipal library for services. Standards have been set on a per capita basis for the following criteria: volumes (print) owned, periodical titles received, audio recording held, video recordings held, public use internet computers, hours open per week, full time equivalent staff, total collection size, and material expenditures. The Clintonville Public Library provides less than minimum standards for the number of public use computers based on municipal population. Based on service population, the Clintonville Public Library is considered a Tier Two Library, since it meets all of the Tier One standards and meets at least all of the standards for Tier Two for the remaining criteria.

“Third Place” are places where people spend time between home (“first” place) and work (“second” place). Third Places are locations where people exchange ideas, have a good time, and build relationships.

Source: Third Places as Community Builders – Brookings Institution.

The library has seen a slight decline in circulation, as have libraries nationwide. However the library is seeing a number of emerging trends as well, including becoming a “Third place”, outside programming, an increase in children and family programs, adult programming including book and craft clubs, teen book clubs, a rise in meeting space usage and increased WI-FI usage.

Table 4-6: Clintonville Public Library Statistical Data

	Number	Level of Service	
		Municipal Population	Service Population
Municipal Population	4,521		
Total Service Population	8,539		
FTE Staff	6.45	Tier 2	Tier 2
Periodical Titles Received (Print)	98	Tier 1	Tier 2
Volumes Held (Print)	53,095	Tier 2	Tier 3
Audio Recordings Held	2,618	Tier 1	Tier 1
Video Recordings Held	4,760	Tier 1	Tier 2
Public Use Internet Computers	13	*	Tier 2
Hours Open / Week	56	Tier 2	Tier 2
Material Expenditures	\$70,165	Tier 3	Tier 3
Collection Size (Print, Audio, Video)	60,473	Tier 2	Tier 2

Source: Wisconsin Public Library Standards, 6th Edition, Final
 2016 Wisconsin Public Library Service Data, Preliminary

* Less than Tier 1 Standard

The library is not meeting current needs and the City should look at reconfiguring current space. Designated meeting and programming spaces are needed for activities, collaboration, quiet study, etc. The library recently purchased a piece of property adjacent to the library for future expansion.

4.2.13 Schools

The quality of schools within the Clintonville Public School District plays a critical role in its ability to attract and retain families, and help build a stronger economy through an educated workforce.

Clintonville Public School District

The Clintonville Public School District (CPSD) provides education to the City of Clintonville, and Village of Embarrass. Towns served by the district include all of the Town of Matteson and portions of the Towns of Larrabee, Bear Creek, Lebanon, and Union. The school district also serves communities in Shawano and Outagamie Counties. Administration offices are located at 45 W. Green Tree Road. The District's 1,451²⁵ students attend one of four schools: Dellwood Early Learning Center (PK-4), Rexford-Longfellow Elementary (K-4), Clintonville Middle School (5-8), and Clintonville High School (9-12).

In 2016, the Clintonville Public School District had a student to teacher ratio of 13.4. In comparison, all K-12 school districts in Wisconsin averaged 14.8 students per teacher. Actual per student expenditures for the 2014-2015 school year was \$12,788.²⁶ The amount is comparable to the state average for all K-12 school districts (\$12,202). Even though, the school district is seeing a decline in enrollment, facility needs exist. A capacity study was recently

²⁵ School Facts 16, 2015-2016 School Year.

²⁶ Includes pupil services, instructional support, administration, building and grounds, pupil transportation, and capital expenditures/debt.

completed and the district will be looking at facility needs based on recommendations from the study. Currently the district owns additional property in the high school area that could be used to meet these needs.

Dellwood Early Learning Center. Dellwood Early Learning Center (DELC) is located at 238 Harriet Street in Clintonville (Map 4-1). It became an Early Learning Center in 2005 and was the start of formal 4K education in Clintonville. Space within the school is leased to CAP Services for Head Start Programming.



Dellwood Early Learning Center

Rexford-Longfellow Elementary School. Rexford-Longfellow Elementary School is located at 105 S Clinton Avenue in Clintonville (Map 4-1). In 2017, voters rejected a referendum to construct a new elementary school in the City. The original school was built in 1918 as a high school. Over the years, the school has undergone multiple expansions. After almost 100 years, many of the building systems are highly inefficient and have reached their useful life.

Clintonville Middle School. Clintonville Middle School is located at 255 N Main Street in Clintonville (Map 4-1).

Clintonville High School. Clintonville High School, home of the Truckers, is located at 64 Green Tree Road in Clintonville (Map 4-1). It was opened in 2003. The Clintonville High School (CHS) Recreation Center is open to all community members. Amenities at recreation center include two swimming pools, a community gym and a fitness center.



Clintonville High School Recreation Center

Private Schools

Private schools provide choice to Clintonville residents. Two private schools: St. Rose-St. Mary Catholic School and St. Martin Lutheran Grade School are located in the Clintonville area (Map 4-1).

St. Rose-St. Mary Catholic School (4K through 8th grade) is located at 140 Auto Street in Clintonville. Enrollment during the 2017-2018 school year was 63. St. Martin Lutheran Grade School (4K through 8th grade) is located at 100 Clinton Avenue in Clintonville. Enrollment during the 2017-2018 school year was 184.



St. Rose-St. Mary Catholic School

Post-Secondary Education

Fox Valley Technical College (FVTC) Clintonville Regional Center is located at 525 S. Main Street in Clintonville²⁷. This facility offers 6 classrooms, 2 computer labs, a 100 seat seminar/training room, 2 conference rooms, etc. Eleven program areas are available in the Clintonville facility. FVTC's main campus is located at 1825 N. Bluemound Road, Appleton, it offers 200 associate degree, technical diploma and certificate programs, and instruction related to 18 apprenticeship trades, in addition to providing services to business and industry. It is one of 16 multi-county vocational technical and adult education districts which are organized on a regional basis and financed primarily by local property taxes. These districts tend to follow school district boundaries rather than county lines. Curricula in the technical schools are usually geared toward an area's particular needs. Typically a student may choose from among a two-year highly technical associate degree program, a two-year vocational program, a one-year vocational program, and a short-term program.

The University of Wisconsin system operates 3 campuses within 50 miles of the City of Clintonville. These campuses include: UW-Fox Valley, UW-Stevens Point and UW-Green Bay. UW-Green Bay and UW-Stevens Point offers academic and professionally oriented bachelors and master's degrees in a wide range of fields. UW-Fox Valley primarily offers two-year associate degrees, and is designed to act as a transition between high school and one of the UW four year campuses.

Private colleges such as Bellin College in Green Bay, Saint Norbert College in De Pere and Lawrence University in Appleton²⁸ offer bachelor's degrees in a variety of disciplines.

4.2.14 Other Government Facilities

Municipal Facilities

City owned buildings include city hall located at 50 Tenth Street, the city garage located at 160 Bennett Street, a storage building, the community center located at 30 S. Main Street, utilities building at 65 East 12th Street and the recreation center located at 55 East 12th Street.

City Hall. The Clintonville City Hall is located at 50 10th Street. It houses City administrative services, the utilities department and the fire department. Regular office hours are 8:00 a.m. to 4:30 p.m., Monday through Friday. This year the City will be updating the heating, ventilation and air conditioning (HVAC) and making cosmetic updates to the exterior of the building. In the future, the City is planning on updating the buildings security system. For additional information, please see the section on the Clintonville Fire Department.



Clintonville City Hall

²⁷ Fox Valley Technical College website: <https://www.fvtc.edu/About-Us/Contacts-Locations/Locations-Maps/Clintonville>, accessed 4/30/18.

²⁸ <http://www.wisconsinsprivatecolleges.org/> .

Clintonville Community Center. The Clintonville Community Center, located at the intersection of S. Main Street and 10th Street, features 5,200 square feet of usable space. It houses the Jennie Meggars Senior Center and is also the home of the Waupaca County Elderly Nutrition Program. The facility is available for rental and is used some 300-400 times every year by various community groups and individuals for a wide range of activities. The cost of rental depends upon how much of the facility is used. A well equipped kitchen, which was remodeled in February, 2018 is available. A DVD/VCR, movie screens, presentation boards, white boards, etc. are also available for use. Through the use of movable acoustical walls, the large activity room can be arranged into three smaller rooms. The facility is available nights and weekends, and a portion of the building is available on weekdays. Sidewalk repairs are planned.



Clintonville Community Center

Utilities Building. The utility building, built in 1929, is located at 65 E. 12th Street and is used by the electrical utility for office, storage and space. This building also serves the water utility and to a lesser degree the wastewater utility. Currently the building is meeting City needs, however repairs are needed to the parking lot, and the doors and steps need updating.

Recreation Center. The Clintonville Recreation Center, formerly the National Guard Armory, is currently closed due to structural concerns. It is the lone building located on a site that encompasses a small city block, bounded by E. 12th, Garfield, Wilson and Lincoln streets. At this time, it is unknown what will happen to the facility. The City's skate-park is located on the north end of this property. Programs that were previously housed in this building have been relocated to other sites in the City. For example, summer gymnastics will be using school gymnasiums, the Food Pantry is using the old vet clinic, and the Nicaragua program was dissolved in 2013 or 2014.

Municipal Garage. The Municipal Garage is located at 160 Bennett Street was built in the mid-1950's. Public Works and the Park and Recreation departments maintain offices at this facility. The garage houses City maintenance/park equipment and vehicles, vehicle repair and park shop. It shares a parking lot was Pomp's Tire, an adjacent business. Therefore, the parking lot is often congested, and there is not a dedicated locked yard that the City has access to for secure storage. Cold storage is provided offsite at the Airport²⁹ and at the CAWS site³⁰.



Municipal Garage

Currently the municipal garage does not meet the needs of the park and recreational or public works departments. Deficiencies in the facility include a lack of secure storage for outside equipment and materials, inadequate inside space for equipment and vehicle storage and repair, a dedicated breakroom, a congested parking lot that is shared with an adjacent business and an inadequate shop area for the park and recreation department. In addition, the building

²⁹ Airport Maintenance Vehicles.

³⁰ 50'x60' shed used for vehicle storage and other items that can be stored within an unheated building.

suffers from structural problems, crumbling façade, and an aging heating, ventilation and air conditional (HVAC) system that was installed when the building was first built.

Airport Equipment Building

At some point in time, an old Quonset hut was relocated to the municipal airport property. This building is used for the storage of airport equipment and snow removal equipment. Currently the building is not meeting City needs due to lack of space for storage and a leaky roof.

Salt Storage Shed

A 50'x60' salt storage shed is located at the municipal garage at 160 Bennett Street. 300 ton shed has a wall that divides salt on one side from a sand/salt mixture on the other side. The building was repurposed and moved from a different site, but is in good shape. However the facility is not large enough to meet City needs, and therefore the City must take multiple deliveries per year. In addition, the door is not high enough to accommodate City equipment.

Municipal Dam

A dam, owned and maintained by the City of Clintonville is located between Hemlock and South Main Street. The dam forms an impoundment of the Pigeon River forming Pigeon Lake. The purpose of the dam is for recreation, flood control and storm water management. The City is performing major renovations to ensure its continued viability.

Other Government Facilities

Post Office

The Post Office is located at 2 N. Main Street (Map 4-1). The post office is open Monday through Friday from 8:30am to 11:00am and from 12:00pm to 5:00pm, and on Saturday from 9:00am to 11:00am.



Clintonville Post Office

4.2.15 City Government

Elected Officials

City government consists of a mayor and 10-member Common Council. Common council meetings are held the second Tuesday of the month at 6:00 p.m. The City of Clintonville has an elected Mayor who serves a two-year term. The Mayor's responsibilities include presiding over the Council meetings and acting as the Chief Elected Official. The Common Council is headed by the Council President. The City is divided into five aldermanic districts. Each district has two alderpersons who are elected to two-year terms. The City of Clintonville also has a number of commissions, boards and committees that are appointed by the Mayor and approved by the Common Council and include the following:

- Airport Commission
- Board of Review
- Facilities Committee
- Finance & Insurance Committee
- Library Board
- Parks & Recreation Commission
- Plan Commission

- Police & Fire Commission
- Redevelopment Authority
- Personnel Committee
- Safety & Ordinance Committee
- Street Committee
- Tourism Commission
- Transit Commission
- Utility Board
- Veterans Memorial Committee

Staff

City administrative and department head staff include a full-time city administrator, clerk-treasurer, deputy clerk-treasurer, administrative assistant, public works manager, electric manager, water/wastewater manager, utility finance manager, parks and recreation director, chief of police, paid volunteer fire chief, library director, contracted assessor (Keystone Appraisal Group), and contracted building inspector (SAFEbuilt).

4.3 Forecasted Utilities and Community Facilities Needs

Table H-1, Appendix H lists improvements and upgrades to public infrastructure identified during the planning process.

4.4 Utilities and Community Facilities Trends and Outlook

The following utilities and community facilities trends are likely to be experienced over the next 20 to 25 years. The trends and outlooks identified below were contained in the Waupaca County Inventory and Trends Report, dated December 2006 were reviewed and updated as necessary:

4.4.1 General

According to a 2017 Infrastructure Report Card for Wisconsin from the American Society of Civil Engineers (ASCE)³¹, drinking water needs in Wisconsin are an estimated \$1 billion, and wastewater needs total \$6.33 billion. 157 dams are considered to be high-hazard potential. The state's schools have an estimated capital expenditure gap of \$836 million.

4.4.2 Administrative Facilities and Services

- Government budget constraints at all levels will drive the need for intergovernmental cooperation in the delivery of services and programs.

4.4.3 Public Buildings

- Local government budget constraints will result in increased interest in the use of shared facilities, multi-purpose facilities, and creative use of existing public buildings.

³¹ <https://www.infrastructurereportcard.org/state-item/wisconsin/> .

4.4.4 Protective Services

- The desire for the availability of state-of-the art emergency medical service will likely increase as the Waupaca County population ages.
- Local government budget constraints and technology advancements will continue to make centralized dispatch services attractive.
- Enforcement of boating regulations will be a growing concern as more recreationists take to the waters of Waupaca County.

4.4.5 Schools

- Schools and school districts will continue to seek new ways to share services and reduce expenses in order to deal with continued declining enrollment.
- School districts will continue to face the challenges related to the potential closing of smaller schools and the potential consolidation of school districts.

4.4.6 Parks, Recreation, and Open Space

- The demand for public outdoor recreational lands will increase as the county population grows and as rural land prices continue to climb.
- Lands near existing public outdoor recreation areas will continue to be most attractive for potential future public acquisition.
- City and village park lands will continue to be more than adequate in land area to serve the population. The continued focus is likely to be on improving existing park facilities rather than on acquiring new parklands and providing facilities and programs to meet the needs of the community.
- Private land trusts are likely to play an increasing role in the acquisition and preservation of open space, natural areas, and publicly accessible lands.

4.4.7 Solid Waste and Recycling

- The desire to control costs will make increased coordination and regionalization of solid waste and recycling services more attractive.

4.4.8 Communication and Power

- Growing demand for wireless communication services will lead to the construction of additional communication towers, especially near densely populated areas and along major transportation corridors.
- An aging power infrastructure will result in a continued need for new and upgraded power transmission lines and power plants.

4.4.9 Sanitary Sewer

- As aging sewer system infrastructure components will need to be replaced at substantial community costs, the exploration of intergovernmental solutions to service provision and utility construction will increase, especially in Waupaca County's smaller communities.

4.4.10 Public Water

- Communities will seek to locate new public wells as contamination and capacity issues arise.
- Cooperative wellhead protection area planning will become increasingly necessary as more wells are located outside of municipal boundaries.

4.4.11 Stormwater Management

- Design options for on-site stormwater management facilities will advance to incorporate better use of natural systems like native vegetation, and become more aesthetically pleasing and functional for multiple purposes.
- The need to regulate and reduce stormwater runoff will continue to increase.

4.4.12 Health Care

- The demand for local health care and elder care facilities is likely to rise as the Waupaca County population ages.

4.5 Utilities and Community Facilities Strategies

While this comprehensive plan is divided into nine elements, in reality, community planning issues are not confined to these divisions. Planning issues will cross these element boundaries. Because this is the case, the policies and recommendations of this plan were considered by the City of Clintonville in the light of overall implementation strategies. These strategies are cited as sources for many of the policies and recommendations found within the elements. The letter(s) in the front of the strategy corresponds to the element, for example, housing is represented with an H, transportation a T, agricultural, natural and cultural resources with an ANC, utilities and community facilities with an UCF, economic development with an ED, intergovernmental cooperation with an IC and land use with a LU. The following implementation strategies were identified during the planning process for utilities and community facilities.

- UCF1. Create efficiencies in the cost of providing services and facilities (control taxes)
- UCF2. Create more detailed plans for facility and service improvements
- UCF3. Create intergovernmental efficiencies for providing services and facilities
- UCF4. Preserve drinking water quality
- UCF5. Create improved community facilities and services
- UCF6. Preserve the existing level and quality of community facilities and services
- UCF7. Preserve planned future park locations and road and utility rights-of-way
- UCF8. Create opportunities to maximize the use of existing infrastructure
- UCF9. Maintain and update existing facilities and replace equipment in a timely manner
- UCF10. Manage and reduce stormwater runoff
- UCF11. Maintain and enhance recreational facilities and opportunities for residents

4.6 Utilities and Community Facilities Goals and Objectives

Community goals are broad, value-based statements expressing public preferences for the long term (20 years or more). They specifically address key issues, opportunities, and problems that affect the community. Objectives are more specific than goals and are more measurable

statements usually attainable through direct action and implementation of plan recommendations. The accomplishment of objectives contributes to fulfillment of the goal.

Goal 1 Provide high quality and cost effective community facilities and services that meet the existing and projected future needs of residents, landowners, businesses, and visitors.

Objectives

1.a. Actively pursue and maintain a high level of service from solid waste, natural gas, electrical, telephone, cable, telecommunications, and other technology providers.

1.b Consider the impacts of development proposals on community facilities and services, and balance the need for community growth with the cost of providing services.

1.c. Pursue additional cooperation between municipalities to avoid duplication of facilities and increase the cost effectiveness of services provided to residents.

1.d. Monitor the need for new, expanded, or rehabilitated services and local government facilities.

1.e. Increase coordination of utility and community facility planning with the location of future service areas as guided by the comprehensive plan, environmental considerations, economic development, and growth management policies.

1.f. Maintain an adequate level of properly trained staff and volunteers.

1.g. Utilize a Capital Improvement Plan (CIP) to maintain and timely replace equipment.

Goal 2 Ensure proper disposal of wastewater to protect public health, groundwater quality, and surface water quality while meeting the needs of current and future residents and businesses.

Objectives

2.a. Plan sewer extensions and treatment facility improvements so that they can be installed incrementally as needed in a cost-effective manner.

2.b. Encourage the use of existing collection infrastructure and treatment capacity prior to the extension of new infrastructure or construction of new facilities.

2.c. Consider the use of sewer assessment policies that will encourage compact development and discourage scattered development.

Goal 3 Promote stormwater management practices in order to reduce property and road damage and to protect water quality.

Objectives

3.a. Maintain a community stormwater management system which addresses stormwater quality and quantity.

3.b. Support the preservation of natural open spaces that minimize flooding such as wetlands and floodplains.

3.c. Require the use of stormwater management practices to abate non-point source pollution and address water quality.

3.d. Reduce the number of stormwater outfalls (drains) that discharge unmanaged stormwater into wetlands, aquifers, or other environmentally sensitive areas.

Goal 4 Ensure that the water supply for the community has sufficient capacity, remains drinkable, and is available to meet the needs of current and future residents and businesses.

Objectives

4.a. Continue to monitor groundwater quality and potential contamination issues.

4.b. Ensure that water treatment facilities are properly maintained, and plan ahead for major improvements in order to reduce the financial impact on the community.

4.c. Consider impacts to groundwater when reviewing proposed development in the community and in areas of extraterritorial jurisdiction.

4.d. Protect the existing public drinking water supply.

Goal 5 Promote effective solid waste disposal and recycling services and systems that protect the public health, natural environment, and general appearance of land uses within the community.

Objectives

5.a. Increase community and citizen involvement in decisions involving the type, location, and extent of disposal facilities and services.

5.b. Require major developments to adequately address solid waste disposal and recycling needs. This should be addressed in the City's development review standards.

5.c. Increase collection opportunities for the proper recycling and disposal of unique (i.e., tires, white goods, etc.) and/or hazardous wastes.

5.d. Provide cost-effective and efficient services.

Goal 6 Maintain and enhance recreational opportunities in the community.

Objectives

6.a. Recognize the need to accommodate all age groups and abilities in recreational pursuits.

6.b. Pursue state, federal, and private funding programs that can aid in the acquisition and development of parks, trails, and scenic and environmentally sensitive areas.

6.c. Seek stable funding sources to provide maintenance and operation of community parks and recreational areas.

- 6.d. Identify areas where recreational opportunities should be improved.
- 6.e. Maintain existing, and seek additional, public access to waterways in the community.
- 6f. Maintain existing parks and public open spaces.
- 6g. Develop a green grid system of trails, paths and routes.

Goal 7 Ensure the provision of reliable, efficient, and well-planned utilities to adequately serve existing and future development.

Objectives

- 7.a. Cooperate in the planning and coordination of utilities with other agencies and jurisdictions in order to efficiently serve local and regional growth.
- 7.b. Direct new utility transmission and distribution lines to planned and existing public rights-of-way whenever feasible.
- 7.c. Seek to balance desired service levels with potential negative community impacts when reviewing the proposed design and location of telecommunication, wind energy, or other utility towers.

Goal 8 Encourage improved access to health care facilities and child care.

Objectives

- 8.a. Support requests for the development of properly located and operated child care facilities.
- 8.b. Support school districts or local community organizations in their sponsorship of child care programs and early development programs.
- 8.c. Support the development of local health care facilities.

Goal 9 Provide a level of police, fire, and emergency services that meets existing and projected future needs of residents and development patterns.

Objectives

- 9.a. Maintain and improve the PPC rating of the fire department.
- 9.b. Increase resident education on ways to reduce the risks of fire and increase access and response time of emergency vehicles to local residences (i.e. forest and grass fire prevention, driveway design that eases emergency vehicle access).
- 9.c. Maintain the quality of emergency service equipment and facilities and address needs where appropriate.
- 9.d. Maintain beneficial and effective police, fire, and EMS cooperative service agreements.
- 9.e. Maintain a good relationship with Waupaca County and neighboring municipalities for utilization of additional emergency services when needed.

Goal 10 Promote quality schools and access to educational opportunities and library services.

Objectives

10.a. Coordinate planning efforts with the local School District to allow them to anticipate future changes in demographics and respond with appropriate facilities.

10 b. Work with the local School District to ensure that new or renovated facilities serve not only the needs of the school district but the needs of the community as well.

10 c. Ensure that the public library needs are being met, especially in terms of space, materials, adult and children’s programing, delivery of services and access.

4.7 Utilities and Community Facilities Policies and Recommendations

Policies and recommendations build on goals and objectives by providing more focused responses to the issues that the City is concerned about. Policies and recommendations become primary tools the City can use in making land use decisions. Many of the policies and recommendations cross element boundaries and work together toward overall implementation strategies. Refer to Section 4.5 for an explanation of the strategies cited as sources for many of the policies and recommendations.

Policies identify the way in which activities are conducted in order to fulfill the goals and objectives. Policies that direct action using the word “shall” are advised to be mandatory and regulatory aspects of the implementation of the comprehensive plan. In contrast, those policies that direct action using the words “will” or “should” are advisory and intended to serve as a guide. “Will” statements are considered to be strong guidelines, while “should” statements are considered loose guidelines. The City’s policies are stated in the form of position statements (City Position), directives to the City (City Directive), or as criteria for the review of proposed development (Development Review Criteria).

Recommendations are specific actions or projects that the City should be prepared to complete. The completion of these actions and projects is consistent with the City’s policies, and therefore will help the City fulfill the comprehensive plan goals and objectives.

Policies: City Position

UCF1 Utility assessment policies will encourage compact growth and discourage scattered development (Source: Strategy UCF1, UCF5).

UCF2 A proportional share of the cost of improvement, extension, or construction of public facilities will be borne by those whose land development and redevelopment actions made such improvement, extension, or construction necessary (Source: Strategy UCF1).

UCF3 On-site stormwater management facilities (i.e., detention basins, swales, ponds, etc.) required for installation by the community will be owned and maintained by private property owners (Source: Strategy UCF1, ANC5, ANC11).

UCF4 If private property owners fail to conduct necessary maintenance to approved stormwater management facilities, the community will conduct the required maintenance at the cost of the property owner (Source: Strategy UCF1, ANC5, ANC11).

UCF5 Trail development projects supported by the community should have a long term development plan that addresses ongoing maintenance and funding, presents solutions for possible trail use conflicts, and enhances opportunities for interconnected trail networks (Source: Strategy UCF5, UCF11, T7, T10).

UCF6 Maintaining the reliability of the community's existing utility infrastructure should be the first priority for capital expenditures (Source: Strategy UCF1).

UCF7 Municipal utilities and services will not be extended into farmland or other green spaces unless a plan for their immediate use (i.e., a plat of land division, an area development plan, etc.) is in place (Source: Strategy ANC3).

UCF8 In locations consistent with the comprehensive plan, the City shall support efforts to expand public recreational resources such as parks, trails, waterway access, public hunting and fishing areas, wildlife viewing areas, and the like (Source: Strategy UCF7).

UCF9 The City should improve access to active and passive recreational opportunities and programs (Source: Strategy UCF11).

UCF10 The owner or applicant of a land division shall meet with City officials if a proposed land division occurs within or in close proximity (guideline 500 feet) to the sewer or water service area (Source: Strategy UCF1, UCF5).

UCF11 The cost of a utility extension feasibility analysis by an engineer contracted by the City should be the responsibility of the applicant (Source: Strategy UCF1, UCF5).

UCF12 New utility systems will be required to locate in existing rights-of-way whenever possible (Source: Strategy ANC3, UCF1).

Policies: City Directive

UCF13 If water capacity issues should arise in the industrial parks, planning for a water tower or other capacity improvement alternatives will be pursued (Source: Strategy UCF4, UCF5).

UCF14 Funding for parkland acquisition, improvement and maintenance should be budgeted annually (Source: Strategy UCF7, UCF11).

UCF15 The City should support efforts of the local school district to improve educational services and facilities as need warrants (Source: Strategy UCF5).

UCF 16 The City should promote coordination and cooperation between community partners (civic organizations, local government, schools, churches and others to (Source: Strategy: H4, UCF5)

- Partner on community projects including park, trail and cemetery maintenance and light home and lawn maintenance for elderly residents;

- Set up periodic meetings with community partners and others to discuss community needs; and
- Develop projects for community partners to work on.

UCF17 The City should support the library and its efforts to modify its service model to accommodate the changing needs and wants of Clintonville residents (Source: Strategy UCF5).

UCF18 The City should increase staffing and professional service levels relative to planning, ordinance development and enforcement, and other governmental services as growth takes place and need warrants (Source: Strategy UCF5).

UCF19 The City shall increase administrative facility and public building space as growth takes place and need warrants (Source: Strategy UCF5).

UCF20 The City will improve emergency service staffing, training, space, and equipment in order to achieve desired response times and increase the quality of service as growth takes place and need warrants (Source: Strategy UCF5).

UCF21 The City should improve solid waste management and recycling services as growth takes place and need warrants (Source: Strategy UCF5).

UCF 22 The City should maintain and correct deficiencies in existing utilities, facilities and replace equipment in a timely and efficient manner (Source: Strategy UCF9).

UCF23 The City will manage and reduce stormwater runoff (Source: Strategy ANC5).

UCF24 Periodically evaluate the levels of service for police, fire and emergency services and improve where needed (Source: Strategy UCF5, UCF 6).

UCF25 Update the wellhead protection plan, as necessary (Source: Strategy UCF4).

Policies: Development Review Criteria

UCF26 Planned utilities, public facilities, and streets should be designed to limit the potential negative impacts to small town character as defined by attractive community entrance points, safe, well-kept neighborhoods, abundant natural resources and green space, quality construction and building design, small businesses, and vital downtowns (Source: Strategy H4, ANC3, ED3).

UCF27 Planned utilities, public facilities, and roads should be designed to limit the potential negative impacts to natural resources such as shoreline areas, wetlands, floodplains, wildlife habitat, woodlands, existing vegetation, and existing topography (Source: Strategy UCF4, ANC3).

UCF28 New development will include community approved stormwater management facilities (Source: Strategy ANC5, UCF10).

UCF29 New developments will install on-site stormwater management facilities (i.e., detention basins, swales, ponds, etc.) in order to reduce the need for costly expansions of the storm sewer system (Source: Strategy UCF1, UCF10, ANC5).

UCF30 New development should attain pre-development levels of stormwater run-off, as determined by an engineer contracted by the City, during and after development through best management practices (Source: Strategy ANC5, UCF10).

UCF31 Telecommunication, wind energy, and other utility towers should be designed to be as visually unobtrusive as possible, support multi-use and reuse, and be safe to adjacent properties (Source: Strategy ANC3).

UCF32 Commercial and industrial development proposals should provide an assessment of potential impacts to the cost of providing community facilities and services (Source: Strategy UCF1).

UCF33 A proposed land division in or near the sewer or water service area will be reviewed by the water/wastewater manager and an engineer contracted by the City to estimate the feasibility and cost of extending service to the land division Source: Strategy UCF1, UCF5).

UCF34 A proposed land division in or near the sewer or water service area shall not be approved by the community unless the utility connection feasibility analysis has been completed and confirmation has been received from the Utility Board and City Council (Source: Strategy UCF1, UCF5).

Recommendations

- Require major land divisions and other substantial development projects to submit an assessment of potential impacts to the cost of providing City facilities and services (Source: Strategy UCF1).
- Utilize intergovernmental efficiencies to provide needed service and facility improvements (Source: Strategy UCF3 and UCF5).
- Develop a facility/space needs study to comprehensively examine City owned facilities. Consider an evaluation of energy efficiency and renewable energy options that would be cost-effective to implement. Include maintenance, needs and updates listed in Table H-1, Appendix H (Source: Strategy UCF2, UCF5, UCF8 and UCF9).
- Evaluate existing facilities, equipment, services and practices to determine energy saving techniques and environmentally sustainable practices that would be relatively inexpensive to complete and would have the largest impact (Source: Strategy UCF 1, H4 and ANC3).
- Maintain open space and parkland through dedications, acquisitions, zoning, and the adoption of an official map delineating present and planned future parkland sites (Source: Strategy UCF5).
- Address maintenance, upgrades and current needs identified in the most recent City of Clintonville Comprehensive Outdoor Recreation Plan (Source: UCF9, UCF11).

- Determine which lands within the City would enhance the connectivity of the park and open space system based on the comprehensive plan or outdoor recreation plan. Attempt to acquire these lands (Source: Strategy UCF5).
- Work with community based organizations and others to maintain and enhance recreational opportunities (Source: UCF11).
- Develop a long-term bicycle and pedestrian plan to identify routes, facilities and priorities. Incorporate recommendations from the most recent City of Clintonville Comprehensive Outdoor Recreation Plan (Source: UCF11, T10).
- Contact and work with Waupaca County to extend the Wiouwash Trail through the City (Source UCF11, T10).
- Consider the viability of renovating or building a new outdoor pool (Source: Strategy UCF11, ANC7).
- Develop a stormwater management plan (Source: Strategy UCF10, ANC5).
- Consider developing a stormwater utility (Source: Strategy UCF10, ANC5).
- Create a local stormwater management ordinance to establish standards for stormwater management. Require that all new developments submit a stormwater management plan (Source: Strategy UCF10, ANC5).
- Modify local building codes and applicable land division and zoning ordinances to include improved stormwater management (Source: Strategy ANC5, UCF10).
- Investigate the need for a full-time fire department and/or limited full-time personnel for specific duties (Source: Strategy UCF5, UCF6).

4.8 Utilities and Community Facilities Programs

For descriptions of Utilities and Community Facilities programs potentially available to the community, refer Appendix E. The City of Clintonville actively utilizes utilities and community facilities programs and has developed the following related strategic plans.

Existing Plans

City of Clintonville Wellhead Protection Plan, 2002

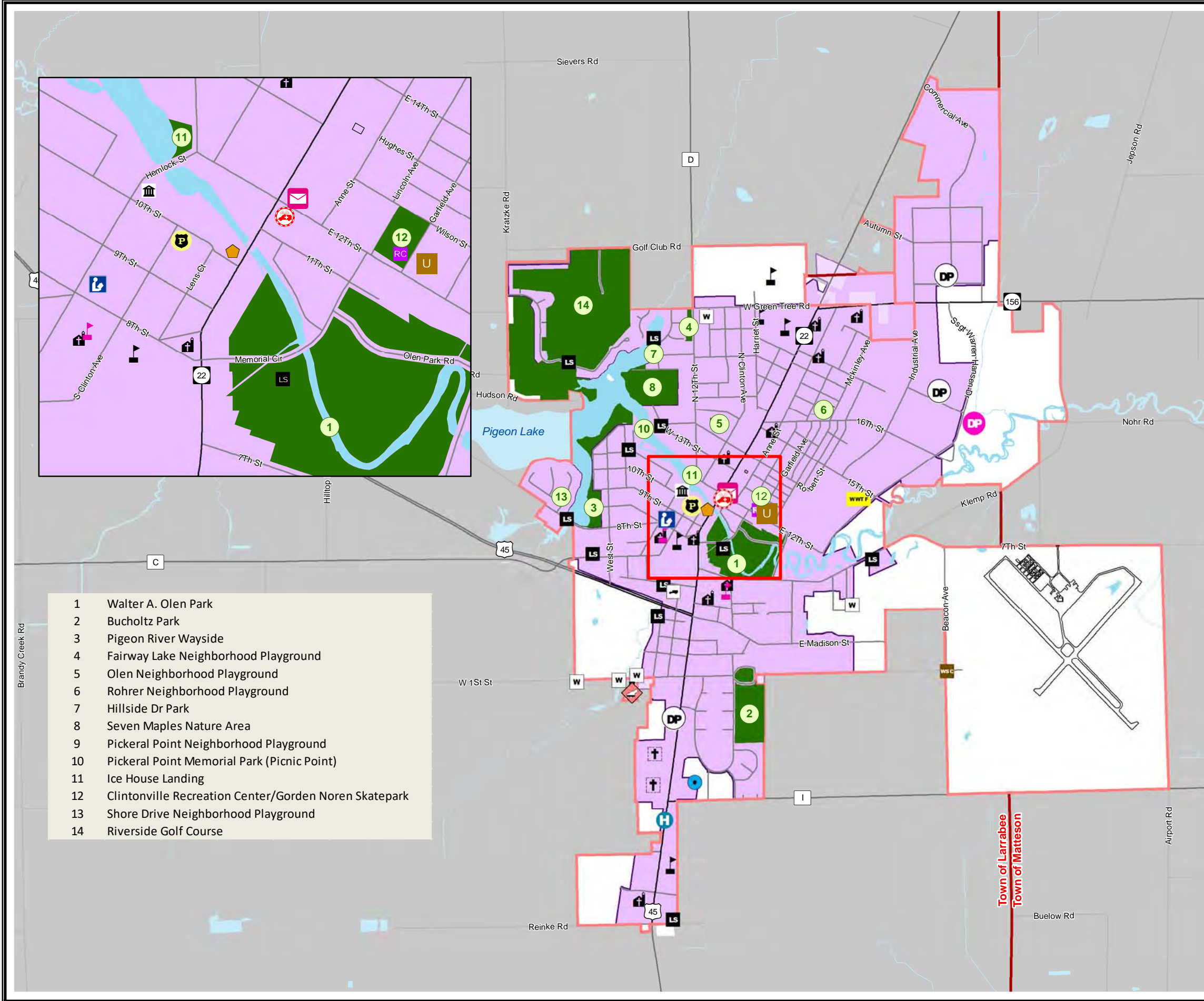
This plan was prepared to improve protection of the public water supply of the City of Clintonville. The plan covers all six of the City's active wells. The plan delineates the approximate location of the wells' recharge areas and zones of groundwater contribution and establishes wellhead protection areas. Four separate wellhead protection areas are established, three of which extend into the Town of Larrabee. Refer to map 9-2 of the Inventory and Trends Report for the locations of Clintonville's wellhead protection areas. The plan identifies potential contamination sources and concludes that a dairy operation with wastewater ponds located southwest of the City is of particular concern. The plan recommends working cooperatively with

the Town of Larrabee to manage land use, enacting a public education program, and establishing a water conservation program.

City of Clintonville Comprehensive Outdoor Recreation Plan, 2014-2018

This plan inventoried the City's existing park and recreation facilities, assessed recreational needs, and provided goals, objectives, and recommendations for the future. In order to maintain eligibility for state parkland acquisition funds, an outdoor recreation plan must be completed or updated within the last five years. Currently the City is working on updating this plan.

Map 4-1 City of Clintonville Community Facilities



- | | |
|-----------------------------|-------------------------------|
| Utility Building | Police Department |
| Reservoir | Waste Service Center |
| City Detention Pond | Private School |
| Private Detention Pond | Public School |
| Ambulance Service | Lift Stations |
| Medical Clinic | Water Tower |
| Municipal Garage | Wells |
| City Hall / Fire Department | Wastewater Treatment Facility |
| Community Center | Post Office |
| Recreation Center | Cemetery |
| Public Library | Church |
| | Clintonville Parks |
| | Public Sewer & Water Area |

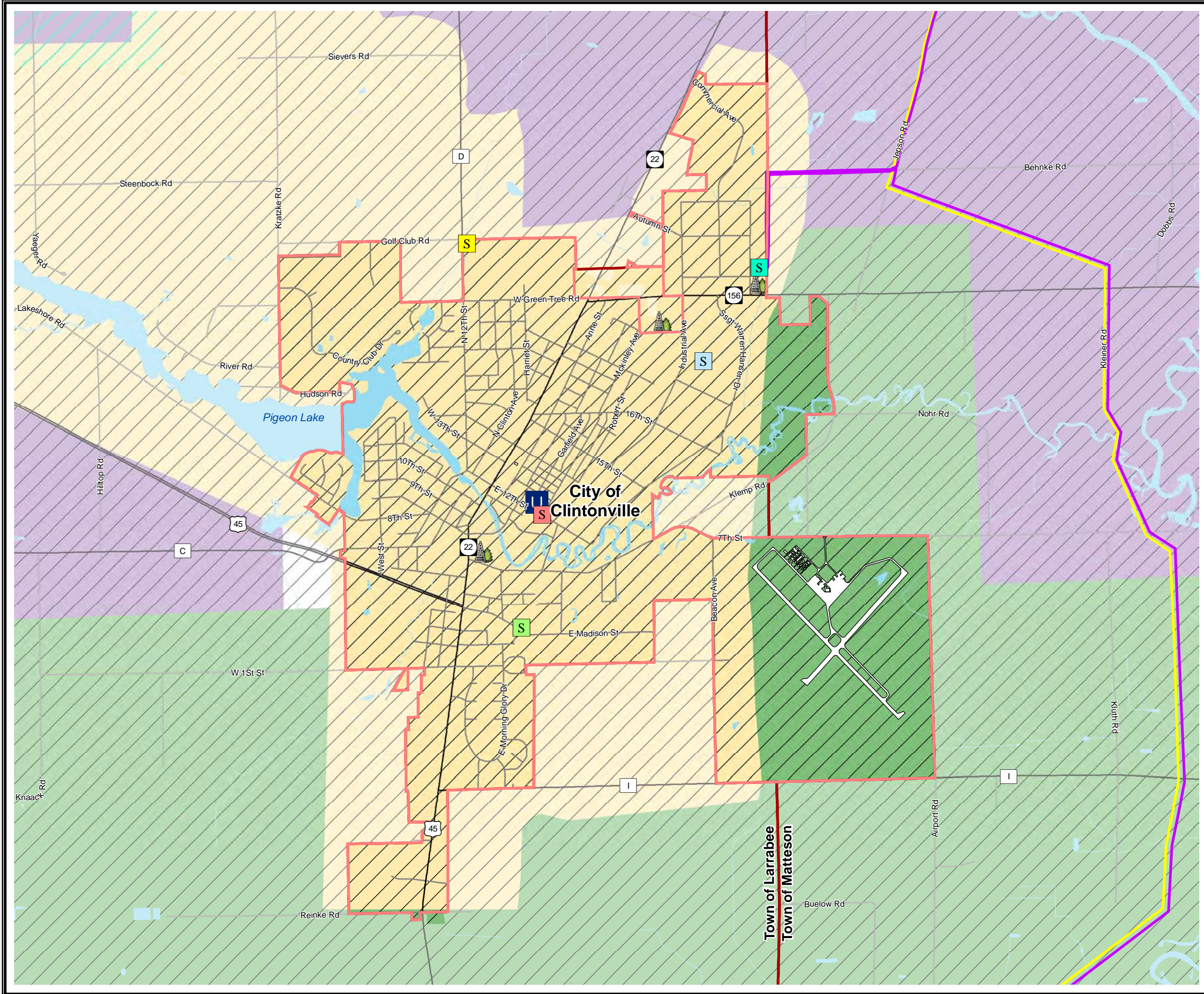
- 1 Walter A. Olen Park
- 2 Bucholtz Park
- 3 Pigeon River Wayside
- 4 Fairway Lake Neighborhood Playground
- 5 Olen Neighborhood Playground
- 6 Rohrer Neighborhood Playground
- 7 Hillside Dr Park
- 8 Seven Maples Nature Area
- 9 Pickeral Point Neighborhood Playground
- 10 Pickeral Point Memorial Park (Picnic Point)
- 11 Ice House Landing
- 12 Clintonville Recreation Center/Gorden Noren Skatepark
- 13 Shore Drive Neighborhood Playground
- 14 Riverside Golf Course










Source:
Base data provided by Waupaca County 2018.
Community data provided by ECWRPC 2018.



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Map 4-2 City of Clintonville Utilities

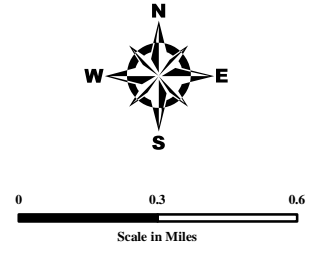


-  Utilities Building
-  Ash Tree Substation
-  Downtown Substation
-  Industrial Substation
-  Madison Street Substation
-  Badger Power Substation
-  345 Kilovolt Transmission Line
-  138 Kilovolt Transmission Line
-  FCC Towers

- Gas Utility Service**
-  Wisconsin Gas
 -  Wisconsin Power and Light Co.

- Electric Utility Service**
-  Wisconsin Power and Light Co.
 -  Wisconsin Electric Power Co.
 -  Clintonville Electric Utility

Source:
Base data provided by Waupaca County 2018.
Utility data provided by ATC & Public Service Commission 2018.
FCC data provided by FCC 2017.



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CHAPTER 5

AGRICULTURAL, NATURAL AND CULTURAL RESOURCES

CHAPTER 5: AGRICULTURAL, NATURAL AND CULTURAL RESOURCES

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CHAPTER 5: AGRICULTURAL, NATURAL, AND CULTURAL RESOURCES

Land development patterns are directly linked to the agricultural, natural, and cultural resource base of a community. This resource base has limitations with respect to the potential impacts of development activities. Development should be carefully adjusted to coincide with the ability of the agricultural, natural, and cultural resource base to support the various forms of urban and rural development. If a balance is not maintained, the underlying resource base may deteriorate in quality. Therefore, these features need to be considered when making decisions concerning the future conservation and development of the City of Clintonville.

5.1 Agricultural Resources

Agriculture and the associated support industries are important to the economy of the City of Clintonville and Waupaca County. Therefore it is imperative that the City support the agricultural resources and economy of the area. To accomplish this, the City can provide an attractive and unique small town environment for higher density development that has far less impact on agricultural lands than lower density rural development. Although farmlands within the City are likely to be converted to developed land uses over time, this will take some of the development pressure off of the more extensive and productive farmlands of the surrounding rural areas.

The City should continue to encourage the growth of agricultural related businesses and services in the community's commercial and industrial areas. The City of Clintonville plays an important role in the county's \$438 million per year agriculture industry, as it is host to many agricultural support businesses and institutions (see Agriculture Infrastructure below). In addition, many people seek access to local food and products. Therefore the City should support activities that provide access to local food and products.

Agriculture is central to the culture, economy, and landscape of Waupaca County. The most recent Census of Agriculture (2012), reported the top five commodities in Waupaca County based on value of sales were as follows: 1) Milk from cows; 2) Grains, oilseeds, dry beans, and dry peas; 3) Cattle and calves; 4) Other crops and hay; and 5) Vegetables, melons, potatoes and sweet potatoes. However, as is occurring elsewhere in Wisconsin, new developments are encroaching on productive farmland.

5.1.1 Agricultural Infrastructure

Agricultural infrastructure includes businesses and services such as a feed mills, equipment vendors, farm supply businesses, and food processing facilities. The following entities were included in the Inventory and Trends Report and are located in the Clintonville area:

Agriculture Support Institutions:

- Clintonville School District, City of Clintonville
- Fox Valley Technical College, City of Clintonville

Dairy and Livestock Supplies and Services:

- Hugo Graper Jr. Livestock Trucking, Town of Larrabee
- Clintonville Veterinary Service, City of Clintonville
- We Care Animal Hospital, City of Clintonville

Crop Supplies and Services:

- Clintonville Elevator Co., City of Clintonville
- Magee Feeds, Village of Embarrass

Financial and Business Support:

- Bank First, City of Clintonville
- First State Bank, City of Clintonville
- Greenstone Farm Credit Services, City of Clintonville
- BMO Harris Bank, City of Clintonville
- Fox Communities Credit Union, City of Clintonville

Machinery and Equipment Sales and Service:

- Gretzinger Sales & Service, Town of Larrabee
- Miller Supply, Town of Larrabee
- Peterson Built Products, Village of Embarrass
- Fleet Farm, City of Clintonville

Milk Equipment, Haulers, and Processors:

- Clintonville Refrigeration LLC, Town of Larrabee
- Kruegers Boumatic, City of Clintonville

Custom Operators:

- Borlen, Mark (Planting, Harvesting, Tillage), Town of Bear Creek
- Clinton, Brad (Forage Harvesting), Town of Bear Creek
- Hein, Jim (Harvesting), Town of Bear Creek
- Tellock, Ron (Planting & Harvesting), Town of Bear Creek
- Timm, Scott (Harvesting), Town of Bear Creek

5.1.2 Farm and Farm Loss

Farm and farmland losses are the result of economic pressures within agriculture as well as competition for agricultural lands from residential, commercial, industrial, and other development.

Agriculture remains vital in Waupaca County despite several shrinking farmland factors. According to the 2012 Census of Agriculture, land in Waupaca County farms decreased 8% from 234,392 acres in 2007 to 215,330 acres in 2012. While the number of farms decreased, the average size of a farm in Waupaca County increased over this time period. The number of farms in Waupaca County decreased by 14%, from 1,330 farms in 2007 to 1,145 farms in 2012. At the same time, the average size of a farm increased by 7%, from 176 acres in 2007 to 188 acres in 2012.

5.1.3 Agriculture Connections

Agriculture not only produces food and fiber, but is also linked to many other components of the economy. Agriculture supports equipment and implement manufacturers, dealers, and repair technicians, the vegetable and meat processing industries, the construction trade, trucking, veterinary services, genetic research, and many others. Waupaca County ranks high in the state for tourism spending. Agri-tourism supports the local economy and can enhance the rural

image of the county. It creates demand for new services and provides supplemental income to agricultural operations by allowing farmers to sell directly to consumers through farmer's markets, roadside stands, and community supported agriculture (CSA). Successful agri-tourist destinations can benefit local restaurants, hotels, shops, and other destinations.

Agriculture is connected to Wisconsin's culture and heritage. Barns, cows, fields, and silos paint the scene that so many define as Wisconsin's rural character. Farm families include some of the earliest settlers of many areas and provide a sense of continuity to a community. Agriculture has many considerations relative to the natural environment, both positive and negative. Farms provide green space, wildlife habitat, enhanced groundwater recharge, and nutrient recycling. Farms can also be sources of soil erosion, polluted runoff, odors, and damage to riparian areas. Agriculture is connected to other land uses. The interaction between farms and rural residential development has impacted land values, property taxes, and the right to farm. The distance from farm related services, markets for farm commodities, processing industries, and other critical land uses can determine the long term success of an agricultural area. Certain recreational land uses, like hunting and snowmobiling, benefit from the presence of agricultural lands. Agriculture is linked to transportation issues. Agriculture brings large vehicles to rural roads including farm equipment and heavy trucks. These rural roads are rarely constructed to handle the size and weight of such large vehicles. This often contributes to traffic issues, the posting of weight limits, and increased local expenditures for road maintenance.

5.1.4 Farmland Soils

A classification system rating the suitability of a specific area based on soil type and condition was developed by the U.S. Department of Agriculture. Prime farmland are generally defined as "land that has the best combination of physical and chemical characteristics for producing food, feed, forage, fiber, and oilseed crops and that is available for these uses. It has the combination of soil properties, growing season, and moisture supply needed to produce sustained high yields of crops in an economic manner if it is treated and managed according to acceptable farming methods". This includes the following classifications (1) All areas are prime farmland; (2) Prime farmland, if drained; (3) Prime farmland if protected from flooding or not frequently flooded during the growing season, and (4) Prime farmland if drained and either protected from flooding or not frequently flooded during the growing season. Soil data from the NRCS-USDA Web Soil Survey (WSS), accessed in 2013, was used to determine prime farmland.

Overall, about half (1,516.4 acres, 52.3%) of the land within the City is considered prime farmland with the majority classified as "all areas are prime farmland" (Map 5-1, Table 5-1). These soils are concentrated in the area north of the Pigeon River and in the southern part of the City. Within the City, some of these areas remain in agriculture and are undeveloped.

In comparison, about two-thirds (10,603.9 acres, 67.2%) of the land within 1.5 miles of the City is considered prime farmland. Prime farmland is prevalent in the area surrounding the City, except near the Pigeon River to the northwest and an area extending southeast from the City and Pigeon River.

Table 5-1: Prime Farmland

Category	City of Clintonville		1.5 Mile Buffer	
	Acres	Percent	Acres	Percent
All areas are Prime Farmland	1,084.2	37.4%	5,319.9	33.7%
Prime Farmland if drained	365.9	12.6%	4,606.8	29.2%
Prime Farmland if drained and either protected from flooding or not frequently flooded during the growing season	66.2	2.3%	677.2	4.3%
Prime Farmland if protected from flooding or not frequently flooded during the growing season	0.0	0.0%	0.0	0.0%
Not Prime Farmland	1,292.5	44.6%	4,806.1	30.4%
Water	88.9	3.1%	379.6	2.4%
Total	2,897.7	100.0%	15,789.6	100.0%

Source: NRCS-USDA Web Soil Survey (WSS), 2013

5.1.5 Farmland Preservation Areas

The Waupaca County Farmland Preservation Plan (FPP) identifies Farmland Preservation Areas in the vicinity of the City of Clintonville. According to FPP, the purpose of the Farmland Preservation Area is to:

- Preserve productive agricultural lands in the long-term.
- Preserve rural character and aesthetic quality of the county.
- Provide equity and fairness to owner of land with comparable resource and location characteristics.
- Minimize non-agricultural development on prime farmland.
- Protect existing farm operations from encroachment by incompatible uses.
- Allow a maximum residential density of one residence per 20 acres of land, as described in greater detail in the policies that follow.
- Maintain farmer eligibility for farmland preservation programs, such as tax credits.

Portions of the Town of Matteson and the Town of Bear Creek are included in the mapped farmland preservation area (See Appendix I).

5.1.6 Community Gardens

Community gardens provide access to local food. They allow people without access to land to grow their own food, and to share knowledge and skills. Some people find that gardening relieves stress, encourages social interaction, increases physical activity and encourages people to eat more vegetables and healthy foods. There is a community garden site in Clintonville in the W.A. Olen Park, however this site is inactive at this time.

5.2 Natural Resources

Natural Resources act as the foundation upon which communities are formed. Identifying key natural resources in and within a close proximity of the City of Clintonville, and learning how to utilize, conserve, and/or preserve them may determine the future environmental health of the

City. This section addresses land, water, wildlife, mineral, and recreational resources in the City of Clintonville, and aims to provide a baseline upon which the City can use to make future decisions that may impact these resources.

5.2.1 Land Resources

Soils

Soils support the physical base for development and agriculture within the City. Knowledge of their limitations and potential difficulties is helpful in evaluating crop productions capabilities and other land use alternatives such as residential development, utility installation and other various projects. Four general soil associations, or groupings of individual soil types based on geographic proximity and other characteristics, are present encompassing or surrounding the City of Clintonville¹. These include:

- **Plainfield-Richford-Kranski Association**

These sandy, well-drained soils are found in association with glacial landscape features known as outwash plains.

This soil association is found along portions of the Pigeon River. These soils support a mixture of agricultural, forested, and urban land uses.

Many soils found in this association have limitations for agriculture and forestry due to high potential for erosion and shallow depth of soil. These soils can pose challenges for development, as excavations can be unstable during construction.

- **Hortonville-Symco Association**

These loamy soils, generally found in upland areas, contain a high proportion of clay relative to other soils throughout the county. Clay content is found in subsurface layers of these soils, which leads to poor drainage in lower areas of the landscape.

This is the dominant soil association within the City and the City's extraterritorial area, generally in areas away from major wetlands and stream corridors. The primary land cover for this soil association is agriculture.

This association includes soils that are highly productive for both agriculture and woodland management. Erosion and wetness can be challenges for agricultural uses. Hortonville soils pose few limitations for development, but Symco soils pose severe limitations related to wetness.

- **Waupaca-Wega-Zurich Association**

These silty soils formed in glacial lake basins. These areas generally have level terrain with some knolls and ridges.

This soil association covers a small portion of the Clintonville area and is generally located in areas away from major wetlands and stream corridors. The primary land cover is agriculture.

¹ Soil Survey of Waupaca County, Wisconsin, 1984; United States Department of Agriculture Soil Conservation Service.

This association is highly productive for both agriculture and woodland management, which need artificial drainage in many cases. Both wetness and instability of excavated areas can be limitations for development.

- **Cathro-Markey-Seelyeville Association**

These organic “muck” soils are found in low lying areas and floodplains.

This association occupies major wetland and floodplain areas generally following the Embarrass River corridor. These soils pose severe limitations for most uses, but help provide many of the functional benefits of wetlands and floodplains.

Soil Suitability for On-Site Waste Disposal

Map 5-2 displays the relative suitability for development of specific locations within the City’s 1.5 extraterritorial area based on their underlying soils. The “Soil Limitations Map” identifies suitability for on-site waste disposal options based on an evaluation of soil characteristics, as defined by the Natural Resource Conservation Service (NRCS). This map is not intended to serve as a substitute for on-site soil investigations, but rather as an indicator of reasonable expectations for soils underlying a site.

Evaluation of the soil data indicates that the majority of the soils within the City’s 1.5 mile buffer are very limited for conventional on-site individual septic systems (Table 5-2). Generally, soils near streams, rivers, and wetlands are the least suitable for on-site waste disposal. Areas with high groundwater or characterized by poorly drained soils are also more likely to be unsuitable for on-site systems. Soils with limited suitability are primarily found within with in the southern portions of the buffer area.

Table 5-2: Soil Limitations for On-Site Waste Disposal²

Category	City of Clintonville		1.5 Mile Buffer	
	Acres	Percent	Acres	Percent
Not limited	0.0	0.0%	0.0	0.0%
Somewhat Limited	0.0	0.0%	47.6	0.3%
Very Limited	2,055.6	70.9%	11,222.6	71.1%
No Rating	753.3	26.0%	4,139.8	26.2%
Water	88.9	3.1%	379.6	2.4%
Total	2,897.7	100.0%	15,789.6	100.0%

Source: NRCS-USDA Web Soil Survey (WSS), 2013

Steep Slopes

Map 5-3 indicates areas that have slopes greater than 12 percent. Less than 1 percent (8 acres) of the City’s total acreage and less than 1 percent (53 acres) of the area within the 1.5 miles of the City fall in this category. Steep slopes are located in two areas within the City; near the corner of STH 45 and STH 22 (6th Street) and north of Madison Street in the vicinity of the municipal airport. Within the 1.5 mile buffer there are four areas with slopes of greater than 12 percent; two east of the City and associated with the Pigeon River and two west of the City.

² Note: While on-site waste disposal is provided for areas within the City, development of these areas will be on public sewer.

Geology, Topography and Scenic Resources

The structure of the City's bedrock and historic glacial events is largely responsible for the City's landscape. After the recession of glaciers about 11,000 years ago, Waupaca County was left with its current topography shaped by mounds of glacial till with flatter areas where limestone and sandstone bedrock often lie not far from the surface. Elevations rise away from Pigeon Lake, and the Pigeon River and Embarrass River corridors.

The bedrock geology of the City is made up of two distinct formations that divide the City³. These bedrock formations are:

- The **Cambrian Group** is comprised of sandstone with some dolomite and shale. This group is found in the east portion of the City and surrounding areas.
- The **Wolf River Rock Group** is comprised of rapakivi granite, granite, and syenite. This group is found in the west portions of the City and surrounding areas.

Metallic and Non-Metallic Mining Resources

The Clintonville area contains deposits of sand and gravel associated with debris left over from the last glacial period. An excavating business is located east of the City and north of the airport in the towns of Larrabee (Section 24) and Matteson (Section 19) (Map 5-3).

Soil Suitability for Sand and Gravel

Soil suitability for sand and gravel is shown on Map 5-3. This information can be used as guidance to where to look for probable sources based on the probability that soils in a given area contain sizeable quantities of sand and/or gravel. These materials can be used as a source for roadfill and embankments.

Approximately 1,340 acres or 48 percent of the City is suitable for sand and gravel. In addition there are about 4,677 acres or 30 percent of the area within the 1.5 mile buffer around the City that is also suitable (Map 5-3). Suitable soils are located diagonally across the planning area from the northwest quadrant to the southeast quadrant. This area is generally located south of the Pigeon River, though other areas also exist north of the river.

Woodlands

Woodlands covered much of Waupaca County before settlement. At one time, the City of Clintonville was primarily covered with deciduous hardwood forest. The Fox Valley's reliance on the paper industry attests to the regions' forested history.

The tension zone is a wide corridor running from northwestern to southeastern Wisconsin that marks the pre-settlement dividing line between northern and southern native plant species. The tension zone has characteristics of both northern and southern Wisconsin climates, and therefore, species from both areas. Clintonville lies within this tension zone. The United States Department of Agriculture has also divided the country into plant hardiness zones. Those zones contain characteristic plant species that are hardy in that region. Generally speaking,

³ Bedrock Geology of Wisconsin, 2005; University of Wisconsin-Extension Geological and natural History Survey.

plants from any particular zone are hardy in that zone and those to the south, but not to the north unless they are protected from the severe climate of that zone. Clintonville is in USDA Zone 4B with average annual minimum temperatures of -20° to -25°F.

As would be expected for areas within the tension zone, the City of Clintonville lies at the juncture of two different plant communities. They are generally described as the boreal element and the prairie element. Characteristics typical of both the Conifer-Hardwood Forest and the Southern-Hardwood Forest can be seen locally. A majority of the natural vegetation remaining is associated with the Pigeon and Embarrass River corridors and floodplains.



Wisconsin Tension Zone and the 16 Ecological Landscapes Source: Wisconsin's Forests: A Quick Overview, 2011, WDNR

Care must be taken in the selection of trees for use in the City, including those used for landscaping, in preserved parks and open spaces, and along the street. Street trees in particular have the hardest time adapting to their particular microclimates. Normally they are subject to stress from soil compaction, heat, drought conditions, lack of root space, salt, road pollutants, and impacts from all sorts of vehicles. The typical street tree usually lives only a fraction of its potential life span. Street trees should be selected from a pallet of trees that adapt well to street conditions and are suitable for the local area. There should also be diversity in the species selected to reduce the spread of tree and shrub diseases.

Forests and woodlands can be classified into one of two categories: general (unplanted) woodlands and planted woodlands. General woodlands are naturally occurring forests and hedgerows. Planted woodlands are tree plantations in which trees are found in rows. These areas include orchards, timber tracts, Christmas tree plantations and other general uses. There are 5 acres of planted woodlands and approximately 208 acres of general woodlands in the City of Clintonville (Table 5-3, Map 5-6). This only accounts to just over 7 percent of land within the City. Within the 1.5 mile area buffer, woodlands cover about 17 percent of the area (planted – 356.2 acres, general 2,391.5 acres).

Table 5-3: Woodlands

Category	City of Clintonville		1.5 Mile Buffer	
	Acres	Percent	Acres	Percent
General Woodlands	207.5	7.2%	2,391.5	15.1%
Planted Woodlands	5.3	0.2%	356.2	2.3%
Total Woodlands	212.8	7.3%	2,747.6	17.4%
Total	2,897.7	100.0%	15,789.6	100.0%

Source: NRCS-USDA Web Soil Survey (WSS), 2013

5.2.2 Water Resources

Lakes and Ponds

Surface water resources are extremely valuable features because of their potential environmental and economic benefits. Water based recreational activities and appropriately designed residential development that capitalizes on surface water amenities can have lasting impact on the local economy. Appropriate location and management of residential activity near surface water features is extremely important because of potential threats to water quality. Residential development's threats to surface water resources include lawn-applied chemicals, siltation and petroleum-based substances and salts from local road runoff.

The Wisconsin DNR maintains the Wisconsin Lakes Directory. The directory provides a list of named and unnamed lakes, springs, and ponds. One lake is located in the City of Clintonville. Pigeon Lake is a hard water impoundment of the Pigeon River located in the City of Clintonville.⁴ Water levels are maintained by a seven-foot dam. Access is provided by five improved public boat landings (Map 5-4):



Ice House Landing

- Pickerel Point Boat Landing⁵ (unpaved boat landing)
- Ice House Landing⁶ (paved boat landing)
- Pigeon Lake Access⁷ (paved boat landing)
- Kratzke Road Landing (unpaved)⁸
- Pigeon Lake Wayside Park Boat Landing⁹ (unpaved)

⁴ WDNR, <http://dnr.wi.gov/water/waterDetail.aspx?wbic=293300> .

⁵ City of Clintonville, accessed 2/27/18.

⁶ City of Clintonville, accessed 2/27/18.

⁷ WDNR, accessed 2/27/18.

⁸ Pigeon Lake Protection & Rehabilitation District, accessed 2/27/18.

⁹ City of Clintonville, accessed 2/27/18.

Rivers and Streams

Two named waterways, Pigeon River and the Embarrass River, are within or within close proximity to the City of Clintonville, along with a series of unnamed streams, ditches, and drainageways that support them. The unnamed streams, ditches, and drainageways primarily drain agricultural areas or undeveloped areas within the City's 1.5 mile buffer area and beyond (Map 5-4).

- **Embarrass River.** The Embarrass River extends from Caroline in Shawano County, east and southward through Waupaca and Outagamie Counties to New London where it flows into the Wolf River. Major tributaries to the main stem include the Pigeon River, Mill, Maple, and Bear creeks. The river has a diverse fishery and is best known for its smallmouth bass. In addition to its fishery, the river also offers canoeing.
- **Pigeon River.** The main stem of the Pigeon River is an 11-mile-long tributary to the Embarrass River. It is formed by the junction of the north and south branches of the Pigeon River in north central Waupaca County. The fishery consists of warm water sport fish and forage species. Nonpoint sources identified include sediment and nutrient problems from cropland and feedlot runoff, as well as bank erosion. An impoundment of the river near Clintonville forms Pigeon Lake.

Watersheds and Drainage

The City and the surrounding areas fall within the Pigeon River and the North Branch and main stem Embarrass River Watersheds both of which are located within the Wolf River Basin (Map 5-4).¹⁰

- **Pigeon River (WR-10).** The Pigeon River Watershed lies in south central Shawano and north central Waupaca Counties and covers 115 square miles. This also includes 25 miles of the South Branch of the Pigeon River. The Winnebago Comprehensive Management Plan ranked the Pigeon River a high priority due to animal waste and soil erosion problems with a critical average soil loss rate of 3.7 tons per acre per year. The data search for the Wolf River Basin Plan indicated problems with excess vegetation, turbidity, and habitat degradation. (Gansberg, 1993)
- **North Branch and Mainstem Embarrass River (WR-09).** The North Branch and Mainstem Embarrass River Watershed lies in Outagamie, Waupaca, and Shawano Counties and covers 292 square miles. This watershed includes 99 miles of the North Branch and Mainstem Embarrass River. The Winnebago Comprehensive Management Plan ranked this watershed a high priority because of critical animal waste and soil erosion problems. Data for the Wolf River Basin plan indicates severe polluted runoff problems exist, with heavy soil losses, impaired fisheries, excess vegetation, and dissolved oxygen violations.

Floodplains

Areas susceptible to flooding are considered unsuitable for development due to potential health risks and property damage. The Waupaca County Flood Insurance Rate Maps (FIRM) were

¹⁰ Gateway to Basins, Watersheds; WDNR <http://dnr.wi.gov/water/basin/>.

created by the Federal Emergency Management Agency (FEMA) and revised January 19th and 20, 2010, for all unincorporated areas in the county.¹¹ The City of Clintonville also participates in the National Flood Program.¹²

Table 5-4 shows the acres and percent of floodplains and floodplains that are included with wetlands. Overall, about 10 percent of the City’s acres are in floodplains and about 18 percent of the 1.5 mile buffer areas are in floodplains. In addition, about 3 percent of the City and about 10 percent of the 1.5 mile buffer include floodplains that also have wetlands. As can be seen in Map 5-4, floodplains are directly associated with the Pigeon and Embarrass river corridors.

Clintonville¹³ and Waupaca County¹⁴ have adopted a shoreland-floodplain-wetland zoning ordinance. These ordinances requires certain land use controls in designated flood hazard areas, thus making residents eligible to participate in the Federal Flood Insurance Administration’s Flood Insurance Program. This program requires all structures located in the designated flood hazard area be insured by a flood insurance policy if they are mortgaged by a federally insured bank.

Table 5-4: Floodplains and Wetlands

Category	City of Clintonville		1.5 Mile Buffer	
	Acres	Percent	Acres	Percent
Wetlands (=> 5 Acres)	217.5	7.5%	2,025.68	12.8%
Floodplains (100 Year)	292.0	10.1%	2,835.56	18.0%
Floodplains & Wetlands Combined	83.2	2.9%	1,554.92	9.8%
Total	2,897.7	100.0%	15,789.6	100.0%

Source: FEMA, WDNR

Wetlands

Wetlands act as a natural filtering system for nutrients such as phosphorus and nitrates and serve as a natural buffer protecting shorelines and stream banks. Wetlands are also essential in providing wildlife habitat, control, and groundwater recharge. Consequently, local, state, and federal regulations have been enacted that place limitations on the development and use of wetlands and shorelands.

Clintonville Code of Ordinances, Chapter 18. Shoreland-Wetland and Flood Plain Zoning and the Waupaca County Code of Ordinances, Chapter 21. Shoreland-Wetland Zoning regulates wetlands within 1,000 feet of the ordinary high water mark of navigable lakes, ponds or flowages and within 300 feet of the ordinary high watermark of navigable rivers or streams. Clintonville’s ordinance regulates wetlands within the City of Clintonville, while Waupaca County’s ordinance regulates wetlands in unincorporated areas of the county, including the 1.5 mile buffer area. The Army Corps of Engineers has authority over the placement of fill materials in virtually all wetlands two acres or larger adjacent to navigable waterways. The U.S. Department of Agriculture incorporates wetland preservation criteria into its crop price support

¹¹ FIRM map 55135C0094D (effective date 1/20/10), 55135C0113D (effective date 1/19/2010), 55135C0251D (effective date 1/20/10), 55135C0232D (effective date 1/19/10), 55135C0093D (effective date 1/20/10), 55135C0235D (effective date 1/20/10), 55135C0225D and (effective date 1/20/10).

¹² Current effective date of map, 1/20/2010.

¹³ Chapter 18 Shoreland-Wetland and Flood Plain Zoning Code.

¹⁴ Chapter 21 Shoreland-Wetland Zoning Code.

programs. Prior to placing fill or altering wetland resources, the appropriate agencies must be contacted for authorization.

The wetlands shown on Map 5-4 are based on the Wisconsin DNR Wetlands Inventory Map. They were identified using aerial photographs to interpret vegetation, visible hydrology, and geography based on the U.S. Fish and Wildlife Service's "Classification of Wetland and Deepwater Habitats of the United States." Overall, about 7.5 percent of the areas in the City are classified as wetlands and about 12.8 percent of the land within the City's 1.5 mile buffer area are classified the same (Table 5-4). The majority of this acreage lies in low-lying areas associated with stream and drainage ditch corridors.

Groundwater

Safe, clean, and reliable groundwater plays a crucial role in maintaining the current quality of life and economic growth of the City of Clintonville. Precipitation in the form of rain and snow is the source of nearly all the City's groundwater. Recharge is generally greatest in the spring, when water from melting snow and heavy rains saturate the ground and percolate downward to the water table. If discharge (the drawing out and use of groundwater) is greater than recharge, then the elevation where the groundwater is found will fall, causing a depression to occur. Lower water levels cause the pumping lifts to increase and may reduce the yields of some of the wells. According to the City's 2016 annual report¹⁵, a total of about 148.9 million gallons were pumped from groundwater sources in 2016 (for more information, please refer to the Utilities and Community Facilities Chapter).

Groundwater Recharge Potential. According to a report prepared by the Wisconsin Geological and Natural History Survey¹⁶, areas surrounding the City have high (4-8 inches/year) to very high (> 8 inches/year) infiltration rates which are estimated to become stream base flows or continue down and eventually become groundwater recharge. Practically all areas within the City fall with either high (43%) or Very High (54%) water recharge potential. This is similar to the areas within 1.5 miles of the City. Approximately 52 percent (51.5%) of the area within 1.5 miles of the City is rated high, while 46 percent is rated very high. Protecting the infiltration areas from impermeable development will help to safeguard the City's drinking water supply in the long-term (Table 5-5, Map 5-5). That's not to say that new development should not occur within these areas, but rather new development should be designed to utilize best management practices (BMPs) that encourage or enhance groundwater infiltration.

¹⁵ Source: Public Service Commission of Wisconsin Annual Report. 2016.

¹⁶ Groundwater recharge in Menominee, Shawano, Waupaca, and Waushara Counties, Wisconsin, estimated by a GIS-based water-balance model, Wisconsin Geological and Natural History Survey Open-File Report 2014-02, September 6, 2013.

Table 5-5: Water Recharge Potential

Water Recharge Potential	City of Clintonville		1.5 Mile Buffer	
	Acres	Percent	Acres	Percent
Low Water Recharge Potential (0"- 2"/year)	0.0	0.0%	0.00	0.0%
Medium Water Recharge Potential (2"- 4"/year)	0.0	0.0%	36.97	0.2%
High Water Recharge Potential (4"- 8"/year)	1,247.1	43.0%	8,137.57	51.5%
Very High Water Recharge Potential (> 8"/year)	1,565.8	54.0%	7,261.58	46.0%
No Rating	84.8	2.9%	353.49	2.2%
Total Acres	2,897.7	100.0%	15,789.61	100.0%

Source: *Groundwater recharge in Menominee, Shawano, Waupaca, and Waushara Counties, Wisconsin, estimated by a GIS-based water-balance model, Wisconsin Geological and Natural History Survey Open-File Report 2014-02, September 6, 2013*

It is important to recognize that, in addition to any efforts made within the City to protect groundwater supply; this issue is more regional in scope. A groundwater divide, located in the central part of Wisconsin, determines the flow of groundwater. East of the divide, groundwater moves southeasterly toward the Wolf and Fox Rivers. In Waupaca County, groundwater flow is mostly southeast towards the Embarrass and Wolf Rivers.¹⁷ Thus, efforts to preserve groundwater resources should be coordinated on a regional basis as a way to ensure that the City's groundwater supply is protected.

Groundwater Contamination Susceptibility. The ease that pollutants can be transported from the land surface to the top of the groundwater or "water table" defines a groundwater's susceptibility to pollutants. Materials that lie above the groundwater offer protection from contaminants. However, the amount of protection offered by the overlying materials varies, depending on the materials.

The WDNR, in cooperation with UW-Extension, the Wisconsin Geological and Natural History Survey and USGS, evaluated the physical resource characteristics that influence sensitivity in order to identify areas sensitive to contamination. Five resource characteristics were identified: depth to bedrock, type of bedrock, soil characteristics, depth to water table and characteristics and characteristics of surficial deposits. Each of the five resource characteristics was mapped, and a composite map was created. A numeric rating scale was developed and map scores were added together.

An index method was used to determine susceptibility; however this method of analysis is subjective and includes quantifiable or statistical information on uncertainty. This limits the use of the information for defensible decision making. Therefore, while groundwater contamination susceptibility maps can be useful, this level of uncertainty must be kept in mind.

¹⁷ Geology and Water Resources of Waupaca County Wisconsin.

Table 5-6: Groundwater Susceptibility

Category	City of Clintonville		1.5 Mile Buffer	
	Acres	Percent	Acres	Percent
More Susceptible	0.0	0.0%	0.0	0.0%
Somewhat More Susceptible	1,425.6	49.2%	1,195.5	7.6%
Somewhat Susceptible	260.7	9.0%	2,305.2	14.6%
Somewhat Less Susceptible	1,137.4	39.3%	10,936.6	69.3%
Less Susceptible	74.1	2.6%	1,352.3	8.6%
Total	2,897.7	100.0%	15,789.6	100.0%

Source: NRCS-USDA Web Soil Survey (WSS), 2013

About 50 percent (49.2%) of the City is categorized as “somewhat more susceptible” to groundwater pollution (Map 5-6). While about 39 percent (39.3%) of the area is classified as “somewhat less susceptible”. Within the 1.5 mile buffer, about 69 percent (69.3%) of the area is classified as “somewhat less susceptible”. The more susceptible areas are found in a diagonal swatch that runs from the northwest quadrant to the southeast quadrant through the planning area and City.

Depth to Groundwater. The depth to groundwater varies throughout the study area (Map 5-3). In approximately 32 percent of the City and 51% of the City’s 1.5 mile buffer area, the depth to groundwater is less than two feet. There is a strong parallel between areas of high groundwater and those areas designated as wetlands.

5.2.3 Wildlife Resources

Wildlife Habitat

Numerous habitat types surrounding the City have the potential to support varied and abundant wildlife and fish communities. These habitats consist of streams, small ponds, rivers, woods, swamps, open wet meadows, and farmland. The largest areas of undeveloped land are found in the areas near the Pigeon River corridor to the east and stream corridors.

Wildlife is threatened by the negative effects of development and storm water runoff (both from urban and rural runoff sources). This has affected water quality and habitat health downstream within Pigeon Lake.

Rare, Threatened and Endangered Species

The Wisconsin Department of Natural Resources maintains a database of rare, threatened and endangered species and natural communities in Waupaca County. In order to protect these species and communities, the exact location is not available to the public; however, Waupaca County does have a copy of this database. Whenever a request comes into the county for development, this database is consulted prior to granting approval.

The Wisconsin DNR Natural Heritage Inventory (NHI) maintains an online database which provides statewide inventory of known locations and conditions of rare and endangered species, by Town. A review of the NHI data base revealed a number of species (fish, mussel, community, bird, butterfly, turtle, mammal, beetle) for the towns surrounding the City of

Clintonville. According to the database the Town of Matteson has 19 species listed, the Town of Larrabee has 5 species listed, and the Deer Creek (Outagamie County) has 7 species listed. The Town of Black Creek NHI search did not show any species listed. However, this database is incomplete since not all areas within the state have been inventoried. Thus, the absence of a species within this database does not mean that a particular species or community is not present. Nor does the presence of one element imply that other elements were surveyed for but not found. Despite these limitations, the NHI is the state's most comprehensive database on biodiversity and is widely used. For a complete listing by town, see Appendix I, Table I-1: Natural Heritage Inventory.

Exotic and Invasive Species

Non-native aquatic and terrestrial plants and animals, commonly referred to as exotic species, have been recognized in recent years as a major threat to the integrity of native habitats and the species that utilize those habitats. Some of these exotic species include purple loosestrife, buckhorn, garlic mustard, multi-colored Asian lady beetles, Eurasian water milfoil, and gypsy moths. They displace native species, disrupt ecosystems, and affect citizens' livelihoods and quality of life. The WDNR requires that any person seeking to bring any non-native fish or wild animal into the state must first obtain a permit as required under the Wisconsin Statutes 29.736 and 29.745.

5.2.4 Parks, Open Space and Recreational Resources

WDNR and Public Lands

The WDNR does not own any land within the City or the surrounding area.

Environmental Corridors

Environmental corridors are continuous systems of open space created by the natural linkages of environmentally sensitive lands such as woodlands, wetlands, and habitat areas. They provide important routes of travel for a variety of wildlife and bird species. Protecting these corridors from development protects habitat and keeps nonpoint source pollution to a minimum, thus ensuring that high quality groundwater and surface water is maintained and habitat is not impaired.

Important environmental corridors within the City and surrounding area are associated with the river corridors, and floodplain areas with natural vegetation scattered throughout the area. These areas should be protected from development by implementing buffer strips where land disturbing activities are limited within the established buffer area.

5.2.5 Waste and Pollution

Solid and Hazardous Waste Sites

The Solid and Hazardous Waste Information Management System (SHWIMS) provides access to information on sites, and facilities operating at sites, that are regulated by the Wisconsin Department of Natural Resources' (WDNR) Waste and Materials Management (WMM) program. The SHWIS on-line database activity information, including:

- Engineered and licensed solid waste disposal facilities;
- Older unlicensed waste disposal sites (e.g. town dumps);
- Licensed waste transporters;
- Hazardous waste generators; and
- Composting sites, wood-burning sites, waste processing facilities and more.

A search of the database indicates that there is 1 solid waste landfills/disposal facilities within the City of Clintonville and the surrounding planning area. The directory was also checked for the towns of Deer Creek (0), Bear Creek (0), Larrabee (1), and Matteson (0) for the planning area.

- City of Clintonville, Beacon Avenue, NE 1/4 of the NE 1/4 of Sec 25, T25N, R14E (Town of Larrabee) – abandoned landfill

5.2.6 Air Quality

Air quality, especially good air quality, is often taken for granted. Sound local and regional planning can minimize negative impacts to the air. Development patterns can impact automobile use, which in turn impacts air quality. Emissions from certain industries can also impact air quality. As more rural residential development occurs, there are increased conflicts between non-farm residents and certain agricultural operations that emit dust and odors. Noise can also be a factor impacting environmental quality.

Vehicle travel including the number and length of trips has increased significantly in recent decades. This can be attributed to changing development patterns. Development patterns are becoming more spread out, with the location of jobs and housing becoming more segregated and distant from one another.

Since alternative modes of transportation are, at present day, less viable or unavailable in some instances, people rely more on the automobile to get around. Changing lifestyles are also a major factor. Two income families are causing people to find housing that splits the difference between the two employment locations. Since vehicle travel generates air pollutant emissions, greenhouse gas emissions, and noise, local decisions about what types, where and how new development occurs can have an impact on air quality.

Air Quality is not monitored in Waupaca County.

5.3 Cultural Resources

Cultural resources, like natural resources are valuable assets which should be preserved. These resources define a community's unique character and heritage. Included in this section is an inventory of historic buildings, sites, structures, objects, archeological sites and districts.

5.3.1 State and National Register of Historic Places

The Wisconsin Historical Society's Division of Historical Preservation (DHP) is a clearing house for information related to the state's cultural resources including buildings and archaeological sites. A primary responsibility of the DHP is to administer the State and National Register of Historic Places programs. The National Register is the official national list of historic properties in the United States that are worthy of preservation. The program is maintained by the

National Park Service in the U.S. Department of the Interior. The State Register is Wisconsin's official listing of state properties determined to be significant to Wisconsin's heritage. The inventory is maintained by the DHP. Both listings include sites, buildings, structures, objects, and districts that are significant in national, state, or local history. Sites are based on the architectural, archaeological, cultural, or engineering significance. (For ease of discussion, "National Register" is used to refer to both programs. In Wisconsin, if a property is listed on one then it is typically listed on the other.



Clintonville Post Office

At the present, one property within the City of Clintonville is listed on the National Register. There are no additional properties listed within the 1.5 mile buffer (Map 5-8).

The property listed in the National Register includes:

- Clintonville Post Office, 2 N. Main Street, Clintonville

The National Register is not a static inventory. Properties are constantly being added, and, less frequently, removed. It is, therefore, important to access the most updated version of the National Register properties. This can be found by accessing the DHP website at: <https://www.wisconsinhistory.org> or by contacting the DHP at (608) 264-6500.

5.3.2 Architecture and History Inventory (AHI)

In order to determine those sites that are eligible for inclusion on the National Register, the DHP frequently funds historical, architectural, and archaeological surveys of municipalities and counties within the state. Surveys are also conducted in conjunction with other activities such as highway construction projects.

A search of the DHP's online Architecture and History Inventory (AHI) reveals a total of 111 sites listed for the City of Clintonville. Within the remainder of the planning area, an additional 6 sites were found in the towns of Larrabee (5), Bear Creek (1), Matteson (0) and Deer Creek (0).

Inclusion in this inventory conveys no special status, rights, restrictions, or benefits to owners of these properties. It simply means that some type of information on these properties exists in the DHP's collections. AHI is primarily used as a research and planning tool. Like the National Register, this is not a static inventory. Properties are constantly being updated. Information can be found on the DHP web site (<http://www.wisconsinhistory.org/ahi/welcome.asp>).

In some cases WHS has had the opportunity to collect additional data on AHI sites, and has further classified those sites with verified historical or architectural significance. The following classifications are used to note verification of historical or architectural significance.

- Potentially Eligible properties have been documented, either by a professional consultant or a private citizen, and submitted to the WHS Division of Historic

Preservation for a preliminary determination of eligibility for listing on the State and National Registers of Historic Places.

- Determined Eligible properties have been formally reviewed by the WHS Division of Historic Preservation as part of either Section 106 project review, historic preservation tax certification project, or nominated to the National Register but not listed due to owner objection.
- Worth Investigating properties have undergone cursory review by WHS staff and may be Potentially Eligible for listing, but further investigation is needed to make this determination.

The following properties are considered “Potentially Eligible” according to the Waupaca County Inventory and Trends Report, December 2006 (Map 5-8).¹⁸

- Finney Public Library (O'Connor Sales and Realty), 95 S Main Street, Clintonville
- Armory (Clintonville Armory), 55 E 12th Street, Clintonville

Preliminary determinations of Potentially Eligible, Determined Eligible, or Worth Investigating may change over time, and would need to be reevaluated if a site is considered for listing on a historic register. Alteration or deterioration of the structure may change these preliminary determinations.

5.3.3 Archaeological Sites Inventory

An inventory similar to the AHI exists for known archaeological sites across the state: the Archaeological Sites Inventory (ASI). Due to the sensitive nature of archaeological sites, information as to their whereabouts is not currently made available online. This information is distributed only on a need-to-know basis. Archaeological sites are added to ASI as they are discovered; discovery is a continual process. For technical assistance and up-to-date information on sites within the City of Clintonville and the 1.5 mile planning area, contact the DHP. According to the Inventory and Trends Report, 2 campsite/village sites are located east of the City. One is located near STH 156 and the other is located near the Pigeon River.

¹⁸Source: Wisconsin Archeological and Historic Resources Database, Wisconsin Historical Society.

5.3.4 Wisconsin Historical Markers

Wisconsin historical markers identify, commemorate and honor important people, places, and events that have contributed to the state's rich heritage. The Wisconsin Historical Markers Program is a vital education tool, informing people about the most significant aspects of Wisconsin's past. The Society's Division of Historic Preservation administers the Wisconsin Historical Markers Program. Applications are required for all official State of Wisconsin historical markers and plaques. There are two historical markers located in the City of Clintonville (Map 5-8).



Four Wheel Drive
Historical Marker



Birthplace of an Airline
Historical Marker

- Birthplace of an Airline, Clintonville Municipal Airport
- Four Wheel Drive, Walter Olen Park

The Birthplace of an Airline historical marker was erected in 1964 to honor North Central Airlines which was founded in 1944. The Four Wheel Drive historical marker was erected in 1960 to honor the machine shop where in 1908; Otto Zachow and William Besserdich developed and built the first successful four wheel drive vehicle.

5.3.5 Museums

Museums protect valuable historic resources for community enjoyment. Residents are welcome to learn from the exhibits and amenities they have to offer. There are three museums in the City of Clintonville (Map 5-8).

Four-Wheel Drive Museum and Machine Shop¹⁹

The Four Wheel Drive Foundation, a nonprofit, charitable organization was created for the purpose of maintaining and expanding an historical museum to house vehicles and memorabilia pertaining to the early development of the four wheel drive principle. Patented in 1909, Otto Zachow and William Besserdich developed the first simple and effective design for transferring power to all four wheels of an automobile. The Four-Wheel Drive Museum is located at 325 E. 15th Street in Clintonville. It features some of the very early four-wheel drive autos and trucks manufactured in Clintonville. The museum is open by appointment. While the Machine Shop, located at 40 E. 11th Street, is where Otto Zachow and William Besserdich developed their design.

Pioneer Park

Pioneer Park, located on Eleventh Street in Clintonville, is operated by the Clintonville Area Historical Society. The small park includes three very old buildings. The History House, a two-story frame house built in 1861, was the first town hall and fire department, and contains most of the historic artifacts owned by the Society. The Doty-Besserdich House is of "stovewood" or

¹⁹ <https://fourwheeldrivefoundation.com/> and Waupaca County Inventory & Trends Report, December 2006. Barb Koster, Four-Wheel Drive Foundation.

“cordwood” construction from about 1870. The Ralph Denn log cabin stems from about 1869, and was the home of an early stavemaker in Clintonville. One of the most unique collections of stones anywhere in the U.S. can also be found at the park. The buildings are open to the public the first and third Saturdays of each month from 1:00 p.m. to 4:00 p.m. from Memorial Day to Labor Day or by appointment.

Museum on Main²⁰

The Museum on Main, located at 102 South Main Street in Clintonville, is operated by the Clintonville Area Historical Society. This museum opened in 2016. The museum is open from 1:00 p.m. to 4:00 p.m. the first Sunday of the month, September through May.

5.3.6 Local Historic Preservation Commissions and Societies

The Certified Local Government (CLG) program was enacted as part of the National Historic Preservation Act Amendments of 1980. It has been established in Wisconsin to further encourage and assist historic preservation by local governments. In Wisconsin, a city, village, county, or town can be certified by Wisconsin’s State Historic Preservation Office and the Department of the Interior as a CLG if it meets basic criteria. The City of Clintonville is not a CLG.

Historic Preservation Commissions are part of local governments and are established through local preservation ordinances. A commission’s size, responsibilities, and authority depend on local laws and the needs of the community. In Clintonville, Ordinance No. 820 establishes a Historic Preservation Commission; however, currently the commission is inactive.

The Wisconsin State Historical Society also maintains a list of local historical societies that are affiliated with the Wisconsin Council for Local History. The Clintonville Area Historical Society is affiliated with the Wisconsin Council for Local History. Other affiliates in the planning area include: the Outagamie County Historical Society.

The mission of the Clintonville Area Historical Society²¹ is to collect, preserve and disseminate materials and information relating to the history of Clintonville and the surrounding area. The historical society has been building its collection for over 40 years. Many of these items are on display at the buildings in Pioneer Park and at the Museum on Main.

5.3.7 Local History

The Menominee Indians lived in the area that is now Waupaca County for many years before the arrival of French explorers, missionaries and fur traders. Sawmills began to appear in the county in the 1840’s, and towns and villages formed near the sawmills. Waupaca County became a center for the lumber industry. Similar to other parts of the county, the City of Clintonville was first settled in March of 1855 by Norman and Lydia Clinton of Menasha. Clinton established a sawmill on 1,200 acres of land he owned. In the early 1870’s the lumber industry in the county started to decline and agriculture started to prosper. In 1878, the railroad reached Clintonville and Clinton donated land for the first depot. In 1879, Clintonville was incorporated as a village; and in 1887 Clintonville was incorporated as a city.

The City’s policies and recommendations reflect its strategies for preserving natural and cultural resources. Site planning will be utilized to ensure that substantial developments (i.e., large

²⁰ <https://www.wisconsinhistory.org/localhistory-directory> .

²¹ Clintonville Area Historical Society Facebook page, accessed 2/22/18.

subdivisions) and conditional uses are placed in the best possible locations and do not negatively impact groundwater, other natural resources, or small town character.

The City plans to improve ordinances that affect stormwater management to control point and nonpoint source pollution that runs into the Pigeon River, Pigeon Lake, and other water resources in the City. Quality building and site design will be important in protecting the small town character of Clintonville. Requiring architectural design review for new commercial and industrial development will be a future consideration.

5.4 Agricultural, Natural, and Cultural Resources Trends and Outlook

The following agricultural, natural, and cultural resource trends are likely to be experienced in the City of Clintonville and Waupaca County over the next 20 to 25 years. The following statements are based on trends identified in the Waupaca County Inventory & Trends Report and are expected to continue well into the future.

5.4.1 Agricultural Trends

- Increased pressure to convert farmland to other uses resulting in a continued loss of farmland
- The size of the average farm will continue to show moderate increases
- The number of dairy farms will continue to decline
- Dairy herd sizes will continue to increase
- Expect an increase in the number of large “commercial” type farms, especially dairy
- Decreased interest in farmland preservation programs
- Increased interest in cash cropping
- Increased interest in specialty farming
- Dairy herd production will continue to increase
- There will be an increasing number of large dairies that are required to obtain WPDES permits
- Continuing phased-in enforcement of state non-point source pollution control regulations (Chapters NR 151 and ATCP 50, Wisconsin Administrative Code) as they apply to agriculture
- Increased interest in “value-added” businesses to complement small dairy and general farming operations

5.4.2 Natural Resource Trends

Groundwater

- Growing demand to supply adequate water for human consumption, agriculture, and industry
- Continued interest in Wisconsin’s groundwater by bottled water suppliers
- Continuing need to site new municipal wells
- Growing need for municipal wellhead protection planning
- Increasing pressure on quality by various land uses
- Continuing need for improved groundwater quality and quantity data

Surface Water

- Continuing pressure to develop shoreland areas
- Increasing use of publicly accessible waters by growing numbers of recreationists
- Increasing threat of invasion of exotic species
- Increasing enforcement of non-point pollution control regulations for municipal runoff management, construction site erosion control, and agricultural runoff

Wetlands

- Continued pressure to alter or eliminate wetlands for mining, commercial development, highway construction, etc.
- Increasing emphasis on the use of mitigation to allow the alteration or elimination of low quality wetlands
- Growing understanding of the functional values of wetlands

Wildlife Habitat

- Growing interest in land trusts and conservation easements for the preservation of unique natural areas
- Increasing conflict between rural development and the ability to hunt

Forests and Woodlands

- The price of forest land sold for recreational purposes will continue to increase
- Shift in tax burden from agriculture to forest lands
- Growing interest in forest management programs that provide tax relief
- Demand for timber production and recreational forest uses will increase while the amount of forest land able to support these activities will decline

Non-Metallic Mining

- Continuing demand for non-metallic minerals for state, county, and local road improvement projects
- The price of non-metallic minerals will increase with the increasing difficulty of obtaining permit approvals
- Increasing difficulty in siting new non-metallic mines due to development in rural areas
- Changing laws regarding notification of non-metallic mines and land use planning/zoning changes

5.4.3 Cultural Resource Trends

- The recognized value of historic and cultural resources will grow, demanding more attention to their preservation
- Limited data on historic and cultural resources will emphasize the need for more thorough local inventories
- Growing interest in “heritage tourism” including organized and self-guided tours to visit sites of historical and cultural significance

5.5 Agricultural, Natural, and Cultural Resources Strategies

While this comprehensive plan is divided into nine elements, in reality, community planning issues are not confined to these divisions. Planning issues will cross these element boundaries. Because this is the case, the policies and recommendations of this plan were considered by the City of Clintonville in the light of overall implementation strategies. These strategies are cited as sources for many of the policies and recommendations found within the elements. The letter(s) in the front of the strategy corresponds to the element, for example, housing is represented with an H, transportation a T, agricultural, natural and cultural resources with an ANC, utilities and community facilities with an UCF, economic development with an ED, intergovernmental cooperation with an IC and land use with a LU. The following implementation strategies were identified during the planning process for agricultural, natural, and cultural resources.

- ANC1. Recognize the economic viability and support the agricultural community
- ANC2. Provide access to local food/products
- ANC3. Preserve and maintain natural resources and/or green space
- ANC4. Maintain a diverse and quality urban forest
- ANC5. Change the management of stormwater runoff
- ANC6. Preserve cultural and historic places resources
- ANC7. Encourage cultural, artistic and entertainment opportunities

5.6 Agricultural, Natural, and Cultural Resources Goals and Objectives

Community goals are broad, value-based statements expressing public preferences for the long term (20 years or more). They specifically address key issues, opportunities, and problems that affect the community. Objectives are more specific than goals and are more measurable statements usually attainable through direct action and implementation of plan recommendations. The accomplishment of objectives contributes to fulfillment of the goal.

Goal 1 Recognize the economic viability and support the agricultural resources of the region.

Objectives

- 1.a. Provide an attractive and unique small town environment for higher density development that has far less impact on agricultural lands than lower density rural development.
- 1.b. Encourage the growth of agricultural related businesses and services in the community's commercial and industrial areas.
- 1.c. Plan organized growth into neighboring towns to reduce sprawl.
- 1.d. Encourage conservation farming practices that minimize non-point source pollution of surface water and contamination of groundwater.

Goal 2 Encourage urban farming activities.

Objectives

- 2.a. Provide access to locally grown foods.

Goal 3 Manage conflicts between residential and agricultural land uses.

Objectives

- 3.b. Encourage communication between the City and adjacent agricultural land owners.

Goal 4 Maintain, preserve, and enhance the community's natural resources.

Objectives

- 4.a. Consider the potential impacts of development proposals on groundwater quality and quantity, surface water quality, green space, shorelands, and woodlands.
- 4.b. Protect environmentally sensitive areas.
- 4.c. Maintain a diverse and quality urban forest.

Goal 5 Ensure the quality, safety, and quantity of groundwater to meet the community's present and future water supply needs.

Objectives

- 5.a. Decrease sources of non-point source water pollution within the City and in conjunction with surrounding townships.
- 5.b. Support data collection and monitoring efforts that further the understanding of factors influencing the quantity, quality, and flow patterns of groundwater.

Goal 6 Maintain and restore the environmental integrity of surface waters including lakes, ponds, flowages, rivers, and streams.

Objectives

- 6.a. Identify, prioritize, and act on threats to surface water quality.
- 6.b. Decrease sources of point source and non-point source water pollution including erosion and runoff.
- 6.c. Encourage the preservation of natural buffers and building setbacks between intensive land uses and surface water features.
- 6.d. Develop partnerships and work cooperatively with other townships, communities, Waupaca County, lake and river organizations, and state agencies to address surface water quality degradation.
- 6.e. Improve the water quality of the Pigeon River and Pigeon Lake.
- 6.f. Control invasive species in area lakes, streams, wetlands, wooded areas, parks and other natural areas.

Goal 7 Preserve natural features like woodlands, wetlands, floodplains, shorelands, and open spaces in order to maintain and enhance community green space.

Objectives

- 7.a. Maintain and improve parklands.
- 7.b. Manage growth to preserve and create interconnected green space corridors.
- 7.c. Provide for adequate green space near water resources.
- 7.d. Improve river bank stabilization.

Goal 8 Preserve significant historical and cultural sites, structures, and neighborhoods that contribute to community identity and character.

Objectives

- 8.a. Work cooperatively with historical societies to identify, record, and protect community features with historical or archaeological significance.
- 8.b. Consider the potential impacts of development proposals on historical and archaeological resources.
- 8.c. Encourage efforts that promote the preservation, history, culture, and heritage of the community.

Goal 9 Encourage cultural, artistic and entertainment opportunities.

Objectives

- 9.a. Support and expand opportunities to bring entertainment opportunities.

5.7 Agricultural, Natural, and Cultural Resources Policies and Recommendations

Policies and recommendations build on goals and objectives by providing more focused responses to the issues that the City is concerned about. Policies and recommendations become primary tools the City can use in making land use decisions. Many of the policies and recommendations cross element boundaries and work together toward overall implementation strategies. Refer to Section 5.5 for an explanation of the strategies cited as sources for many of the policies and recommendations.

Policies identify the way in which activities are conducted in order to fulfill the goals and objectives. Policies that direct action using the word “shall” are advised to be mandatory and regulatory aspects of the implementation of the comprehensive plan. In contrast, those policies that direct action using the words “will” or “should” are advisory and intended to serve as a guide. “Will” statements are considered to be strong guidelines, while “should” statements are considered loose guidelines. The City’s policies are stated in the form of position statements (City Position), directives to the City (City Directive), or as criteria for the review of proposed development (Development Review Criteria).

Recommendations are specific actions or projects that the City should be prepared to complete.

The completion of these actions and projects is consistent with the City's policies, and therefore will help the City fulfill the comprehensive plan goals and objectives.

Policies: City Position

ANC1 Promote infill and redevelopment within the City (Source: Strategy: ANC1).

ANC2 Support community gardens in the City (Source: Strategy: ANC2).

ANC3 Municipal wellhead protection will be a priority when reviewing development proposals (Source: Strategy UCF4).

ANC4 The clean-up and reuse of brownfield sites should be pursued prior to utilizing undeveloped land to accommodate new development (Source: Strategy ANC3).

ANC5 Erosion control, construction phasing, and best management practices should be utilized to the maximum extent possible when earth disturbing activities (i.e., vegetation removal, grading, excavating, filling, etc.) are conducted (Source: Strategy ANC5).

ANC6 Stormwater runoff as the result of development will not be discharged into wetlands and closed depressions, except for those associated with approved stormwater management facilities (Source: Strategy ANC5).

ANC7 Where hard surfaced parking areas, sidewalks, trails, etc. are required by the community, pervious paving materials should be given consideration as an alternative (Source: Strategy ANC5).

Policies: City Directive

ANC8 The community should utilize its subdivision review and official mapping authority to protect shoreline areas, groundwater recharge areas, wetlands, floodplains, wildlife habitat, woodlands, existing vegetation, and existing topography within the municipal boundary and in extraterritorial areas (Source: Strategy ANC3).

ANC9 The Pigeon River should be preserved, protected, and enhanced by the creation of a parkway corridor (Source: Strategy UCF11).

ANC10 Encourage planting of native wild species that encourages pollinators (Source: Strategy ANC3).

Recommendations

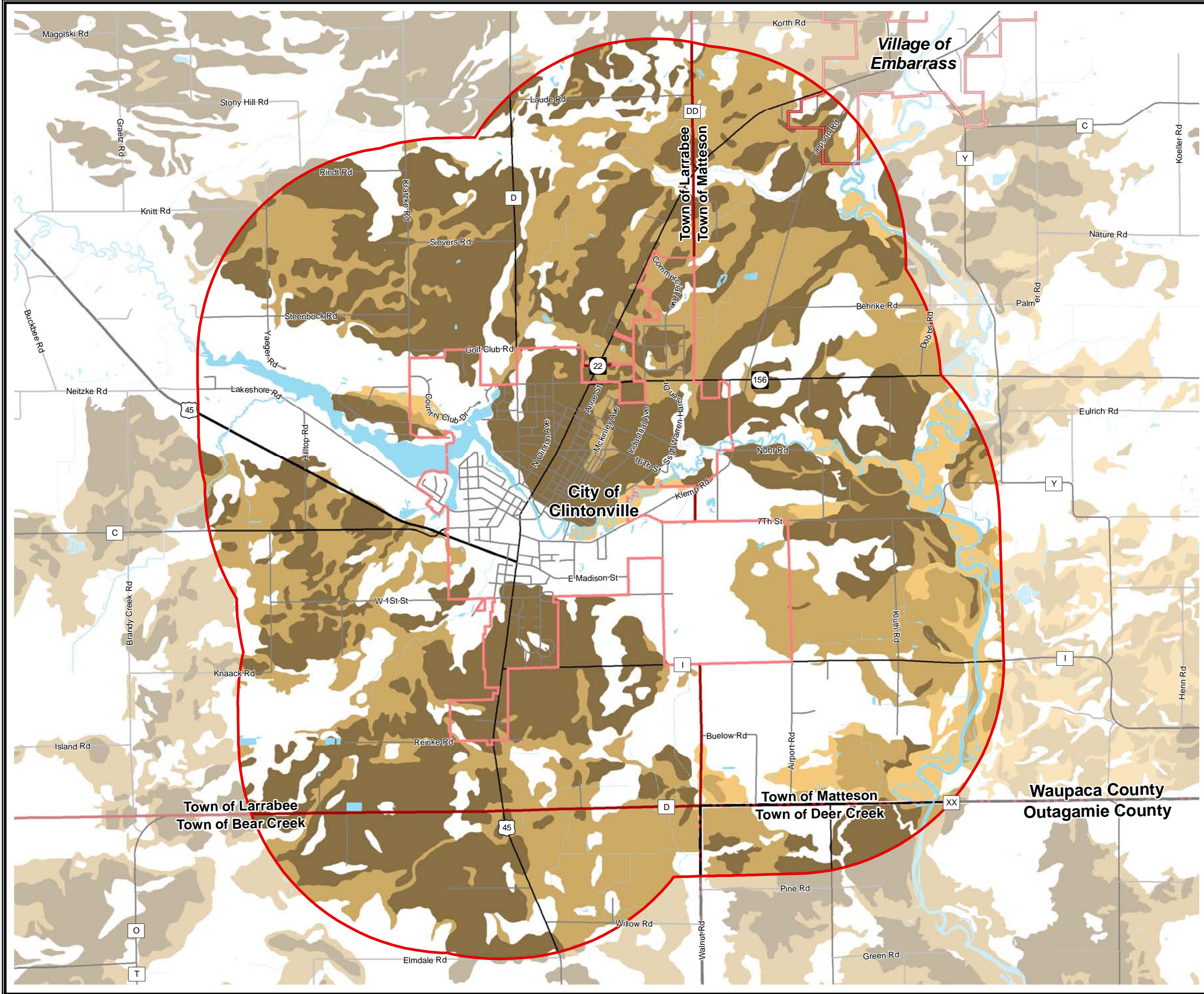
- Work with local economic development organizations to encourage the establishment of businesses in the City that support the agricultural economy (Source: Strategy ANC1).
- Review the zoning ordinance to determine limitations that might affect the siting of community gardens and other urban gardening uses (Source: Strategy ANC2).
- Encourage residential use of the community garden site (Source: Strategy ANC2).

- Consider a bee keeping ordinance (Source: Strategy ANC2).
- Work with WDNR, the Fox-Wolf Watershed Alliance staff and the Pigeon Lake Protection and Rehabilitation District to identify land use best management practices and the use of buffers to meet Total Maximum Daily Load (TMDL) goals (Source: Strategy ANC5).
- Utilize site planning and limits of disturbance regulations to protect natural resources and green space (Source: Strategy ANC3).
- Review ordinances to require landscaping/street trees for all developments (Source: Strategy ANC4).
- Ensure that current zoning provisions within the Conservancy District are adequate to protect important natural resource features (Source: Strategy ANC3).
- Compile an inventory of significant cultural and historical resources that can be used when reviewing development proposals (Source: Strategy ANC6).
- When reviewing development proposals utilize local expertise to identify historic sites and structures (Source: Strategy ANC6).
- Consider expanding cultural, artistic and entertainment opportunities in the downtown and community parks (Source: Strategy ANC7).

5.8 Agricultural, Natural, and Cultural Resources Programs

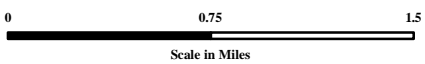
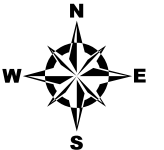
For descriptions of Agricultural, Natural, and Cultural Resources programs potentially available to the community, refer to Appendix E.

Map 5-1 City of Clintonville Prime Farmland



- All areas are prime farmland
- Prime farmland if drained
- Prime farmland if drained and either protected from flooding or not frequently flooded during the growing season
- Prime farmland if protected from flooding or not frequently flooded during the growing season
- Not Prime Farmland

Source:
Base data provided by Waupaca County 2018.
Soil data provided by NRCS-USDA Web Soil Survey (WSS), accessed 2013.

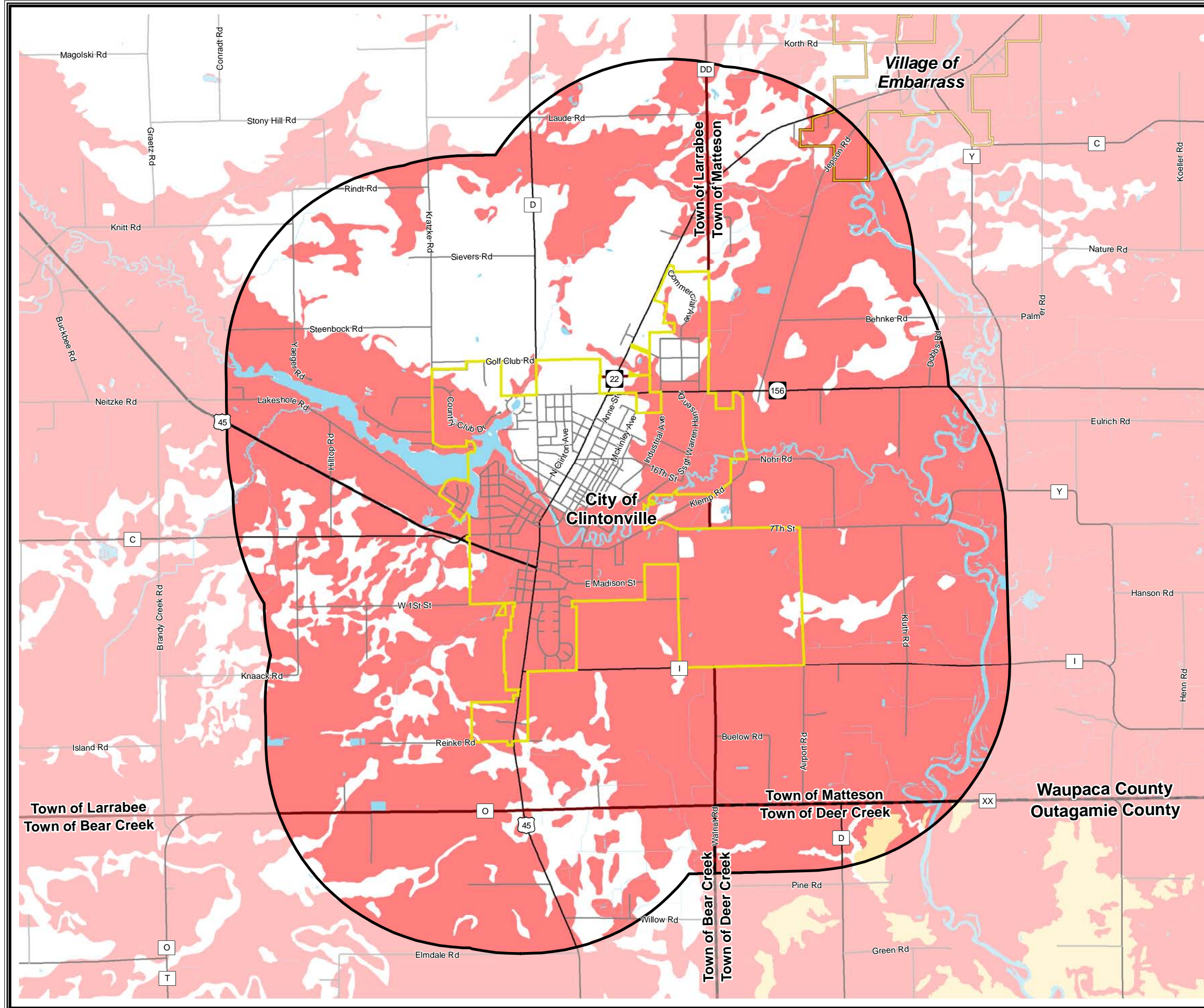


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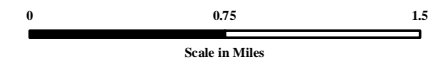
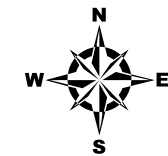


Map 5-2 City of Clintonville Soil Limitations For On-Site Waste Disposal



- Not limited
- Somewhat limited
- Very limited

Source:
Base data provided by Waupaca County 2018.
Soil data provided by NRCS-USDA Web Soil
Survey (WSS), accessed 2013.

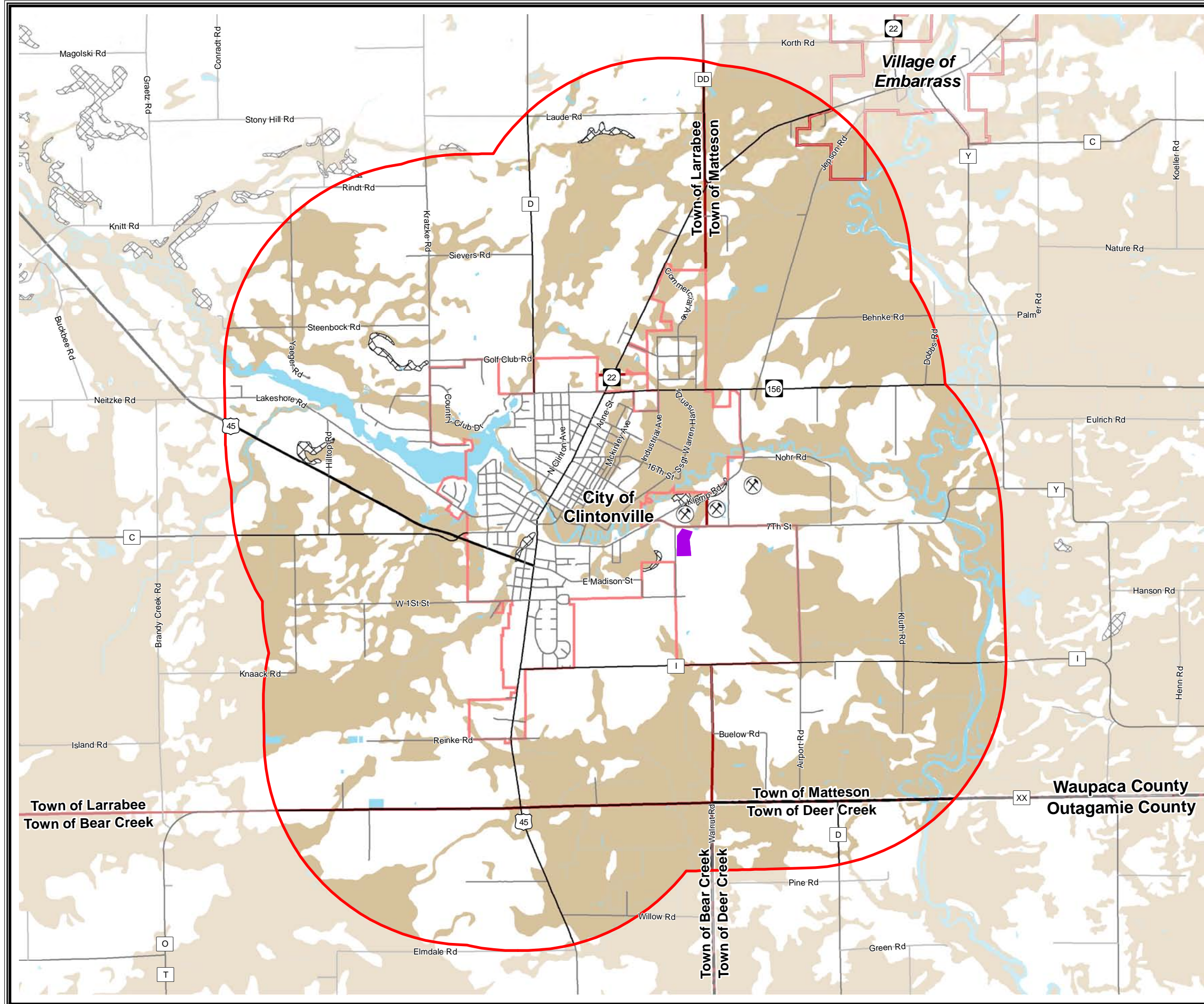




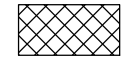

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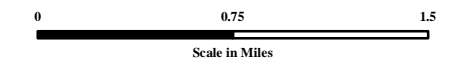
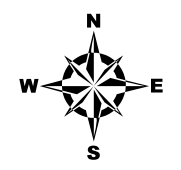


Map 5-3 City of Clintonville Soils



-  Quarries
-  Abandoned Landfills
-  Steep Slope (>12%)
-  High Groundwater (<2 Feet)

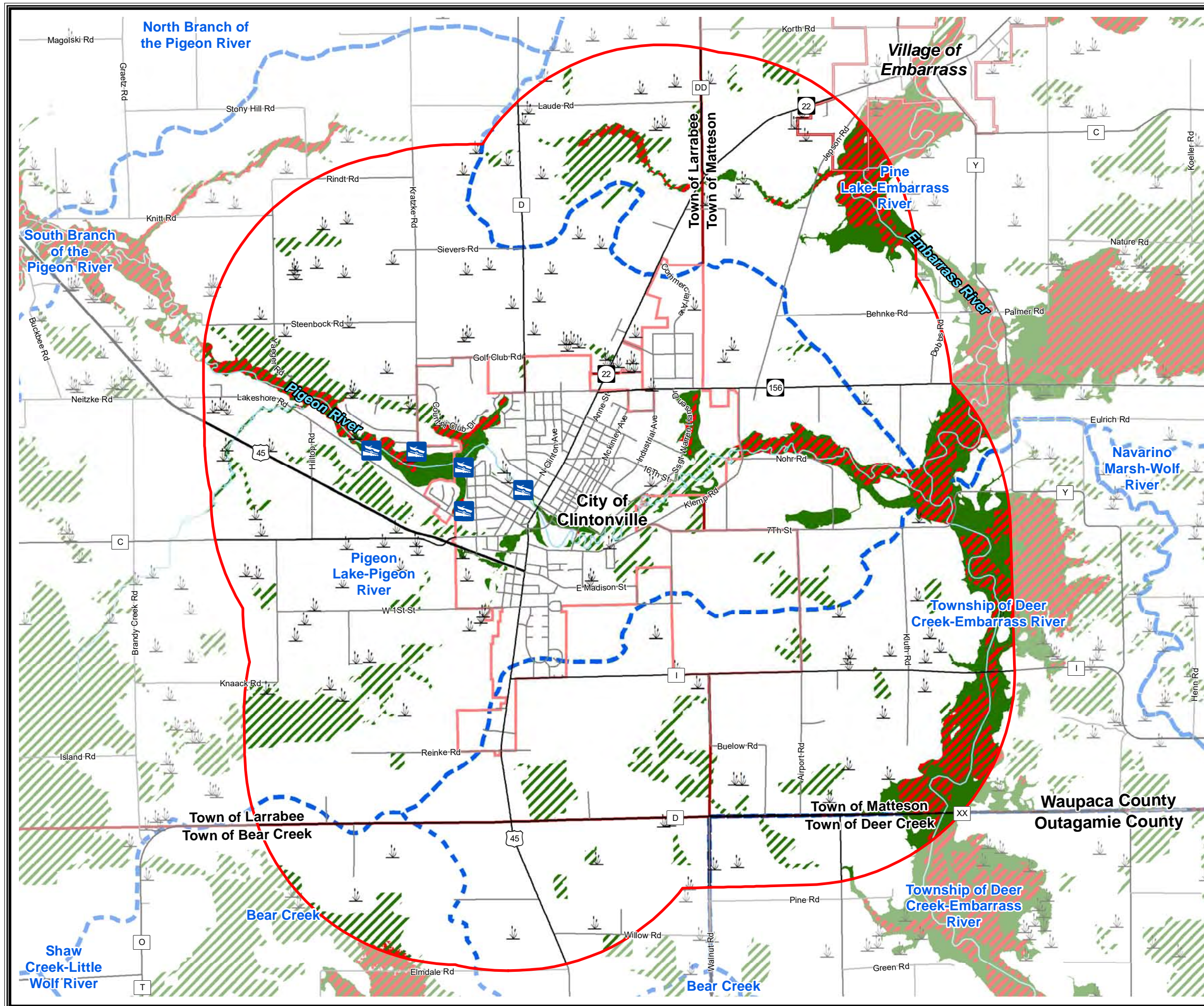
Source:
Soil data provided by NRCS-USDA Web Soil Survey (WSS), accessed 2013.
Base data provided by Waupaca County 2018.









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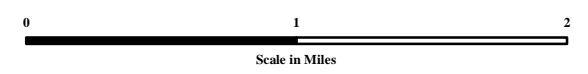
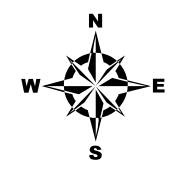
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Map 5-4 City of Clintonville Environmental - Water



-  Access Points
-  Wetlands (< 5 Acres)
-  Wetlands (≥ 5 Acres)
-  Floodplain & Wetland Combination
-  100 Year Floodplain
-  Subwatershed Boundary

Source:
 Base Data Waupaca County 2018.
 Wetland Data WDNR 2015.
 Floodplain Data FEMA 2010.
 Watershed Data Accessed WDNR 2015.
 Boat Landings Data WDNR, City of Clintonville
 Boat Facilities, and Pigeon Lake Protection and
 Rehabilitation Boat Landings.



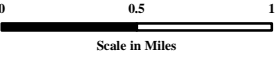
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Map 5-5 City of Clintonville Groundwater Recharge Potential

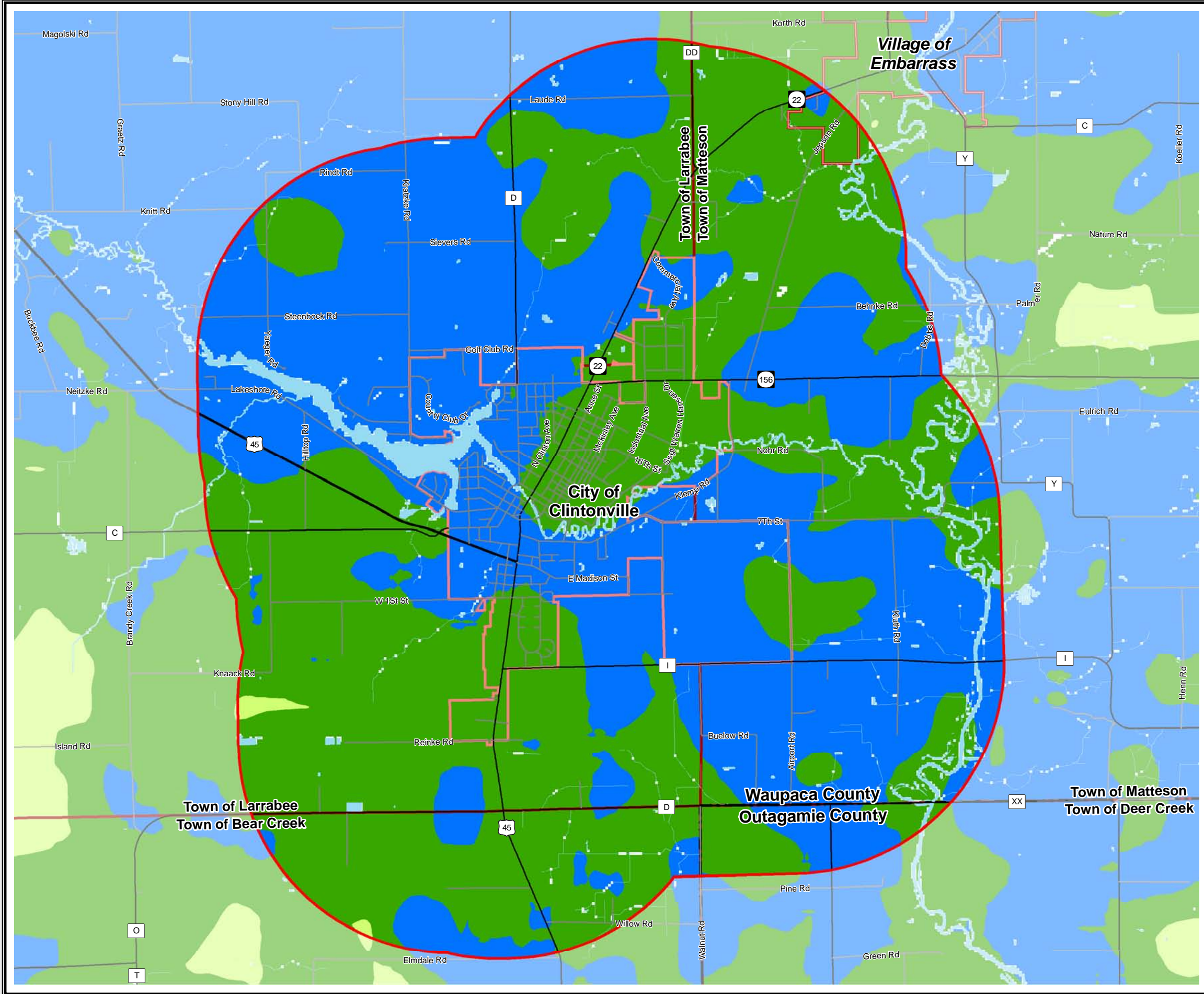
- Low Water Recharge Potential (0" - 2"/year)
- Medium Water Recharge Potential (2" - 4"/year)
- High Water Recharge Potential (4" - 8"/year)
- Very High Water Recharge Potential (> 8"/year)

Source:
Recharge data provided by Wisconsin Geological
and Natural History Survey 2012 - 2014
Base data provided by Fond du Lac County 2015.

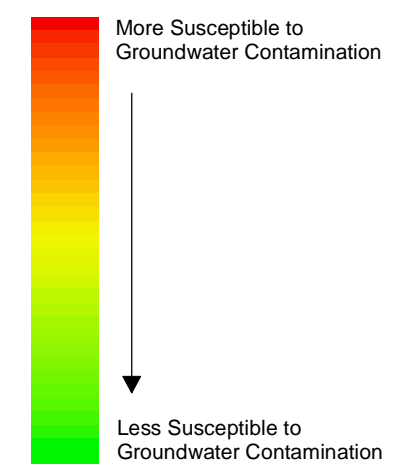
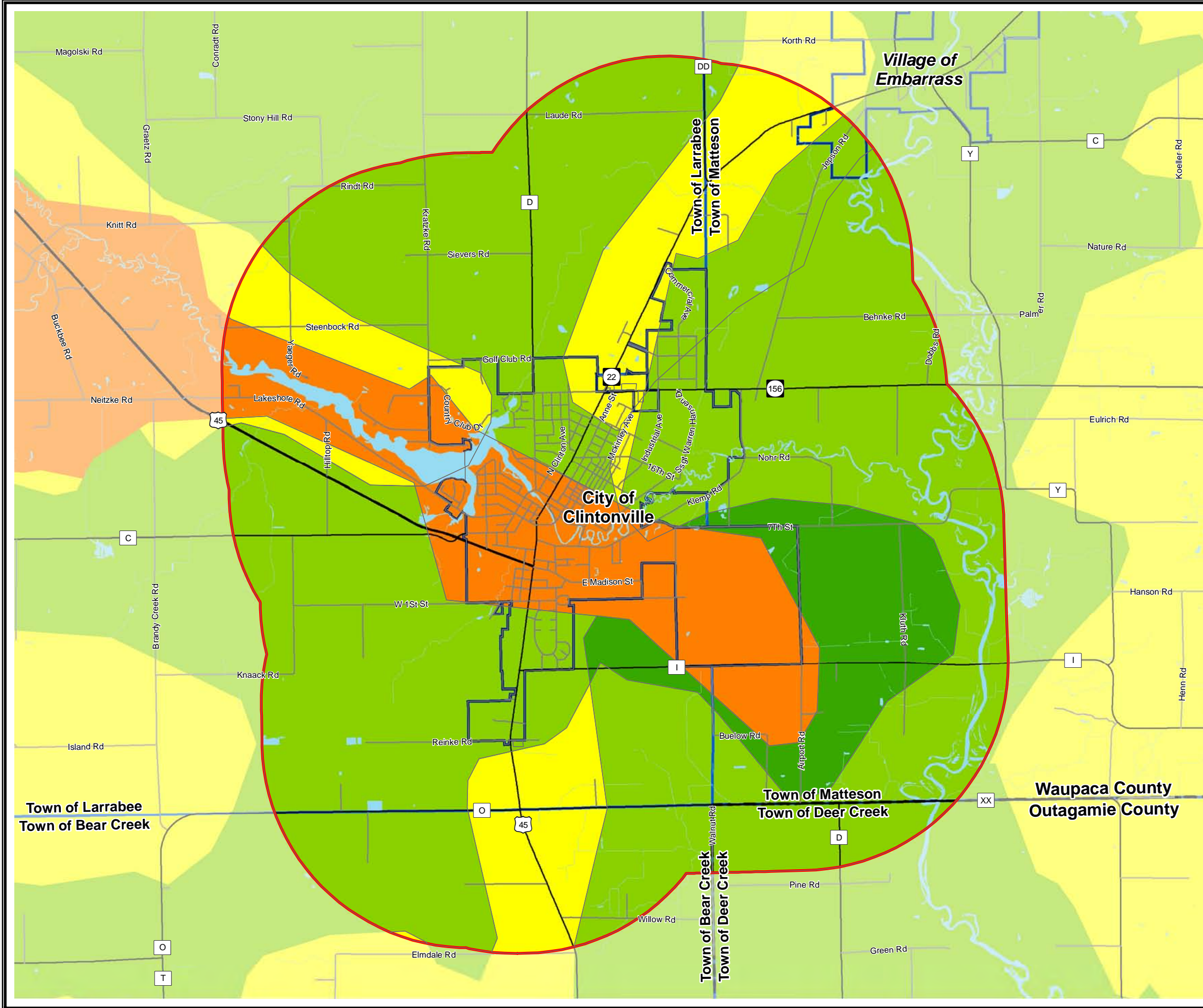


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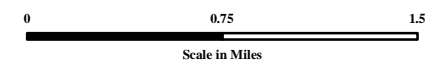
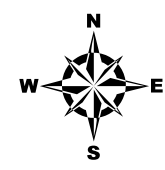
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Map 5-6 City of Clintonville Groundwater Susceptibility



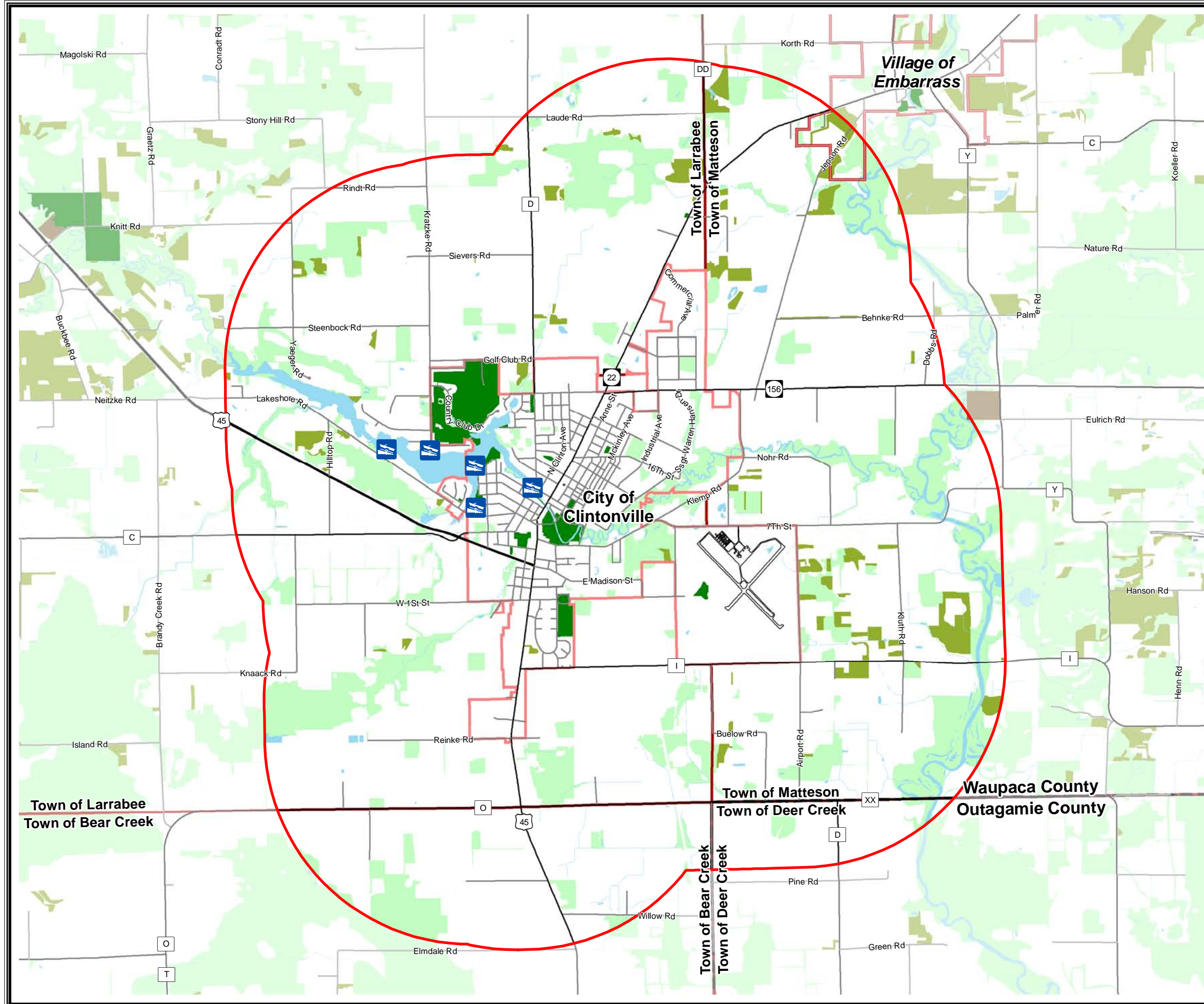
Source:
Soil data provided by NRCS-USDA Web Soil
Survey (WSS), accessed 2013.
Base data provided by Waupaca County 2018.



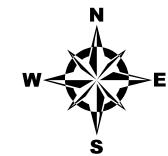
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Map 5-7 City of Clintonville Conservation



Source:
Woodland data provided by 2015 Waupaca County Land Use.
DNR Managed Lands data provided by
DNR endangered species data provided by WDNR 2014.
Base data provided by Waupaca County 2015.



0 0.75 1.5
Scale in Miles

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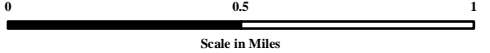
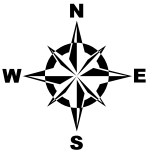


Map 5-8 City of Clintonville Cultural Resources

- Wisconsin Historical Marker
- Museum
- National Register
- Other Historic Place

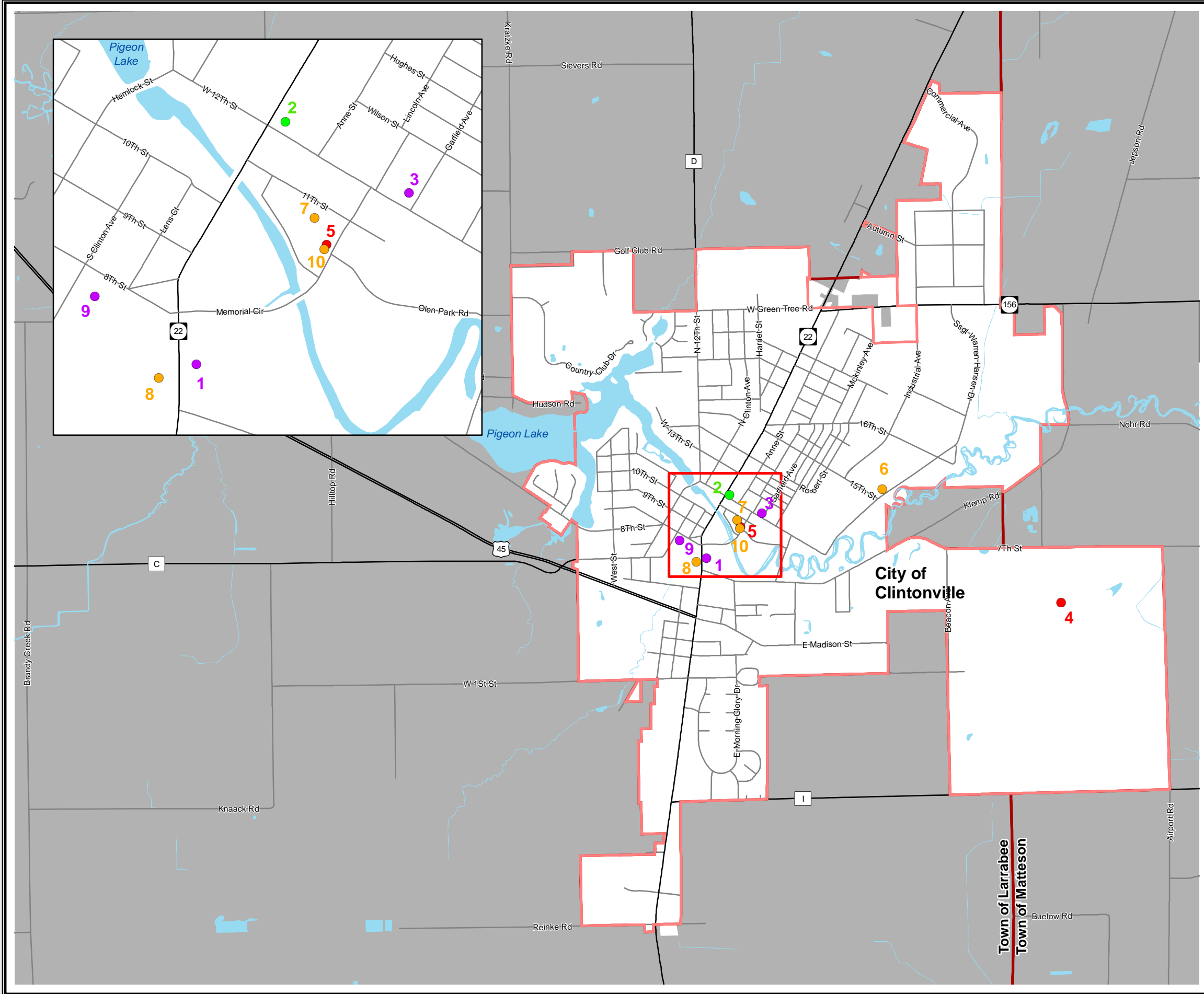
- 1) Finney Public Library
- 2) Clintonville Post Office
- 3) Old Armory
- 4) Birthplace of an Airline
- 5) Four Wheel Drive
- 6) Four Wheel Drive Museum
- 7) Pioneer Park
- 8) Museum on Main
- 9) Rexford Longfellow Elementary School
- 10) MachineShop

Source:
Base data: Waupaca County, 2017
National Register
Wisconsin Historical Society



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CHAPTER 6

ECONOMIC DEVELOPMENT

CHAPTER 6: ECONOMIC DEVELOPMENT

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CHAPTER 6: ECONOMIC DEVELOPMENT

6.1 Economic Development Plan

Economic development planning is the process, by which a community organizes, analyzes, plans, and then applies its energies to the tasks of improving the economic well-being and quality of life for those in the community. Issues and opportunities in the City of Clintonville related to economic development include enhancing the community's competitiveness for attracting and retaining businesses, downtown revitalization, creating a stronger identity for the downtown, creating housing opportunities in and near the downtown, positioning Clintonville as a preferred destination within the regional trade area, enhancing tourism opportunities by creating a regional entertainment and/or recreation destination, establishing commercial and industrial development policies, creating jobs, supporting business retention and expansion, increasing wages, enhancing worker training, and improving overall quality of life. All of these issues affect residents of the City of Clintonville and are addressed directly or indirectly in the comprehensive plan.

The reason to plan for economic development is straight-forward - economic development provides income for individuals, households, farms, businesses, and units of government. It requires working together to maintain a strong economy by creating and retaining desirable jobs which provide a good standard of living for individuals. Increased personal income and wealth increases the tax base, so a community can provide the level of services residents expect. A balanced, healthy economy is essential for community well-being. Well planned economic development expenditures are a community investment. They leverage new growth and redevelopment to improve the area. Influencing and investing in the process of economic development allows community members to determine future direction and guide appropriate types of development according to their values.

Successful plans for economic development acknowledge the importance of:

- Knowing the region's economic function in the global economy;
- Attracting a skilled and educated workforce;
- Investing in an infrastructure for innovation;
- Creating a great quality of life;
- Good quality schools;
- Pedestrian and bicycle infrastructure;
- Fostering an innovative business climate;
- Increased use of technology and cooperation to increase government efficiency; and
- Taking regional governance and collaboration seriously.

The City recently completed a Downtown Revitalization Plan. Eight goals were identified as part of this planning effort: (1) Provide easily accessible, clean, safe, attractive and welcoming downtown; (2) Support downtown businesses, organizations, residents and property owners; (3) Provide resources to support downtown businesses and property owners; (4) Enhance public infrastructure, historic buildings, parks and the Pigeon Riverwalk; (5) Create a stronger identity for downtown; (6) Expand housing opportunities in and near the downtown; (7) Position downtown Clintonville as a preferred destination within the regional trade area; (8) Develop an organizational framework and funding mechanisms to support plan implementation.

The community wants to maintain a positive growth of business and industry by balancing retention and expansion of existing business with entrepreneurial development and new business attraction efforts. The City currently has one Tax Incremental Finance (TIF) districts that are active within the City. TIF 8 which includes the industrial area and a new housing proposal on the northeast side of the City.

However, some lands north of the industrial park have been identified by the preferred land use plan (refer to the Land Use element) as desirable for eventual annexation. Depending on the site characteristics needed by a potential business development, additional lands might also become candidates for annexation in the future.

The City of Clintonville's plan for economic development also includes enhancing the local tax base by requiring quality design and appearance of future commercial and industrial development. The use of design review is a tool that can be used to help improve the aesthetic quality of the buildings and development sites and to help maintain the small town atmosphere that Clintonville resident's value. This can be achieved by developing design review procedures and standards. The City can then work with the proposed developments to gain improved building architecture, landscaping, lighting, signage, and other site design features that will maintain and enhance the character of the City.

6.2 Census

A significant amount of information was obtained from the U.S. Bureau of the Census. There are two methodologies for data collection employed by the Decennial Census and the American Community Survey (ACS). The ACS is an ongoing statistical survey by the U.S. Census Bureau representing a sample of the population over a period of time, differing from the Decennial U.S. Census where figures are based on actual counts during a point in time. ACS estimates are controlled to decennial population estimates and become less accurate over the decade, meaning estimates are only as accurate as the census count on which they are based.

ACS data can be used to draw conclusions, however, due to the limitations of these estimates, patterns can only be inferred through the data and consequently there is a larger margin of error (MOE). Small sample size increases the MOE, indicating inaccuracy and rendering the data unreliable. As a result, annual fluctuations in the ACS estimates are not meant to be interpreted as long-term trends and caution should be taken when drawing conclusions about small differences between two estimates because they may not be statistically different. It should also be noted when comparing ACS multi-year estimates with decennial census estimates, some areas and subjects must be compared with caution or not compared at all.

6.3 Labor Force and Employment Analysis

6.3.1 Labor Force

Labor force is defined as individuals currently with a job (the employed); and those without a job and actively looking for one (the unemployed). Labor force trends are one indicator of the economy's performance. Labor force trends can demonstrate the rate of growth of the labor force as well as the extent potential workers are able to find jobs. According to the 2012-2016 ACS 5-Year Estimates, 63.8 percent of the City of Clintonville's population 16 years old and older was in the civilian labor force (Table 6-1). This was slightly lower than Waupaca County's participation rate of 64.2 percent and the State of Wisconsin's participation rate of 66.9 percent.

In 2000, the City of Clintonville’s participation rate was approximately 58.0 percent. Between the two time periods, participation rates in the City of Clintonville increased by about 5.8 percent. However it should be noted that between 2000 and 2012-2016 the number of people age 16 is showing a decrease between these two time periods in the City. The opposite occurred in Waupaca County and the state.

Table 6-1: Population 16 Years Old and Older in Civilian Labor Force, 2000 and 2012-2016 ACS 5-Year Estimates

Jurisdiction	2000			2012-2016 5-Year Estimate					
	Total	In Labor Force		Total		In Labor Force			
		Number	Percent	Estimate	MOE +/-	Estimate	MOE +/-	Percent	MOE +/-
C. Clintonville	3,724	2,161	58.0%	3,615	130	2,307	191	63.8%	4.8%
Waupaca County	39,961	26,326	65.9%	42,354	97	27,186	365	64.2%	0.8%
Wisconsin	4,157,030	2,869,236	69.0%	4,603,725	1,267	3,079,765	5,688	66.9%	0.1%

Source: U.S. Census 2000, DP-3; 2012-2016 American Community Survey 5-Year Estimates, DP03

Unemployment

The unemployment rate is calculated by dividing the number of unemployed persons by the total civilian workforce. Although all jurisdictions (Table J-1 and J-2, Appendix J) experienced an increase in the total number of employed persons from 2000 to the 2012-2016 ACS 5-Year Estimates, only the City of Clintonville’s overall employment rate did not decrease. In 2000, 94 percent of the civilian labor force was employed in the City of Clintonville. This was slightly less than Waupaca County (96.4%) and the state (95.3%). By the 2012-2016 ACS 5-Year Estimates, 94.3 percent of the civilian labor force was employed in the City. In comparison, 95.5 percent were employed in Waupaca County and 94.5% were employed in the state.

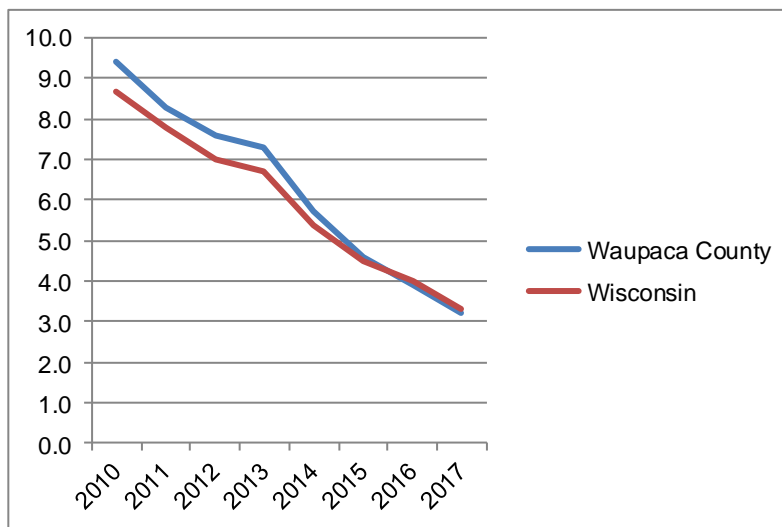
According to the 2012-2016 ACS 5-Year Estimates, about 96 percent (96.1%) of men and 93 percent of women (92.6%) were employed in the City of Clintonville. In comparison, about 96 percent of men (95.5%) and women (95.4%) in the civilian labor force were employed in Waupaca County. Slightly less, 94 percent of men and 95 percent of women were employed in the state. According to the Wisconsin Department of Workforce Development (DWD), overall unemployment rates have been declining in Waupaca County and Wisconsin since 2010 (Table 6-2 and Figure 6-1). Unemployment rates were higher in 2010 as a result of the 2008 recession, coined “The Great Recession”. Declining unemployment rates reflect a recovering economy and a tightening job market as Baby Boomers retire and businesses have difficulty finding qualified applicants to fill jobs. The latest information indicates that unemployment has fallen by 6.2 percent in Waupaca County since 2010 (9.4% in 2010 to 3.2% in 2017) and by 5.4 percent in Wisconsin (8.7% in 2010 to 3.3% in 2017).

Table 6-2: Annual Average Unemployment Rates, 2010-2017

	2010	2011	2012	2013	2014	2015	2016	2017
Waupaca County	9.4	8.3	7.6	7.3	5.7	4.6	3.9	3.2
Wisconsin	8.7	7.8	7.0	7	5.4	4.5	4.0	3.3

Source: WI Dept. of Workforce Development, Office of Economic Advisors, LAUS 2010-2017, Annual Average

Figure 6-1: Annual Average Unemployment Rates, 2010-2017



Source: WI Dept. of Workforce Development, Office of Economic Advisors, LAUS 2010-2017

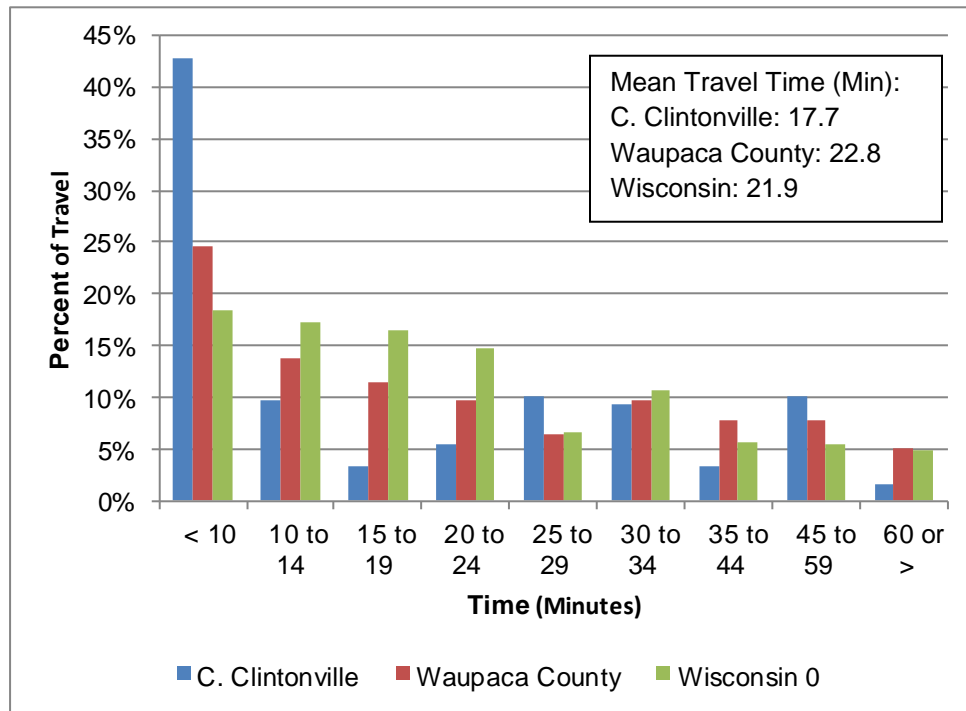
6.3.2 Commuting Patterns

Commuting patterns provide some indication of the distance residents have to travel to find employment. According to the 2012-2016 ACS 5-Year Estimates, the City's workforce traveled an average of 17.7 minutes to their workplace (Figure 6.2)¹. This was less than both the county (22.8 minutes) and the state (21.9 minutes). A closer look at the data indicates that about slightly less than 43 percent (42.7%) of City residents had commute times of less than 10 minutes and of this, a third had commute times of between 5 to 9 minutes, this is much greater than the county (24.5%/17.5%) and the state (17.6%/13.2%).

Average commute time decreased in the City of Clintonville, but increased in Waupaca County and Wisconsin between 2000 and the 2012-2016 ACS 5-Year Estimates (Table J-3 and Table J-4, Appendix J). In 2000, the mean travel time for City of Clintonville residents was 20.7 minutes or 3 minutes shorter than the 2012-2016 ACS 5-Year Estimates. At the same time, average commute times in Waupaca County increased by 1.8 minutes and the state 1.1 minutes between 2000 and the 2012-2016 ACS 5-Year Estimates.

¹ Figure 6-2 does not reflect travel time for workers who worked from home.

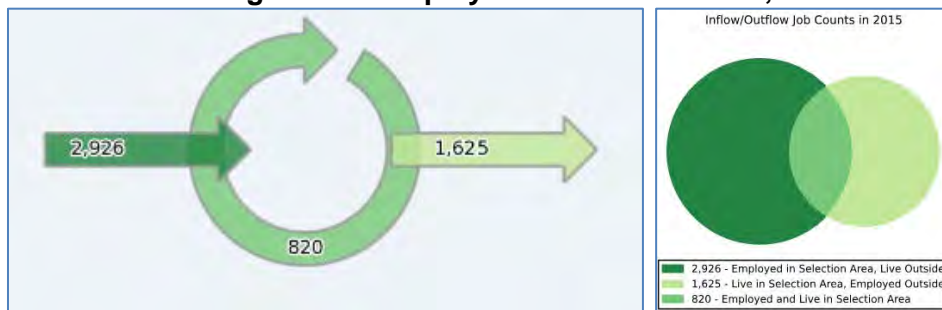
Figure 6-2: Percent of Travel Time to Work, 2012-2016 ACS 5-Year Estimates



Source: U.S. Census 2012-2016 ACS 5-Year Estimates, B08303, DP03
Note: Margin of Error Not Shown.

Analyzing journey to work data illustrates the interconnectedness of the City’s economy with communities throughout the Clintonville area and beyond. The U.S. Census, Center for Economic Studies “On the map” data² provides an analysis of workplace destinations at the census block level. In 2015, 2,926 people work in the City of Clintonville, but live outside; 1,625 people live within the City of Clintonville, but work outside the City; and 820 people live and work within the City (Figure 6-3).

Figure 6-3: Employment Inflow/Outflow, 2015



Source: <http://onthemap.ces.census.gov/>; All Jobs

Tables 6-3 and 6-4 illustrate where City of Clintonville residents work and where those who work in the City of Clintonville live. The top workplace destinations for City of Clintonville residents include the City of Clintonville (33.5%), the City of Marion (5.6%) the City of Shawano (4.5%) and the City of Appleton (4.0%), as depicted in Table 6-3. This corresponds to the large number

² <http://onthemap.ces.census.gov/>.

of people commuting less than 10 minutes to work, as reported in the 2012-2016 ACS 5-Year Estimates.

Table 6-3: Top 10 Places of Employment for City of Clintonville Residents, 2015

Rank	MCD	No. Workers	Percent
1	Clintonville city, WI	820	33.5%
2	Marion city, WI	136	5.6%
3	Shawano city, WI	110	4.5%
4	Appleton city, WI	97	4.0%
5	Green Bay city, WI	60	2.5%
6	Manawa city, WI	55	2.2%
7	New London city, WI	50	2.0%
8	Madison city, WI	48	2.0%
9	Neenah city, WI	44	1.8%
10	Milwaukee city, WI	43	1.8%
	Other	982	40.2%
	Total	2,445	100.0%

Source: <http://onthemap.ces.census.gov/>; All jobs, 2015

The top places of residence for persons working in the City of Clintonville include the City of Clintonville (21.9%), City of Shawano (5.5%), the City of Marion (3.9%) and the City of New London (2.2%) (Table 6-4).

Table 6-4: Top 10 Places of Residence for City of Clintonville Employees, 2015

Rank	MCD	No. Workers	Percent
1	Clintonville city, WI	820	21.9%
2	Shawano city, WI	206	5.5%
3	Marion city, WI	147	3.9%
4	New London city, WI	84	2.2%
5	Oshkosh city, WI	68	1.8%
6	Appleton city, WI	37	1.0%
7	Embarrass village, WI	32	0.9%
8	Green Bay city, WI	31	0.8%
9	Manawa city, WI	28	0.7%
10	Hortonville village, WI	27	0.7%
	Other	2,266	60.5%
	Total	3,746	100.0%

Source: <http://onthemap.ces.census.gov/>; All jobs, 2015

6.4 Economic Base Analysis

6.4.1 Employment

The composition and types of employment provide a snapshot of the City and area's economic base. Table J-5, Appendix J indicates that the top three occupations for City residents were Service Occupations (24.3%), Sales and Office Occupations (23.6%) and Production, Transportation, and Material Moving Occupations (27.6%)³. The top occupation at the county (25.8%) and state level (35%) were Management, Business and Science and Arts Occupations (25.3%). Other top occupations at the county level were Production, Transportation and Material Moving (24.7%) and Sales and Office (19.4%). At the state level the remaining two top occupations were Sales and Office (22.8%) and Service (17.0%).

The top three industry sectors for the City of Clintonville, Waupaca County and the state were the same, but in different order. Manufacturing⁴ was the top industry sector in the Clintonville and Waupaca County, employing about a quarter of the workers in the City (24.9%) and the county (27.9%) and but less than a fifth of state workers (18.4%)(Table J-6, Appendix J). Whereas Educational, Health and Social Services sector was the top industry sector in the state, employing about a quarter of the workers (23.3%). This industry sector employed about a fifth of the workers in the City (21.9%) and the county (20.6%). The third top industry sector in all jurisdictions was Retail Trade, employing around 10 percent of workers in the City (12.3%), the county (8.8%) and the state (11.4%).

Local Employers

Table J-7, Appendix J lists the top 20 employers with facilities located in The City of Clintonville. Seven of the top eight employers are in manufacturing: Creative Converting, Walker Forge, Inc., Seagrave Fire Apparatus, LLC, Specialized Products Limited, Schutt Industries, and H & S Manufacturing.

6.4.2 Income and Education

The U.S. Census Bureau reports that an individual with a bachelor's degree can expect to earn \$2.1 million over the course of a career, nearly double what the expected earnings are for a high school graduate. The results of the Census Bureau's study demonstrate that there is a definite link between earning potential and education.

Income Levels

Income includes both earned and unearned income. Earned income includes money earned through wages, salaries, and net self-employment income (including farm income). Unearned income includes money from interest, dividends, rent, Social Security, retirement income, disability income, and welfare payments.⁵ According to the 2012-2016 American Community Survey, the majority, approximately 70.8 percent (+/-6.8%), of households derive income from earnings in the City of Clintonville. This is reflective of the percent (18.9%) of City population in the age 65 or older age cohort⁶. Since a somewhat large percentage of Clintonville's household

³ U.S. Census 2012-2016 ACS 5-Year Estimates, DP03.

⁴ U.S. Census 2012-2016 ACS 5-Year Estimates, DP03.

⁵ U.S. Census Bureau.

⁶ Table 2-4.

income is from earnings, access to employment opportunities is a strong determinant in meeting the income needs of the residents. More than a third of households utilize social security income (39.3%/+/-6.0%) and about 20 percent rely on retirement income (18.3%/+/-5.3%). As a result, the average (mean) household income (\$49,457+/- \$6,551) is less than the average (mean) earnings per household (\$51,805 +/- \$7,773).

Three commonly used income measures are median household income, median family income and per capita income. Median income is derived by examining the entire income distribution and calculating the point where one-half of the incomes fall below that point, the median, and one-half above that point. For households and families, the median income is based on the total number of households or families, including those with no income.

The City of Clintonville's median household income in 1999 was \$33,947; this was significantly lower than both Waupaca County's median household income of \$40,910 and the State of Wisconsin's median household income of \$43,791 (Table 6-5). Although the median household income for all jurisdictions increased between 1999 and 2012-2016, the City of Clintonville's median household income only grew by about 6 percent, while Waupaca County (28%) and Wisconsin (25%) had an increase of over 24 percent.

Table 6-5: Comparative Income Characteristics, 1999 and 2012-2016 ACS 5-Year Estimates

	Median HH Income			Median Family Income			Per Capita Income		
	1999	2012-2016 5-Yr Est.		1999	2012-2016 5-Yr Est.		1999	2012-2016 5-Yr Est.	
		Estimate	MOE +/-		Estimate	MOE +/-		Estimate	MOE +/-
C. Clintonville	\$33,947	\$36,064	\$4,866	\$40,602	\$49,405	\$14,780	\$16,353	\$21,877	\$3,020
Waupaca County	\$40,910	\$52,441	\$1,743	\$48,837	\$64,435	\$2,023	\$18,664	\$28,145	\$1,079
Wisconsin	\$43,791	\$54,610	\$201	\$52,911	\$69,925	\$300	\$21,271	\$29,253	\$114

Source: U.S. Census 2000, DP-3, 2012-2016 American Community Survey 5-Yr Estimate, DP03

The median family income also increased for all three jurisdictions. The City of Clintonville's median family income (22%) increased at a significantly lower rate than at the state (32%) and the county level (32%). According to the 2012-2016 ACS 5-Year Estimates, the City of Clintonville's median family income was \$49,405, which was a significant increase from the 1999 median family income of \$40,602.

As depicted in Table 6-5, the City of Clintonville had a lower median household income, median family income and per capita income than the state and county in both time frames. The per capita income in the City of Clintonville in 2012-2016 was \$21,877, an increase of about 33.8 percent.

Poverty Status

The poverty level is determined by the U.S. Census Bureau based on current cost of living estimates adjusted for household size. In 2000, the poverty threshold for a family of four with two children was a household income of \$17,463. By 2010, the poverty threshold for a family of four with two children had increased to \$22,113⁷.

⁷ U.S. Census Bureau, 2000 and 2010 Poverty Thresholds.

According to the American Community Survey 5 Year Estimates, in 2012-2016, 12.6 percent (+/-6.4%) of the City of Clintonville’s population was living below the poverty line (Table 6-6). This is more than Waupaca County (10.6%+/-1.1%) and about the same as the State of Wisconsin (12.7%+/-0.2%). Between 1999 and 2012-2016, the percentage of people living below the poverty line increased for all jurisdictions. In 1999, 9.5 percent of the City’s residents were living below the poverty line, while 6.8 percent of Waupaca County residents and 8.7 percent of State of Wisconsin residents were also living below the poverty line.

Table 6-6: Poverty Status, Total Persons, 1999 and 2012-2016 ACS 5-Year Estimates

	Total Persons			Total Persons Below Poverty Level					
	1999	2012-2016 5-Yr Est.		1999		2012-2016 5-Yr Est.			
	No.	Estimate	MOE +/-	No.	Percent	Estimate	MOE +/-	Percent	MOE +/-
City of Clintonville	4,660	4,368	105	445	9.5%	550	281	12.6%	6.4%
Waupaca County	49,821	50,243	308	3,366	6.8%	5,327	561	10.6%	1.1%
Wisconsin	5,211,603	5,603,274	1,202	451,538	8.7%	713,472	9,496	12.7%	0.2%

Source: U.S. Census 2000 QT-P34, SF 3, 2012-2016 American Community Survey 5-Yr Estimate, S1701

Approximately 4.5 percent (+/-4.6%) of families lived below the poverty level in the City of Clintonville, according to the 2012-2016 American Community Survey 5-Year Estimates (Table 6-7). This was less than the share of families in Waupaca County (7.5%+/-1.1%) and Wisconsin (8.5%+/-0.2%). Between 1999 and 2012-2016, the percentage of families living below the poverty level declined in the City, but increased in Waupaca County and the state. In 1999, 7.4 percent of families lived below the poverty level in the City of Clintonville compared to 4.7 percent of the families living in Waupaca County and 5.6 percent of the families living in Wisconsin.

Table 6-7: Poverty Status, Total Families, 1999 and 2012-2016 ACS 5-Year Estimates

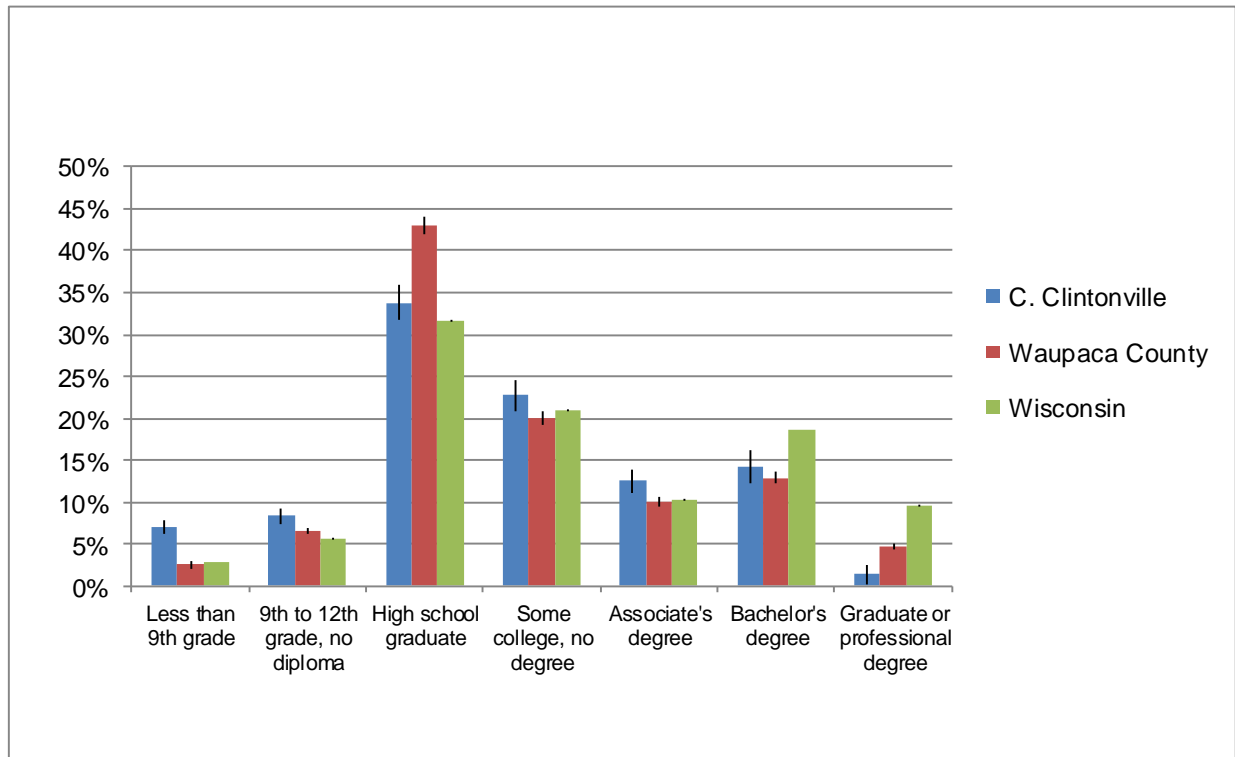
	Total Families			Total Families Below Poverty Level			
	1999	2012-2016 5-Yr Est.		1999		2012-2016 5-Yr Est.	
	No.	Estimate	MOE +/-	No.	Percent	Percent	MOE +/-
City of Clintonville	1,284	1,148	97	95	7.4%	4.5%	4.6%
Waupaca County	13,994	13,883	331	660	4.7%	7.5%	1.1%
Wisconsin	1,395,037	1,471,314	5,001	78,188	5.6%	8.5%	0.2%

Source: U.S. Census 2000 QT-P35, SF 3, 2012-2016 American Community Survey 5-Yr Estimate, S1702

Educational Attainment

The 2012-2016 American Community Survey 5-Year Estimates, as depicted in Figure 6-4 and shown in Appendix J, Table J-8, indicate that the City of Clintonville had a slightly lower percentage of residents age 25 or older who graduated from high school or higher (84.7%) than the county (90.9%) and the state (91.4%). In addition, the City has a significantly smaller share of residents who hold a bachelor degree or higher, when compared to the state and slightly smaller when compared to the county. Approximately 16 percent (15.6%) of City residents hold a bachelor degree or higher compared to 17.7 percent of county residents and 28.4 percent of state residents.

Figure 6-4: Percent Educational Attainment, 2012-2016 ACS 5-Year Estimates



Source: U.S. Census, 2012-2016 American Community Survey 5-Year Estimates, DP02

Between 2000 and the 2012-2016 5-Year Estimates, the percentage of high school graduates or higher, and the percentage of residents receiving a bachelor degree or higher, increased in all jurisdictions (Table 6-8). While the share of City residents who are high school graduates or higher increased by 8.2 percent between 2000 (76.5%) and the 2012-2016 5 Year Estimates (84.7%), the segment who are high school graduates or higher continues to lag behind the state and county.

Table 6-8: Graduation Rates, 2000 and 2012-2016 ACS 5-Year Estimates

	Percent High School Graduate or Higher				Percent Bachelor's Degree or Higher			
	2000	2012-2016 5-Yr Est.		Percent Change, 2000 to 2012-2016	2000	2012-2016 5-Yr Est.		Percent Change, 2000 to 2012-2016
	Number	Estimate	MOE +/-		Number	Estimate	MOE +/-	
C. Clintonville	76.5%	84.7%	5.9%	8.2%	13.5%	15.6%	5.7%	2.1%
Waupaca County	82.7%	90.9%	0.7%	8.2%	14.8%	17.7%	1.0%	2.9%
Wisconsin	85.1%	91.4%	0.1%	6.3%	22.4%	28.4%	0.2%	6.0%

Source: U.S. Census 2000; 2012-2016 American Community Survey 5-Year Estimates, DP02

6.4.3 Business and Commercial Districts and Corridors

The City of Clintonville has an established business district and commercial corridor (Map 6-1).

Downtown Clintonville Business District

Downtown Clintonville is and historically has been the central business district for the City. This district is generally defined as extending along Main Street (State Route 22) from the Highway 45 intersection north to 13th Street (Map 6-1). It includes a combination of highway-oriented and traditional commercial buildings and is generally a single lot deep along the east side of Main Street, except from 11th to 12th Street. The downtown business district is divided into three different character zones: Northern Entrance, Core Downtown District and Southern Entrance⁸.

Northern Entrance (12th Street to 13th Street)

This is the northern entrance to the downtown. Land uses transition from residential to a mix of commercial and institutional uses towards the core downtown area. Large surface parking lots are evident along Main Street.

Core Downtown District (8th Street to 12th Street)

One and two-story, early 20th Century commercial vernacular buildings comprise this section of the downtown area. Many of the historic building have been significantly altered from their original design. While some facades need improvement, others are in relatively good shape. The downtown core feels like a traditional downtown and provides the opportunity to park once and visit several stores, bars and restaurants. Nice trees, decorative lighting and seasonal flower baskets provide a pleasant streetscape. Portions lack charm and the downtown is not adequately defined in any manner. The Pigeon River is a tremendous natural asset in the heart of the downtown. Olen Park, another natural asset is hidden from Main Street. The best redevelopment opportunity exists at the location of the former mercantile building south of 11th Street.

Southern Entrance (USH 45 to 8th Street)

Large parking lots and diffuse commercial land uses makes this area more auto oriented. Nice trees, decorative lighting and seasonal flower baskets make for a pleasant streetscape. A few properties are in need of maintenance and repair. Two primary areas for redevelopment are

⁸Clintonville Downtown Revitalization Plan.

present: one adjacent to Walgreens on the east side of USH 45, just north of E. 3rd Street, and the other on the west side of USH 45, bordered by W. 4th Street on the south and Modoc Street to the west.

A number of events, including a weekly farmers market draw people to the downtown area during summer months.

South Main Street Commercial Corridor

The South Main Street Commercial Corridor essentially includes the area along South Main Street from 1st Street to Reinke Road (Map 6-1). This district caters to the automobile, as most development is on larger lots. The City sidewalk network ends at 1st Street, which limits pedestrian and bicycle access. A short length of off-road paved trail is located on the east side of Main Street from CTH I to Reinke Road. Currently, this paved trail doesn't connect to any other trail network. The South Main Street Commercial Corridor is a mixture of retail, restaurant/fast food, grocery store, health care provider, gas station and educational institution.

6.4.4 Industrial Parks

The North Clintonville Industrial Park is located north of STH 156 in a triangular area on the northeast side of the City (Map 6-1). This park encompasses approximately 127 acres, of which roughly 6 parcels or 46 acres are available for development. Public sewer and water are available.

6.4.5 Other Industrial Lands

Immediately south of the North Clintonville Industrial Park is an area of concentrated industrial land uses. This area is generally bordered by Sargent Warren Hanson Drive on the east, Green Tree Road West on the north, Industrial Avenue on the east and E. 12th Street on the south. This area contains two undeveloped parcels totally about 6 acres, as well as a number of parcels that present redevelopment opportunities.

6.4.6 Tax Incremental Financing District

Tax Incremental Financing (TIF) is a powerful economic development tool municipalities use to promote economic growth. A Tax Incremental District (TID) is created by a municipality as a way to promote tax base expansion. It allows a municipality to capture gross property tax revenues from new development within a defined area to pay for improvements within that area. When a TID is created, the existing value of the district is frozen. Any new value generated in the district or the increment is used to support the district for things such as infrastructure, land acquisition, development incentives, etc. The City of Clintonville has two active TIDs (Map 6-1).

TID No. 8 was created in 2018 to support development in the industrial area along Industrial Avenue. It is expected to generate \$2.25 million through its life (anticipated closure date of 2038).

TID No. 9 was created in 2018 to support development in the Clintonville Industrial Park. It is expected to generate 6 million through its life (anticipated closure date of 2038).

6.4.7 Employment Forecast

Employment forecasts for City of Clintonville were developed utilizing Economic Modeling Specialists International's (EMSI) Analyst program. Projections indicate that overall employment will increase by about four percent in City between 2018 and 2028 (Table J-9, Appendix J). The largest industry in Clintonville in 2028 will be Manufacturing (1,978 jobs or 48% of total employment), followed by Government (514 jobs or 12.5% of total employment). Industries experiencing the largest growth will occur within Manufacturing⁹ (183 jobs, 10%), Health Care and Social Assistance (32 jobs, 8%), and Administrative and Support and Waste Management and Remediation Services (16 jobs, 27%). Industries expected to see decreases include Construction (loss of 15 jobs, -26%), Transportation and Warehousing (loss of 21 jobs, 19%), Information (Loss of 11 jobs, 28%) and Accommodation and Food Services (loss of 20 jobs, 8%).

6.4.8 Location Quotient Analysis

A location quotient identifies how local industries compare to the national and/or state average. They are often used to suggest importing and exporting industries. An exporting industry not only meets the local demand for its products but also produces enough to sell outside the region. An importing industry, on the other hand, is one in which production levels are insufficient to meet local demand. A location quotient of greater than 1.0 indicates that the economy is self-sufficient, and may even be exporting the good or service. (Generally a location quotient of greater than 1.25 almost certainly identifies an exporting industry.) A location quotient of less than 1.0 suggests that the region is likely to be an importing industry. (Generally a location quotient of less than 0.75 indicates an importing industry.)

A location quotient analysis was done for the City of Clintonville compared to the nation for 2018 and 2028 (Table J-9, Appendix J). Using the general rule of thumb for exporting industries, Clintonville is an exporter of Manufacturing (5.84/6.76) only. It is an importer of remaining industry sectors including Construction (0.27/0.19), Wholesale Trade (0.27/0.19), Retail Trade (0.85/0.81), Transportation and Warehousing (0.80/0.62), Educational Services (0.71/0.62), Health Care and Social Assistance (0.83/0.79) and Government (0.85/0.86).

When reviewing location quotient information, one should look for relationships between industries with high location quotients and other sectors of the local economy. Remember that local imports matter, a high location quotient ignores the possibility that businesses import the same type of goods that appear to be an export. While location quotients provide a feel for important sectors of the economy, you may want to consider future inquiries with local employers about how their businesses are doing over time.

6.5 Economic Development Strategy and Assessment

A variety of factors influence the economic climate of the City of Clintonville, learning what the City's strengths and weaknesses are will help the City build upon its assets and develop strategies to overcome its challenges.

⁹ Manufacturing is expected to add the largest number of jobs; 183.

6.5.1 Strengths and Weaknesses

By developing a set of strengths and weaknesses, the City of Clintonville is better prepared to develop an economic development strategy. These strengths and weaknesses are listed below.

Strengths

- Natural Resources, open spaces and recreational opportunities
- Elementary and Secondary Schools
- Industrial Park and Industrial area
- USH 45 and STH 22
- Municipal Airport
- Local Fox Valley Technical College Campus
- Fox Valley Workforce Development
- Clintonville Area Chamber of Commerce
- Waupaca County Economic Development Corporation
- Clintonville Industrial Development Corporation
- Skilled and Experienced Workforce
- Sewer and Water Infrastructure
- Municipal Electric Utility
- Electric and Gas Infrastructure
- Communications Infrastructure
- Low crime rate
- Low cost of living
- Wisconsin Economic Development Corporation Programs
- Wisconsin Department of Transportation Programs
- Regional and Local Financial Institutions
- Revolving Loan Funds (Waupaca County)
- Tax Incremental Finance Districts
- Manufacturing Industry
- Agricultural base to support agricultural industry
- Relationship between City and chamber
- Relationship between City and school district

Weaknesses

- Lack of Population Diversity
- Lack of Business Diversity
- Risk Averse Nature of Residents
- Lack of Capital/Financial Network for Entrepreneurs
- Perception of Tax Climate
- Lack of Collaborative Efforts Between Governments
- Small Percentage of Workforce with Bachelors or Graduate Degrees
- Corporate Headquarters Located Outside County/Region for Several Major Employers
- Aging Workforce
- Business attraction
- Lack of public transportation
- Quality/condition of available housing

- Deteriorating infrastructure
- Pedestrian/bicycle off-road trails/connectivity
- Tourism

6.5.2 Economic Development Focus

A number of issues and opportunities were identified throughout the public participation process, collection of background information and through a review of other documents. The following is a list of areas that the City should focus on:

- Promote and enhance the downtown business district;
- Provide and support a range of economic development activities to encourage retail, commercial and industrial growth;
- Enhance community and neighborhood identity;
- Support entrepreneurial programs;
- Support existing business and new businesses that complement existing businesses and the City's vision; and
- Expand the workforce.

6.5.3 Future Sites for Business and Industry

Locations for future business and industrial development are shown on Map 8-2. Industrial development is currently occurring in the industrial area on the City's east side and in the City's North Clintonville Industrial Park. Limited infill exists within the City's industrial area, while a number of vacant parcels are available in the North Clintonville Industrial Park. Besides the downtown and South Main Street corridor, two other areas have been identified for future commercial development. These areas are adjacent to the North Clintonville Industrial Park and on the City's west side near USH 45.

Brownfield Redevelopment. Brownfields are sites where development or redevelopment is complicated by real or perceived hazardous substances, pollutants, or contamination. Knowing the location of brownfields and the extent of pollution greatly improves the likelihood that these sites will be redeveloped. The Wisconsin Department of Natural Resources Remediation and Redevelopment (RR) Program oversees the investigation and cleanup of environmental contamination and the redevelopment of contaminated properties. The RR Sites Map includes, but is not limited to the following environmental data:

- completed and ongoing investigations and cleanups of contaminated soil and/or groundwater;
- public registry of sites with residual soil or groundwater contamination, or where continuing obligations have been put in place;
- cleanup of sites under the federal Superfund (CERCLA) statute;
- liability exemptions and clarifications at contaminated properties (i.e. brownfields); and
- DNR funding assistance.

The status of cleanup actions for sites in the RR Sites Map is tracked via the Bureau of Remediation and Redevelopment Tracking System (BRRTS).

The Wisconsin Department of Natural Resources Bureau for Remediation and Redevelopment maintains a listing of brownfields and contaminated sites. This website lists 110 entries for the Clintonville, classified in the following five categories: Leaking Underground Storage Tank (LUST), Environmental Repair (ERP), Spills (SPILL), General Property Information (GP) and No Action Required by RR Program (NAR) (Table J-10, Appendix J). The City's entries and corresponding categories are described in further detail below:

- There were 26 Leaking Underground Storage Tanks (LUST) listed for Clintonville. The WDNR defines LUST sites as having “contaminated soil and/or groundwater with petroleum, which includes toxic and cancer causing substances.” All but one LUST sites listed within the directory are closed. The one open LUST site is: 100 Block N. Main Row Lust - WIDOT 100 Block N Main.
- There were 17 Environmental Repair sites (ERP) listed for Clintonville. The WDNR defines ERPs as “sites other than LUSTs that have contaminated soil and/or groundwater. Examples include industrial spills (or dumping) that need long term investigation, buried containers of hazardous substances, and closed landfills that have cause contamination.” All ERP sites are listed as closed.
- There was one General Property Information (GP) site listed for Clintonville. This activity type consists of records of various milestones related to liability exemptions, liability clarifications, and cleanup agreements that have been approved by the DNR to clarify the legal status of the property. Wisconsin Clock Factory Cleanup at 70 E. 7th Street is listed as a GP.
- There were 37 Spill (SPILL) sites listed for Clintonville. The WDNR defines SPILLS as a discharge of a hazardous substance that may adversely impact, or threaten to impact public health, welfare or the environment. Spills are usually cleaned up quickly. All SPILL sites are listed as closed.
- There were 29 No Action Required (NAR) by RR Program (RR) sites listed for Clintonville. The WDNR has determined that there was, or may have been, a discharge to the environment and, based on the known information, the DNR has determined that the responsible party does not need to undertake an investigation or cleanup in response to that discharge.

The City of Clintonville could complete and maintain an inventory of existing vacant buildings and land identified as “Brownfields”. This information could be used to encourage infill development and redevelopment opportunities that take advantage of existing infrastructure and services and removes blight created by vacant and dilapidated buildings and parcels. Once identified, the City could utilize state and federal programs to further study, clean, and redevelop these Brownfields.

6.6 Economic Development Strategies

While this comprehensive plan is divided into nine elements, in reality, community planning issues are not confined to these divisions. Planning issues will cross these element boundaries. Because this is the case, the policies and recommendations of this plan were considered by the City of Clintonville in the light of overall implementation strategies. These strategies are cited as

sources for many of the policies and recommendations found within the elements. The letter(s) in the front of the strategy corresponds to the element, for example, housing is represented with an H, transportation a T, agricultural, natural and cultural resources with an ANC, utilities and community facilities with an UCF, economic development with an ED, intergovernmental cooperation with an IC and land use with a LU. The following implementation strategies were identified during the planning process for economic development.

- ED1. Promote and enhance the downtown business district
- ED2. Provide and support a range of economic development activities to encourage retail, commercial and industrial growth
- ED3. Enhance community and neighborhood identity
- ED4. Support entrepreneurial programs
- ED5. Support existing business and new businesses that complement existing businesses and the City's vision
- ED6. Expand the workforce

6.7 Economic Development Goals and Objectives

Community goals are broad, value-based statements expressing public preferences for the long term (20 years or more). They specifically address key issues, opportunities, and problems that affect the community. Objectives are more specific than goals and are more measurable statements usually attainable through direct action and implementation of plan recommendations. The accomplishment of objectives contributes to fulfillment of the goal.

The City should work to implement the goals in the *Clintonville Downtown Revitalization Plan*, dated May, 2018. It is important to note that this section incorporates not only the goals identified in the Downtown Revitalization Plan, but a broader more encompassing look at economic development for the entire City.

Goal 1 Provide an easily accessible, clean, safe, attractive, welcoming downtown for residents and visitors to enjoy.

Objectives

- 1.a. Create a stronger identity and image.
- 1.b. Maintain and improve downtown infrastructure and buildings.
- 1.c. Promote and expand downtown living opportunities.
- 1.d. Increase activities for youth and seniors.
- 1.e. Develop the fiscal and organizational capacity to implement improvements.
- 1.f. Increase cultural and entertainment opportunities.
- 1.g. Identify and steer visitors to the downtown.

- 1.h. Enhance pedestrian and bicycling facilities.
- 1.i. Turn the Pigeon River Riverwalk into a destination.

Goal 2 Provide and support a range of economic development activities that encourages retail, commercial and industrial growth, while enhancing the quality of life for residents.

Objectives

- 2.a. Promote the City's Industrial Park and the established Industrial area.
- 2.b. Sustain and improve the vitality of the South Main Street Commercial Corridor.
- 2.c. Support existing businesses and new business opportunities.
- 2.d. Encourage local and regional partnerships and collaboration between public and private sectors.
- 2.e. Promote redevelopment of land with existing infrastructure and public services.
- 2.f. Provide public infrastructure needed to support economic growth.
- 2.g. Encourage the establishment of businesses in the City that would support the agricultural economy of the area.
- 2.h. Develop the City's tourism potential.

Goal 3 Enhance community and neighborhood identity.

Objectives

- 3.a. Create a culture of creativity and openness in order to retain, attract and engage people.
- 3.b. Utilize marketing tools to increase awareness and create a positive growth oriented image.
- 3.c. Distinguish and promote features unique to the community in order to compete with neighboring communities and create a unique identity.
- 3.d. Create a stronger identity and image.

Goal 4 Promote entrepreneurial programs, lifelong learning and expanding the workforce.

Objectives

- 4.a. Support entrepreneurial programs to facilitate local business start-ups.
- 4.b. Support and promote programs for youth and adults.
- 4.c. Attract a diverse workforce.
- 4.d. Support local employment of area citizens, especially efforts that create opportunities for local youth.
- 4.e. Accommodate home-based businesses that do not significantly increase noise, traffic, odors, lighting, or would otherwise negatively impact the surrounding area.
- 4.f. Support the area school district, technical colleges, and universities in their workforce development efforts.

6.8 Economic Development Policies and Recommendations

Policies and recommendations build on goals and objectives by providing more focused responses to the issues that the City is concerned about. Policies and recommendations become primary tools the City can use in making land use decisions. Many of the policies and recommendations cross element boundaries and work together toward overall implementation strategies. Refer to Section 6.6 for an explanation of the strategies cited as sources for many of the policies and recommendations.

Policies identify the way in which activities are conducted in order to fulfill the goals and objectives. Policies that direct action using the word “shall” are advised to be mandatory and regulatory aspects of the implementation of the comprehensive plan. In contrast, those policies that direct action using the words “will” or “should” are advisory and intended to serve as a guide. “Will” statements are considered to be strong guidelines, while “should” statements are considered loose guidelines. The City’s policies are stated in the form of position statements (City Position), directives to the City (City Directive), or as criteria for the review of proposed development (Development Review Criteria).

Recommendations are specific actions or projects that the City should be prepared to complete. The completion of these actions and projects is consistent with the City’s policies, and therefore will help the City fulfill the comprehensive plan goals and objectives.

The City should work to implement the recommendations in the *Clintonville Downtown Revitalization Plan*, dated May, 2018. The recommendations listed below are not meant to duplicate the recommendations outlined in the City’s Clintonville Downtown Revitalization Plan, dated May, 2018. Instead, while a few of the recommendations listed below may be found within the Revitalization Plan, many are additional recommendations the City should consider.

Policies: City Directive

- ED1 Provide dedicated funding sources to support downtown revitalizations efforts (Source: Strategy ED1).
- ED2 Monitor the infrastructure needs of established businesses in order to meet their expansion and facility needs when they are consistent with the community's comprehensive plan (Source: Strategy ED2).
- ED3 Work with local, regional and state entities to support existing businesses, and market business opportunities, location and quality of life (2.d./Source: Strategy ED2, IC2).
- ED4 Recognize tourism as an economic opportunity. Support community and sporting events, festivals, proximity to the Pigeon River/Lake and historic amenities (Source: Strategy ED2).
- ED5 Direct development to areas already served with public infrastructure and services. Give second priority to areas adjacent to public services (Source: Strategy ED2).
- ED6 Work with ECWRPC to identify and annually submit projects for economic development that can be included in ECWRPC's annual Comprehensive Economic Development Strategy (CEDS) report (Source: Strategy ED2).
- ED7 Continue to invest in maintaining the current public infrastructure, while creating a long-term plan for future growth areas (Source: Strategy ED2).
- ED8 Promote and expand the City's quality of life attributes (low crime, low cost of living, parks, riverfront access, cultural enhancements, quality schools, access to a system of walking and biking trails) (Source: Strategy ED3).

Policies: City Position

- ED9 The City of Clintonville is committed to redevelopment of the downtown by encouraging growth, reconstruction, technical support and funding (Source: Strategy ED2).
- ED10 Continue to support existing businesses, through annual retention visits and surveys, business follow up (Source: Strategy ED2).
- ED11 Support the growth of business niches (Source: Strategy ED2).
- ED12 Ensure that there are sufficient prime commercial and industrial lands to accommodate desired economic growth in the community (Source: Strategy ED2).
- ED13 Support individual's efforts to seek support for business plan development, financing information, and other assistance (Source: Strategy ED4).

ED14 The City will support and participate in public-private partnerships that connect the workforce development needs of local business and industry with high school and technical school skills training programs (Source: Strategy ED6).

Policies: Development Review Criteria

ED15 New development and redevelopment projects should be required to utilize high quality building and site design (Source: Strategy ED3).

Recommendations

- Create a façade renovation/facility improvement grant program for signage, façade renovation and structural repairs (Source: Strategy ED1, ED 3, LU5).
- Develop design guidelines for the downtown district, consider historical preservation design standards (Source: Strategy ED1, ED 3, LU5).
- Develop a downtown marketing plan (Source: Strategy ED1).
- Develop a Downtown Revitalization Team (Source: Strategy ED1).
- Evaluate the potential for the formation of a Business Improvement District (BID) to support downtown revitalizations efforts and programming (long-term) (Source: Strategy ED1).
- Develop partnerships with large employers, downtown businesses, schools, churches, local residents, civic organizations and others to provide project based improvements (Source: Strategy ED1).
- Identify and discuss opportunities with the library, school district, art groups, churches, community organizations and businesses to provide additional downtown programming (Source: Strategy ED1).
- Explore partnerships to create additional downtown destinations and programs for youth such as co-working space, events and public art opportunities that engage kids (Source: Strategy ED1).
- Acquire and/or work with developers to provide new opportunities for downtown housing (Source: Strategy ED1).
- Partner with the History Center and the Pigeon River Artists to develop programs showcasing local art (Source: Strategy ED1).
- Incorporate art in the downtown area; consider public art projects, murals, statues, window displays, etc. (Source: Strategy ED1).

- Enhance pedestrian opportunities in the downtown by providing benches and other places for people to sit, relax and linger (Source: Strategy ED1).
- Consider encouraging businesses to “claim” outdoor space with outdoor dining opportunities, merchandise, sandwich boards and decorations (Source: Strategy ED1).
- Provide wayfinding signage to connect the downtown to key destinations in the City (Source: Strategy ED1).
- Develop crowdfunding strategies to support downtown revitalization projects (Source: Strategy ED1).
- Work with others to redevelop the old Armory and Mercantile buildings (Source: Strategy ED1).
- Prepare a master plan to expand the Riverwalk to create highly visible and intentional gathering spot for residents and tourists (Source: Strategy ED1).
- Establish a downtown gateway (Source: Strategy ED1).
- Develop a South Main Street corridor plan to identify land use, urban design and zoning standards that will be compatible with existing land uses (Source: Strategy ED2).
- Provide information regarding available properties, buildings and amenities in the North Industrial Park and adjacent industrial area on the City’s website (Source: Strategy ED2).
- Identify vacant and underutilized commercial/industrial properties (including Brownfield sites) that may have commercial, industrial or residential development potential. Post available sites, along with a parcel map on the City’s website. An interactive map could be developed that would provide information including parcel size, amenities and contact information (Source: Strategy ED2).
- Keep updated information about Clintonville’s sites and buildings on economic development data bases such as Locate in Wisconsin (www.locateinwisconsin.com), New North (<http://www.thenewnorth.com>), and Waupaca County Economic Development Corporation (<https://www.wcedc.org/>) (Source: Strategy ED2).
- Enhance the City’s proximity to the Pigeon River/Lake by promoting water/waterfront activities (Source: Strategy ED2).

What is Crowdfunding?

Crowdfunding is “the practice of funding a project or venture by raising small amounts of money from a large number of people, typically via the Internet.

Forbes,
<https://www.forbes.com>

- Develop a City e-newsletter (Source: Strategy ED2, ED3).
 - Feature local businesses;
 - Develop a “shop-local” campaign section of the e-newsletter to increase the local flow of dollars and improve an awareness of ongoing economic activities; and
 - Provide information on local business updates.
- Identify and develop gateways into the City (Source: Strategy ED3).
- Work with the Clintonville Area Chamber of Commerce and the Clintonville Public School District to establish a Diversity Committee (Source: Strategy ED3). The purpose of the committee is to provide a more welcoming environment for all individuals by:
 - Increasing cultural understanding and appreciation; and
 - Establishing a forum for communication.
- Develop building and site design standards (Source: Strategy ED3).
- Evaluate an incubation/accelerator program to support business startups and co-working. Consider establishing a small co-working space as part of a business incubator and/or promoting the library as a co-working space for businesses (printer, Wi-Fi, copier access, etc.) (Source: Strategy ED4, ED5).
- Work cooperatively with secondary and post-secondary education in identifying educational and job training needs that are needed to maintain a well trained workforce (Source: Strategy ED6).
- Work with the Clintonville Public School District on youth apprentice opportunities (Source: Strategy ED6).
- Partner with regional economic development organizations on talent attraction (Source: Strategy ED6).
- Connect employers with the local school district and FVTC to promote technical programs, job skill training that are needed in the community (Source: Strategy ED6).
- Investigate the feasibility of employing a full-time economic development specialist (Source: ED1, ED2, ED3, ED 4, ED5, ED6).

6.9 Economic Development Plans

6.9.1 Market Analysis, Downtown Clintonville, September 2017

The market analysis establishes a broad understanding of the City’s trade area, demographics, and market potential.





6.9.2 Downtown Clintonville Revitalization Plan, May 2018

The goal of the plan is to develop a strategy for revitalizing the downtown-

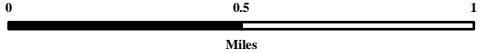
6.10 Economic Development Programs

For descriptions of economic development programs potentially available to the community, refer Appendix E.

Map 6-1 City of Clintonville Economic Development

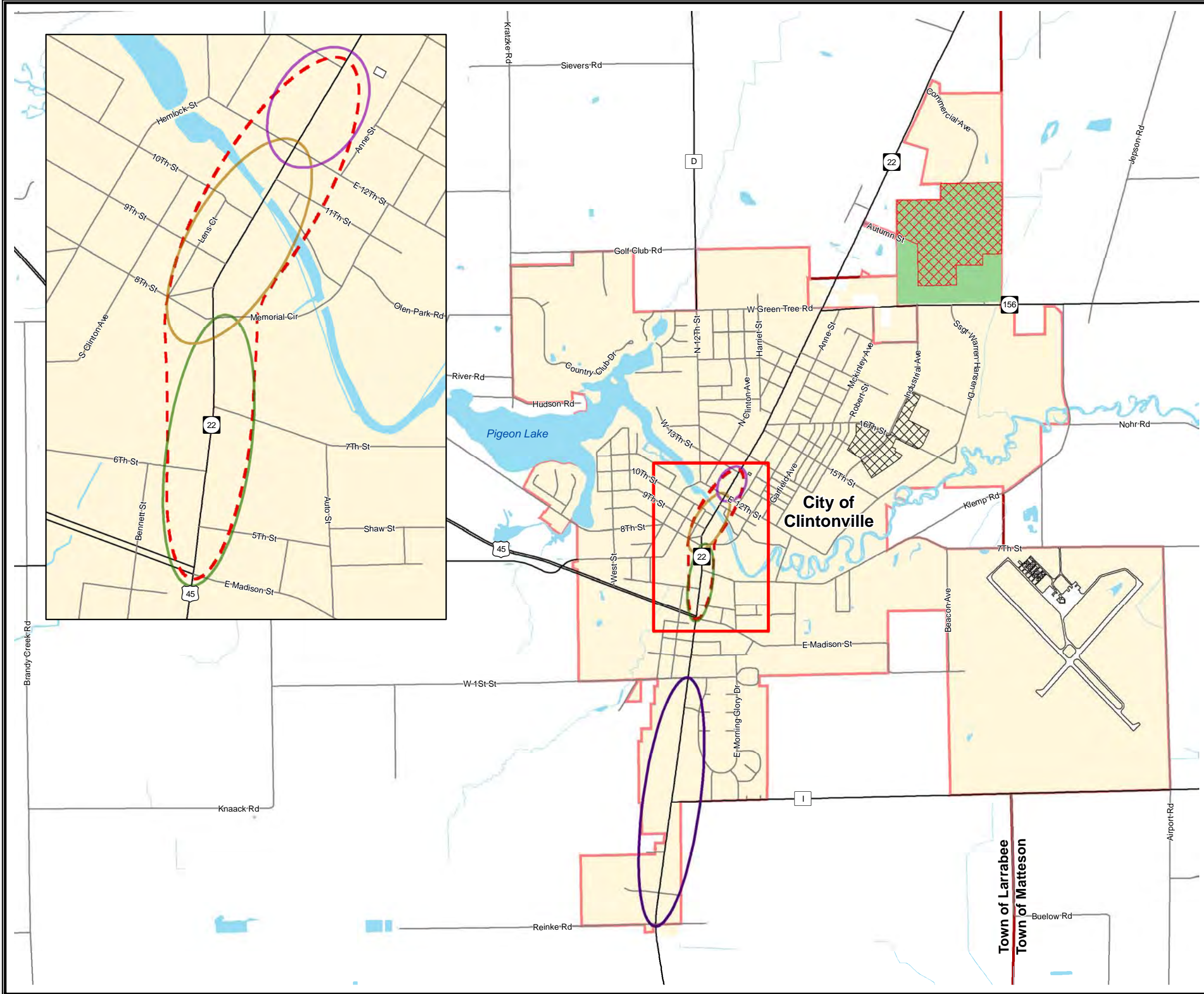
-  Downtown Corridor
-  South Main Street Commercial Corridor
-  Core Downtown
-  Northern Entrance
-  Southern Entrance
-  TID 8
-  TID 9
-  North Clintonville Industrial Park

Source:
Base data Waupaca County 2017.
Business/Industrial Parks ECWRPC 2018.



This data was created for use by the East Central Wisconsin Regional Planning Commission Geographic Information System. Any other use/application of this information is the responsibility of the user and such use/application is at their own risk. East Central Wisconsin Regional Planning Commission disclaims all liability regarding fitness of the information for any use other than for East Central Wisconsin Regional Planning Commission business.

PREPARED MAY 2019 BY:





CHAPTER 7

INTERGOVERNMENTAL COOPERATION

CHAPTER 7: INTERGOVERNMENTAL COOPERATION

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CHAPTER 7: INTERGOVERNMENTAL COOPERATION

7.1 Intergovernmental Cooperation Plan

From cooperative road maintenance, to fire protection service districts, to shared government buildings, Waupaca County and its communities have a long history of intergovernmental cooperation. As social, economic, and geographic pressures affect change in the City of Clintonville, the community will increasingly look to cooperative strategies for creative and cost effective solutions to the problems of providing public services and facilities.

Intergovernmental cooperation is any arrangement by which officials of two or more jurisdictions coordinate plans, policies, and programs to address and resolve issues of mutual interest. It can be as simple as communicating and sharing information, or it can involve entering into formal intergovernmental agreements to share resources such as equipment, buildings, staff, and revenue. Intergovernmental cooperation can even involve consolidating services, consolidating jurisdictions, modifying community boundaries, or transferring territory.

The City of Clintonville's plan for intergovernmental cooperation is to continue to maintain a positive and mutually beneficial relationship with the Town of Bear Creek, Town of Matteson, Town of Larrabee, and Waupaca County. Intergovernmental cooperation efforts will center on the efficient delivery of community services. Currently, the City shares fire protection services, emergency medical services, recycling and waste disposal, municipal court and the Clintonville Public School District with surrounding towns.

The City of Clintonville plans to improve the cooperative management and regulation of growth and development along the City's boundaries. A key concern is the visual impact of new development on community entrance points and other key extraterritorial areas. In order to achieve this, the City should utilize its extraterritorial land division review authority, but might also consider developing cooperative agreements, or establishing cooperative site plan and architectural design review processes to jointly review and regulate development with the neighboring towns. Expansion of the existing municipal boundary through annexation or by intergovernmental agreement may be a future consideration over the long term, when there is need to expand the industrial park or when there is demand to expand City utilities into new areas. Development of future housing outside of the City would most likely occur to the north, in the Town of Larrabee. This area surrounds the existing schools that serve that area. Other areas for possible expansion of residential development are to the south, both within the City and in the Town of Larrabee. It is the City's desire to work cooperatively with both of the towns that surround the City in any intergovernmental cooperation effort.

7.2 Inventory of Existing Intergovernmental Agreements

The following recorded intergovernmental agreements apply to the City:

- Cooperation Agreement for Clintonville Area Ambulance Service, 2001
This agreement establishes the City's cooperation for emergency medical service provision with the Clintonville Area Ambulance Service. Other Waupaca County municipalities participating in the agreement include the Towns of Bear Creek, Matteson, Larrabee, and Dupont, the Village of Embarrass, and the City of Marion. Participating Shawano County communities include the Towns of Grant and Navarino. The

agreement establishes the Clintonville Area Ambulance Service Commission and sets forth operating procedures.

- Fire Protection Contract, 1995 (amended 2017)
This agreement establishes fire protection service provision by the Clintonville Fire Department. Other municipalities served by the agreement include the Towns of Bear Creek, Matteson, and Larrabee. A shared cost formula is established as well as an advisory committee that meets annually to discuss fire services provided.
- Municipality Cooperation Agreement for Recycling and Waste Disposal, 1989
This agreement establishes the Clintonville Area Waste Service (CA WS) and forms the Clintonville Regional Waste Recycling and Handling Service Commission. Budget and fiscal procedures are established. Other municipalities participating in the agreement include the Towns of Matteson, and Larrabee.
- Municipal Contract for Dispatch Services
The City of Marion contracts with the City of Clintonville for police dispatch services.
- Northern Waupaca County Multi-jurisdictional Municipal Court
The City is part of the Northern Waupaca County Multi-jurisdictional Municipal Court, which serves the cities of Clintonville, Manawa and Marion, and the villages of Iola and Ogdensburg.

7.3 Governmental Units and Relationships to the City of Clintonville

7.3.1 Adjacent Local Governments

The City of Clintonville shares its borders with the towns of Matteson and Larrabee and is in close proximity to a number of other communities. In addition, a portion of the Town of Bear Creek falls within the City's 1.5 mile extraterritorial area. As such, it actively participates in intergovernmental coordination with local governments that are in close proximity to the City. Shared agreements are in place for fire and police protection and emergency medical services, municipal court, garbage and recycling services, library services, etc. The City has the power to annex lands and exercise extraterritorial plat review and zoning in neighboring towns within 1.5 miles of its borders. However, the City does not exercise either plan review or extraterritorial zoning. In addition, the City does not have any boundary agreements with adjacent towns. The City has had a good relationship with some of its neighboring communities and will seek to improve that with additional shared service agreements where applicable. Should the need to expand the municipal limits arise over the long term, it is the City's desire to do this in a cooperative manner with the affected town.

7.3.2 Schools

The City of Clintonville is located within the Clintonville Public School District. In addition the Fox Valley Technical College (FVTC) has a satellite campus in the City. Partnership between communities and schools is seen in the use of school athletic facilities that are open for use by community members. Within Clintonville, the Clintonville High School (CHS) Recreation Center is open to all community members. Amenities at the recreation center include two swimming pools, a community gym and a fitness center. The school district and City also have an agreement for sharing facilities. The City utilizes school gyms for recreational programs and

school outdoor areas for youth soccer games, while the school district utilizes the ball diamond at W.A. Olen Athletic Field. In addition the two entities also share equipment.

A strong level of communication and cooperation benefits both the school district and the City. There may be other opportunities to share recreational facilities or utilize schools for after school meeting space. In 2017, voters rejected a referendum to construct a new grade school. In all likelihood this issue may come up again. It is important that the City and school district work together to coordinate the site and utilization of new school facilities. Communities, school districts and local businesses can establish agreements to work together on other issues as well. An example may be the establishment of partnerships to construct local buildings (sheds, garages and/or houses) that not only give students valuable life and work skills but also benefit individuals within the community. Community service type projects by local students strengthen young people's sense of civic engagement and can have lifelong implications. School districts, technical schools, communities and local businesses can also partner to identify local employment needs, and work together to provide educational support to fill those needs. This could include an internship program, the addition of new educational opportunities at the high school and technical college or other innovative approaches. The City would also benefit by establishing a method of communication with the owners of private schools as well, since many of these same opportunities for cooperation and coordination exist.

7.3.3 Public Safety

The City has numerous multi-jurisdictional and mutual aid agreements in place in order to provide a high level of service to City residents. Mutual aid agreements allow for the sharing of supplies, equipment, personnel, and information across political boundaries.

Clintonville Fire Department

The Clintonville Fire Department provides service to the City and the towns of Larrabee and Matteson and the northern portion of the Town of Bear Creek. Services to communities outside of the City are provided under contract (see above). The department does not employ full-time staff; instead it is managed by a paid volunteer chief, three paid volunteer assistants, three paid volunteer captains and three paid volunteer lieutenants. Fire protection and rescue services are provided by 32 volunteer personnel.

Currently the fire department is working with the police department and Clintonville Public School District on a terrorism/active shooter mutual aid agreement. In addition, when needed, resources can be requested through the Mutual Aid Box Alarm System (MABAS). This is a mutual aid measure used to deploy fire, rescue and emergency medical services. Fire and ambulance services are dispatched through the Waupaca County Sheriff's Department. There may be additional areas where the fire department can partner with others, this could include training as First Responders so that they can provide backup as needed for fires and other emergency situations.

Clintonville Police Department

The Clintonville Police Department provides service to the City. They partner with local schools and others to provide drug and alcohol programming to 5th graders, police-school liaison initiatives and Passport to the Future (a program developed for 5th graders by the Clintonville Chamber of Commerce and the Clintonville Public School District). Two officers are part of the Waupaca County Multi-jurisdictional Emergency Response Unit (ERU). ERU team members are FBI trained, and are members of the Wisconsin Association of SWAT personnel.

The City operates a 24 hour, 7 days a week dispatch center and provides dispatch service to the City of Marion, as well as the City of Clintonville. Dispatch services to the City of Marion are provided under contract (see above for more information). Other mutual aid agreements include the Wisconsin Emergency Police Services (EPS) Program which provides law enforcement support and coordination of mutual aid in times of crises. The Police Department also has a memorandum of understanding with all police departments in Waupaca County.

Municipal Court

The City does not have its own municipal court, instead the City partners with the cities of Manawa and Marion and the villages of Iola and Ogdensburg to share a municipal court. Court sessions are held at the Clintonville and Marion city halls (see above for more information).

Emergency Management

The City of Clintonville is part of a cooperative agreement with the City of Marion; the villages of Embarrass, Big Falls and Bear Creek; and the towns of Bear Creek, Dupont, Larrabee, Matteson and Wyoming in Waupaca County, and the towns of Grant and Navarino in Shawano County and the Town of Deer Creek in Outagamie County (see above for additional information). The Clintonville Area Ambulance Service provides 24 hour advanced life support care and transportation paramedic-trained emergency and non-emergency care. Services are dispatched through Waupaca County. Four totally equipped and staffed ambulances are available 24 hours per day. Two ambulances are housed in Clintonville. The service is overseen by an Ambulance Commission. Each municipality, except the Village of Big Falls and the Town of Wyoming appoints one voting member to the Commission. The Commission makes all decisions regarding service, budget and charges.

The Waupaca County Communications Center is operated through the Waupaca County Sheriff's Department. The communications center handles calls 911 for law enforcement, fire and emergency medical services.

The Waupaca County Emergency Management Office (WCEMO) coordinates response and recovery in the event of a natural or technical disaster, county-wide. The county coordinates the CodeRED program which provides weather and emergency alerts, emergency preparedness education materials, the Waupaca County Hazardous Materials Team (HazMat), and the Local Emergency Planning Committee (LEPC).

7.3.4 Library

The Clintonville Public Library is part of the Outagamie-Waupaca Library System (OWLS). OWLS is one of 16 library systems in the state and is a federation of 17 libraries in Waupaca and Outagamie counties. The purpose of the library system is to coordinate and strengthen services provided by the member libraries.

7.3.5 County

The City of Clintonville is located in Waupaca County. The City works with county departments to coordinate road construction and maintenance; police, fire and emergency services and dispatch; and election and planning assistance. Tax bills for properties in the City are printed by the county. Although the City collects property taxes from residents paid in January, the county collects property taxes for the remainder of the year. City residents have access to county departments and services including senior citizen, child and other social services, recreational resources, property information, birth and death certificates, etc. The City and county continue to maintain open communication with one another that works to foster a good working relationship and mutual respect.

7.3.6 Regional

Waupaca County and thus the City of Clintonville is a member of the East Central Wisconsin Regional Planning Commission (ECWRPC). ECWRPC provides planning and technical assistance to counties, communities, businesses, interest groups and individuals within its region. These services include environmental management, housing, demographics, economic development, transportation, community facilities (including sewer service area (SSA) planning responsibilities), land use, contract planning, and others.

7.3.7 State

Wisconsin Department of Natural Resources

The Wisconsin Department of Natural Resources (WDNR) is responsible for the regulation, protection and sustained management of natural resources within the state. The WDNR operates various programs in water and air quality management, habitat preservation, recreational trail development and other programs. The WDNR helps local landowners successfully manage their woodlots for wildlife habitat and timber production in Waupaca County. The WDNR also maintains environmental corridors with enhance service water quality and stream habitat. In addition, the WDNR provides fire service for brush and forest fires in the county.

Department of Agriculture, Trade and Consumer Protection (DATCP)

The overall mission of DATCP is multi-fold. The agency oversees programs which ensure the safety and quality of food, fair business practices for buyers and sellers, consumer protection, efficient use of agricultural resources in a quality environment, healthy animal and plant populations, and the vitality of Wisconsin agricultural commerce. Since agriculture with continue to be an important economic industry in Waupaca County, many programs DATCP offers will benefit and help local citizens and businesses.

Wisconsin Department of Transportation (WisDOT)

WisDOT deals with issues related to all transportation uses in the planning area. WisDOT evaluates existing transportation infrastructure for bicycle and pedestrian trails, as well as assists in planning efforts for future trails. The City of Clintonville should continue to collaborate with WisDOT to address current and future transportation issues.

7.4 Intergovernmental Opportunities, Conflicts, and Resolutions

Intergovernmental cooperation opportunities and potential conflicts were addressed as part of the comprehensive plan development process. The intent of identifying the intergovernmental opportunities and conflicts shown below is to stimulate creative thinking and problem solving over the long term. Not all of the opportunities shown are ready for immediate action, and not all of the conflicts shown are of immediate concern. Rather, these opportunities and conflicts may further develop over the course of the next 20 to 25 years, and this section is intended to provide community guidance at such time. The recommendation statements found in each element of this plan specify the projects and tasks that have been identified by the community as high priorities for action. For a list of opportunities, see Table K-1, Appendix K. For a list of potential conflicts and resolutions see Table K-2, Appendix K.

7.5 Intergovernmental Cooperation Trends and Outlook

The following intergovernmental cooperation trends listed in the previous comprehensive plan were reviewed and are likely to be experienced in Waupaca County over the next 20 to 25 years. The statements are based on recent trends that are expected to continue well into the future.

- Intergovernmental cooperation will continue to increase as state, county, and local operating budgets become more restrictive and partnerships are pursued.
- As jurisdictions update comprehensive plans and share them with surrounding communities, new opportunities for intergovernmental cooperation will become apparent.
- The sharing of employees, equipment, and facilities will increase locally to meet demand at reduced costs.
- State programs that provide incentives for communities that utilize intergovernmental cooperation tools are likely to increase in the future.
- The use of boundary agreements and extraterritorial review tools will increase as development pressures increase near municipal borders.
- The level of success with intergovernmental agreements will be related to the level of trust between communities.
- The most successful economic development efforts will leverage the strengths of the county as a region rather than focus on individual communities in an uncoordinated manner.
- Successful intergovernmental cooperation will require sustained commitment and investment by all affected parties to produce value over time.

7.6 Intergovernmental Cooperation Strategies

While this comprehensive plan is divided into nine elements, in reality, community planning issues are not confined to these divisions. Planning issues will cross these element boundaries. Because this is the case, the policies and recommendations of this plan were considered by the

City of Clintonville in the light of overall implementation strategies. These strategies are cited as sources for many of the policies and recommendations found within the elements. The letter(s) in the front of the strategy corresponds to the element, for example, housing is represented with an H, transportation a T, agricultural, natural and cultural resources with an ANC, utilities and community facilities with an UCF, economic development with an ED, intergovernmental cooperation with an IC and land use with a LU. The following implementation strategies were identified during the planning process for intergovernmental cooperation.

- IC1. Create a cooperative approach for planning and regulating development along community boundaries
- IC2. Strengthen existing partnerships and build new relationships
- IC3. Create intergovernmental efficiencies for providing services and facilities
- IC4. Enhance intergovernmental and intercity communication

7.7 Intergovernmental Cooperation Goals and Objectives

Community goals are broad, value-based statements expressing public preferences for the long term (20 years or more). They specifically address key issues, opportunities, and problems that affect the community. Objectives are more specific than goals and are more measurable statements usually attainable through direct action and implementation of plan recommendations. The accomplishment of objectives contributes to fulfillment of the goal.

Goal 1 Foster the growth of mutually beneficial intergovernmental relations with other units of government.

Objectives

- 1.a. Continue communicating and meeting with other local governmental units to encourage discussion and action on shared issues and opportunities.
- 1.b. Work cooperatively with surrounding communities in the comprehensive plan development, adoption, and amendment processes to encourage an orderly, efficient development pattern that preserves valued community features and minimizes conflicts between land uses along community boundaries.
- 1.c. Pursue opportunities for effective intergovernmental land use policies and cooperative agreements with the Towns of Larrabee and Matteson regarding annexation, expansion of public facilities, sharing of services, and density management.
- 1.d. Strengthen existing partnerships and build new relationships to promote economic development in the City and region.

Goal 2 Seek opportunities to reduce the cost and enhance the provision of coordinated public services and facilities with the educational institutions and other units of government.

Objectives

- 2.a. Continue the use of joint purchasing and shared service arrangements with county, local governments and educational institutions to lower the unit cost of materials and supplies for such things as office supplies, road salt, fuel, roadwork supplies, and machinery.
- 2.b. Seek mutually beneficial opportunities for joint equipment and facility ownership with neighboring communities.
- 2.c. Monitor opportunities to improve the delivery of community services by cooperating with other units of government.
- 2.d. Work cooperatively and pursue opportunities for cost efficiencies through shared services and facilities with the educational institutions, Waupaca County and other units of government.

Goal 3 Enhance communication within the City and between the City departments and with local and regional municipal partners, educational institutions, governmental agencies and community organizations.

Objectives

- 3.a. Enhance relationships and partnerships with community partners.
- 3.b. Enhance communication between the City and residents.

7.8 Intergovernmental Cooperation Policies and Recommendations

Policies and recommendations build on goals and objectives by providing more focused responses to the issues that the City is concerned about. Policies and recommendations become primary tools the City can use in making land use decisions. Many of the policies and recommendations cross element boundaries and work together toward overall implementation strategies. Refer to Section 7.6 for an explanation of the strategies cited as sources for many of the policies and recommendations.

Policies identify the way in which activities are conducted in order to fulfill the goals and objectives. Policies that direct action using the word “shall” are advised to be mandatory and regulatory aspects of the implementation of the comprehensive plan. In contrast, those policies that direct action using the words “will” or “should” are advisory and intended to serve as a guide. “Will” statements are considered to be strong guidelines, while “should” statements are considered loose guidelines. The City’s policies are stated in the form of position statements (City Position), directives to the City (City Directive), or as criteria for the review of proposed development (Development Review Criteria).

Recommendations are specific actions or projects that the City should be prepared to complete. The completion of these actions and projects is consistent with the City’s policies, and therefore will help the City fulfill the comprehensive plan goals and objectives.

Policies: City Position

IC1 The City shall extend public utilities only to areas inside the City limits or to areas outside the City limits that are subject to the terms of an intergovernmental agreement (Source: Strategy IC1).

IC2 Continue to participate in the Waupaca County Economic Development Corporation (Source: Strategy IC2).

Policies: City Directive

IC3 The City shall work toward recording all intergovernmental agreements in writing including joint road maintenance agreements (Source: Basic Policies).

IC4 Transportation issues that affect the City and neighboring communities shall be jointly discussed and evaluated with that community and with the Waupaca County Highway Department and the Wisconsin Department of Transportation, if necessary (Source: Strategy T9).

IC5 Unless the terms of an intergovernmental agreement dictate otherwise, the City will utilize its extraterritorial jurisdiction in planned growth areas in order to preserve the character of community entrance points, highway corridors, and boundary areas and to preserve a pattern of development that is conducive to the extension of City utilities and services (Source: Strategy ANC3, ANC6, UCF1, UCF3, ED3, LU3).

IC6 Unless the terms of an intergovernmental agreement dictate otherwise, annexation requests within planned extraterritorial growth areas will generally be accepted by the City (Source: Strategy LU3).

IC7 The City shall make the effort to work cooperatively with neighboring towns to address land use, building and site design, and development density in areas along the City boundary, along highway corridors, and at community entrance points (Source: Strategy UCF1, UCF7, IC1, IC3).

IC8 The City shall make the effort to work cooperatively with the Towns of Matteson, Larrabee, and Bear Creek to address land use, road locations and designs, building and site design, and development density in areas along the City boundary, along highway corridors, and at community entrance points (Source: Strategy UCF1, UCF2, IC1).

IC9 The City shall make the effort to pursue a cooperative boundary plan with the Towns of Matteson and Larrabee within the planning period (Source: Strategy IC1).

IC10 Continue to partner with the Clintonville Public School District for the use of facilities, including recreational facilities and explore new collaborative efforts (Source: Strategy IC3).

Policies: Development Review Criteria

IC11 Development proposals in planned expansion or extraterritorial growth areas should be reviewed cooperatively with the Towns of Matteson and Larrabee (Source: Strategy IC1).

Recommendations

- Investigate extraterritorial plat review authority. Annually notify the surrounding towns and Waupaca County of this exercise of jurisdiction (Source: Strategy IC1).
- Consider initiating a cooperative study of intergovernmental opportunities between the City and neighboring and nearby communities (Source: Strategy IC1).
- Consider a cooperative boundary agreement with the Towns of Matteson and Larrabee (Source: Strategy IC1).
- Coordinate with the Clintonville Chamber of Commerce, Waupaca County Economic Development Corporation, Clintonville Industrial Development Corporation, ECWRPC and the Pigeon Lake District to better promote the amenities, events and economic development opportunities in the City (Source: Strategy IC2).
- Ensure adequate emergency response for City residents through partnerships with local and county governments/departments for fire, police and ambulance services (Source: Strategy IC3).
- Establish annual meetings with community partners (civic organizations, churches, youth groups, the Clintonville Public School District and others) to discuss community needs (Source: Strategy IC4).
- Develop a City communication strategy with the goal of enhancing communication between neighboring municipalities and other governmental agencies (Source: Strategy IC4).
- Utilize the City's website and other new technology to update residents on upcoming events, municipal services, quality of life, history, etc. (Source: Strategy IC4).

7.9 Intergovernmental Cooperation Programs

For descriptions of intergovernmental cooperation programs potentially available to the community, refer to E.



CHAPTER 8

LAND USE

CHAPTER 8: LAND USE

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CHAPTER 8: LAND USE

8.1 Introduction

Land use is central to the process of comprehensive planning and includes both an assessment of existing conditions and a plan for the future. Land use is integrated with all elements of the comprehensive planning process. Changes in land use are not isolated, but rather are often the end result of a change in another element. For example, development patterns evolve over time as a result of population growth, the development of new housing, the development of new commercial or industrial sites, the extension of utilities or services, or the construction of a new road.

This chapter of the comprehensive plan includes local information for both existing and planned land use in the City of Clintonville.

8.2 Existing Land Use

Evaluating land use entails broadly classifying how land is presently used. Each type of land use has its own characteristics that can determine compatibility, location, and preference relative to other land uses. Land use analysis then proceeds by assessing the community development impacts of land ownership patterns, land management programs, and the market forces that drive development. Mapping data are essential to the process of analyzing existing development patterns, and will serve as the framework for formulating how land will be used in the future. Map 8-1, Table 8-1, and Figure 8-1 together provides the picture of existing land use for the City of Clintonville.

8.2.1 Land Use Categories

Agricultural. Agricultural land is broadly classified as land that is used for crop production. Agricultural uses include farming, dairying, pastures, apiculture (bees), aquaculture (fish, mussels), cropland, horticulture, floriculture, viticulture (grapes), silviculture (trees) and animal and poultry husbandry. Agricultural land is divided into two sub-categories: irrigated and non-irrigated cropland. Irrigated cropland is watered by artificial means, while non-irrigated cropland is watered by natural means (precipitation).

Residential. Residential land is classified as land that is used primarily for human habitation. Residential land uses are divided into single and two-family residential, farmstead, multi-family and mobile home parks. Single and two-family residential includes single family dwellings, duplexes, and garages for residential use. Within platted subdivisions, residential land use encompasses the entire lot. In rural areas and where lots are typically larger, single family includes the primary residence, outbuildings, and the mowed area surrounding the structures. Single family also includes isolated garages and similar structures on otherwise undeveloped rural lots. Farmsteads include the farm residence, the mowed area between the buildings and the associated outbuildings (barn, sheds, manure storage, abandoned buildings). Multi-family includes apartments of three or more units, condos, room and boarding houses, residence halls, group quarters, retirement homes, nursing care facilities, religious quarters, and the associated parking and yard areas. Mobile home parks are classified as land that is part of a mobile home park. Single standing mobile homes are classified under single family and two-family residential.

Commercial. Commercial land uses represent the sale of goods and services and other general business practices. Commercial uses include retail and wholesale trade (car and boat dealers; furniture, electronics and appliance stores; building equipment and garden equipment; grocery and liquor stores; health and personal care stores; gasoline stations; clothing and accessories, sporting goods, hobby, book and music stores; general merchandise; miscellaneous store retailers; couriers; and massagers), services (publishing, motion picture and sound recording, telecommunications, information systems, banks and financial institutions, real estate offices, insurance agencies and carriers, waste management, accommodations, restaurants and drinking places, repair and maintenance, personal and laundry, social assistance, etc.) and other uses (warehousing and automobile salvage and junk yards).

Industrial. Industrial land uses represent a broad category of activities that involve the production of goods. Mining and quarry sites are separated from other industrial uses. Industrial uses include construction, manufacturing (includes warehousing with factory or mill operation), mining operations and quarries, and other industrial facilities (truck facilities).

Transportation. Transportation includes land uses that directly focus on moving people, goods, and services from one location to another. Transportation uses include highway and street rights of way, support activities for transportation (waysides, freight weigh stations, bus stations, taxi, limo services, park and ride lots), rail related facilities, and other related categories. Airports are included under transportation and consist of paved areas that are dedicated specifically to air traffic.

Utilities/Communications. Utilities and communications are classified as any land use that aids in the generation, distribution, and storage of electric power (substations and transformers); natural gas (substations, distribution brokers); and telecommunications (radio, telephone, television stations and cell towers). It also includes facilities associated with water distribution (water towers and tanks), water treatment plants, wastewater processing (plants and lift stations), landfills (active and abandoned), and recycling facilities.

Institutional Facilities. Institutional uses are defined as land for public and private facilities dedicated to public services. Institutional land uses include educational facilities (schools, colleges, universities, professional schools), hospitals, assemblies (churches, religious organizations), cemeteries and related facilities, all governmental facilities used for administration (city, village, town halls, community centers, post office, municipal garages, social security and employment offices, etc.), and safety services (police departments, jails, fire stations, armories, military facilities, etc.). Public utilities and areas of outdoor recreation are not considered institutional facilities.

Recreational Facilities. Recreational facilities are defined as land uses that provide leisure activity opportunities for citizens. This category encompasses both active and passive activities. Recreational activities include designated hunting and fishing areas; nature areas; general recreational parks; sports facilities (playgrounds, ball diamonds, soccer fields, tennis courts, etc.); city, county and state parks; fairgrounds; marinas; boat landings; spectator sport venues; hiking trails; mini-golf; bowling; bicycling; skiing; golf courses; country clubs; performing arts centers; museums; historical sites; zoos; amusement parks; gambling venues; and other related activities.

Water Features. Water features consist of all surface water including lakes, streams, rivers, ponds, and other similar features. Intermittent waterways are also incorporated into this category.

Woodlands. Woodlands are forested areas that are characterized by a predominance of tree cover. Woodlands are divided into two subcategories: general woodlands and planted woodlands. General woodlands are naturally occurring; this category includes forests, woods, and distinguishable hedgerows. Planted woodlands include forestry and timber track operations where trees are typically planted in rows; this category includes tree plantations, orchards and land dedicated to Christmas tree production (nurseries are not included).

Open Other Land. This category includes land that is currently vacant and not developed in a manner similar to the other land use categories described within this section. Open land includes areas that are wet, rocky, or outcrop; open lots in a subdivision; or rural parcels and side or back lots on a residential property that are not developed.

8.2.2 Current Land Use Inventory

Developed land has been altered from its natural state to accommodate human activities. Although agricultural areas are considered undeveloped by land classification systems, these uses have different impacts on land use decisions than urbanized uses; thus, agricultural uses have been separated to obtain an accurate total of all related activities. In addition, residential land uses have been divided according to their specific category: single-family residential, farmsteads, multi-family residential and mobile home parks. Single family residential land use includes single-family dwellings and duplexes.

The City of Clintonville encompasses approximately 2,898 acres. About three-quarters (73.2%) of the land within the City is developed leaving about 777 acres as undeveloped (Table 8-1; Figure 8-1 and Map 8-1). Approximately two-thirds of the developed uses in the City are single-family residential (452.9 acres, 21.4%) and transportation (901.4 acres, 42.5%). Other residential uses (farmstead, multifamily and mobile home park; 60.4 acres, 2.8%), commercial (150.6 acres, 7.1%), industrial (153.9 acres, 7.3%), recreational facilities (251.8 acres, 11.9%), institutional (123.4 acres, 5.8%), and utilities/communications (26.8 acres, 1.4%) make up the remaining developed land uses.

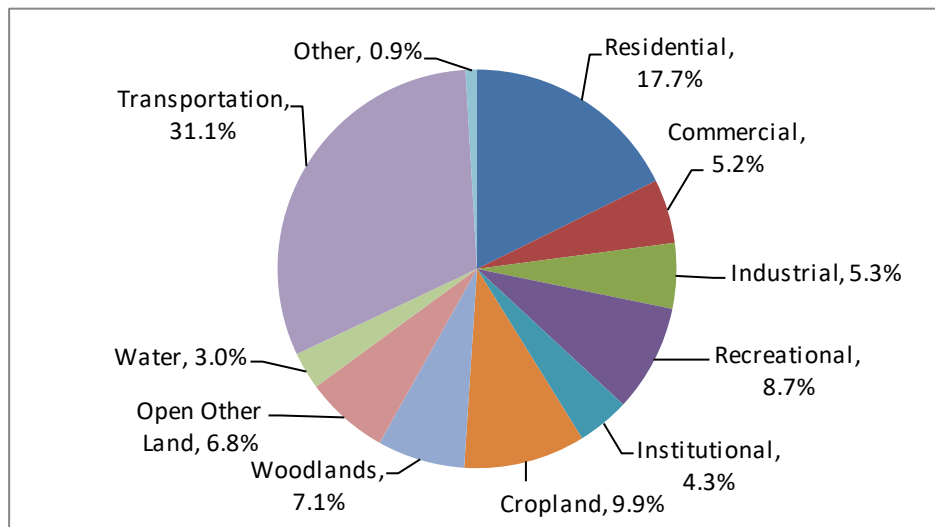
Residential (513.2 acres, 17.7%) and transportation (901.4 acres, 31.1%) encompass slightly less than half (48.8%) of the overall land use in the City when taking into account developed and undeveloped land uses. Recreational facilities (241.8 acres, 11.9%), non-irrigated cropland (285.6 acres, 9.9%), woodlands (205.6 acres, 7.1%) and other open land (197.5 acres, 6.8%) make up another third (35.7%).

Table 8-1: Existing Land Use, City of Clintonville, 2018

Land Use	Total Acres	Percent of Developed Area	Percent of Total
Single Family Residential	452.9	21.4%	15.6%
Farmsteads	9.4	0.4%	0.3%
Multi Family	39.1	1.8%	1.3%
Mobile Home Parks	11.9	0.6%	0.4%
Commercial	150.6	7.1%	5.2%
Industrial	153.9	7.3%	5.3%
Recreational Facilities	251.8	11.9%	8.7%
Institutional Facilities	123.4	5.8%	4.3%
Utilities/Communications	26.8	1.3%	0.9%
Transportation	901.4	42.5%	31.1%
Total Developed	2,121.1	100.0%	73.2%
Non Irrigated Cropland	285.6		9.9%
Planted Woodlands	5.3		0.2%
General Woodlands	200.3		6.9%
Quarries	0.0		0.0%
Open Other Land	197.5		6.8%
Water	87.9		3.0%
Total Acres	2,897.7		100.0%

Source: ECWRPC, 2018

Figure 8-1: Existing Land Use, City of Clintonville, 2018



Source: ECWRPC, 2015

8.2.3 Land Use Trends

The development pattern of the City originated and centered on the Pigeon River on the north end of downtown. The City of Clintonville's downtown is a distinguishing characteristic of the landscape and is noted by the highest densities of residential, commercial, and institutional uses found in the City. The downtown extends along the State Highway 22/Main Street corridor. The majority of residential development grew out from the downtown area primarily to the north and west with smaller neighborhoods developing to the south and east. Heavy and light industrial areas developed primarily on the northeast side of downtown and north of the Pigeon River and continued to grow toward the northeast.

Between 2004 and 2018, the City of Clintonville's land use footprint grew by about 3.6 percent, from 2,798 acres to 2,898 acres (Appendix L, Table L-1). Largest gains were seen in commercial (23 acres), industrial (21 acres), institutional facilities (33 acres), woodlands (17 acres) and water (21 acres), while non-irrigated cropland losses were experienced as this land was converted to other uses. A visual comparison of the 2004 and 2018 existing land use maps reveal that commercial development generally occurred in the City's industrial park, on the south side of the City near USH 45/STH22, and on the west side along USH 45. Industrial development mainly occurred in the industrial area on the City's east side. New institutional facilities were added on the south side of the City, along USH 45/STH 22 (Faith Lutheran Church and ThedaCare), and at the high school (recreation center). Residential development mainly occurred as infill and was scattered throughout the City. A small annexation is evident on the north side of the industrial park and another includes a portion of Pigeon Lake.

8.3 Land Market and Development

8.3.1 Development Trends

The amount of land available for development is finite. By analyzing the patterns in land use and understanding what the current development trends are, the City is better able to plan for future development in a sustainable manner.

The building inspector issues building permits for single-family and two-family residential units. Any other use requires an approved site development plan approved by the Plan Commission. According to the Wisconsin Department of Administration (WDOA), building permits for six single-family homes were issued between 2010 and 2017 (Table 8-2). Since WDOA also tracks deletions, seven single-family homes were removed during this time frame within the City. This resulted in a net loss of one housing unit since 2010.

Table 8-2: Annual Residential Building Permit, 2010 - 2017

Year	Additions			Deletions			Net (Additions - Removals)		
	Single-Family Units	Two-Family Units	Multi-Family Units	Single-Family Units	Two-Family Units	Multi-Family Units	Single-Family Units	Two-Family Units	Multi-Family Units
2010	1	0	0	0	0	0	1	0	0
2011	1	0	0	2	0	0	-1	0	0
2012	0	0	0	1	0	0	-1	0	0
2013	0	0	0	1	0	0	-1	0	0
2014	0	0	0	1	0	0	-1	0	0
2015	1	0	0	1	0	0	0	0	0
2016	1	0	0	0	0	0	1	0	0
2017	2	0	0	1	0	0	1	0	0

Source: WDOA

Table 8-3: Commercial Building Permits, 2015-2018

Year	New	Additions
2016	2	0
2017	2	1
2018*	1	2

Source: Safe Built, 2018. * Denotes Partial Year

Building permits are also issued for construction of and additions to, commercial and industrial permits. Between 2015 and 2018, 5 commercial building permits were issued for new commercial construction and 3 building permits were issued for commercial additions (Table 8-3). There were no industrial permits issued.

8.3.2 Market Trends

The price of developable land value varies depending on the surrounding land uses, location, access, services and other subjective factors. Natural features such as water frontage, forests and open space may increase the overall value. Land prices are subject to market demand and fluctuations. As such, land values show periodic variations. Housing affordability is dependent on land prices. Equalized value is the best proxy for determining land market trends. Table 8-4 shows the equalized values of all classes of land in the City of Clintonville and Waupaca County between 2010 and 2017. Overall, the City's land value peaked in 2011 at \$29,026,100 and has been lower and fluctuating since. In comparison, the equalized value in Waupaca County decreased between 2010 and 2012 and has generally been increasing every year and has exceeded pre-2010 levels.

Table 8-4: Equalized Values (Land Only), 2010 - 2017

Year	C. Clintonville	Percent Change	Waupaca County	Percent Change
2010	27,100,800		1,130,278,400	
2011	29,026,100	7.1%	1,114,559,000	-1.4%
2012	26,870,800	-7.4%	1,076,526,300	-3.4%
2013	27,061,200	0.7%	1,078,159,600	0.2%
2014	26,426,400	-2.3%	1,083,864,400	0.5%
2015	26,973,800	2.1%	1,081,846,100	-0.2%
2016	25,499,400	-5.5%	1,107,269,700	2.4%
2017	26,163,400	2.6%	1,137,726,400	2.8%

Source: Wisconsin Department of Revenue, 2010-2017 Statement of Equalized Values

8.4 Land Use Density and Intensity

8.4.1 Density

Density is broadly defined as a “number of units in a given area”. For the purposes of this report, residential densities are defined as the number of housing units per square mile of total land area (units/square mile), excluding water. Between 2000 (508.1 units/sq. mi.) and 2010 (505.9 units/sq. mi.), residential densities decreased slightly in the City of Clintonville by 2.2 units per square mile (Table 8-4). While residential densities decreased in the City of Clintonville, residential densities increased in Waupaca County (4.0 units/sq. mile), as a whole. In comparison, residential densities also decreased in the City of Waupaca (41.2 units/sq. mile).

Table 8-5: Residential Density, 2000 and 2010

MCD	2000			2010		
	Land Area in Sq. Miles	Total Units	Units/Sq. Mile	Land Area in Sq. Miles	Total Units	Units/Sq. Mile
C. Clintonville	4.23	2,147	508.1	4.4	2,227	505.9
C. Waupaca	5.99	2,543	424.3	7.82	2,996	383.1
Waupaca County	751.09	22,508	30	747.71	25,396	34

Source: U.S. Census, 2000 and 2010 SF1, Table GCT-PH1

8.4.2 Intensity

Intensity is the degree of activity associated with a particular land use. Therefore intensity is defined as the measure of the units per acre of residential development. Due to the limited availability of information, this plan will compare the intensities of single-family versus multi-family development in the City of Clintonville. To calculate land intensities, the categories (as defined by East Central) of single and two-family residential, farmsteads, and mobile homes were all classified as “single-family.” Buildings consisting of three or more units were classified as “multi-family.”

Table 8-6: Residential Intensity, 2018

	Units	Acres	Units/Acre
Single-Family	1,547	474.17	3.3
Multi-Family	600	39.06	15.4

Source: U.S. Census, 2012-2016 ACS 5-Year Estimates, DP04, City of Clintonville multi-family 2018, ECWRPC, 2018

Residential intensities are estimated to be 3.3 units per acre for single-family residential and 15.4 units per acre for multi-family residential. It should be noted that the 2012-2016 American Community Survey (ACS) was used to determine the number of units in 2018. This data is actually a 5 year estimate and is not based on a single point in time. In addition, data from the ACS contains error. According to the 2012-2016 ACS 5-Year Estimates, the City of Clintonville had 2,099 housing units with a margin of error of plus or minus 151. Since the City's existing land use included the multi-family parcel that is currently under construction, the 48 units that are being constructed were included in the total multi-family units to calculate residential intensity.

8.5 Future Land Use Projections

Wisconsin Statutes require comprehensive plans to include five year projections for residential, commercial, industrial, and agricultural uses over the length of the plan. The projections for the City of Clintonville can be seen in Table 8-6.

While projections can provide extremely valuable information for community planning, by nature, projections have limitations that must be recognized. First and foremost, projections are not predictions. Projections are typically based on historical growth patterns and the composition of the current land use base. Their reliability depends, to a large extent, on the continuation of those past growth trends. Second, projections for small communities are especially difficult and subject to more error, as even minor changes can significantly impact growth rates. Third, growth is also difficult to predict in areas that are heavily dependent on migration, as migration rates may vary considerably based on economic factors both within and outside of the area.

The actual rate and amount of future growth communities experience can be influenced by local policies that can slow or increase the rate of growth. Regardless of whether communities prefer a no growth, low growth, or high growth option, it is recommended they adequately prepare for future growth and changes to provide the most cost-effective services possible. Furthermore, individual communities can maximize the net benefits of their public infrastructure by encouraging denser growth patterns that maximize the use of land resources while minimizing the impact on the natural resource base.

Expected increases in residential and commercial acreage and resulting decreases in agricultural acreage can be estimated by analyzing and projecting historical data into the future. Population and housing growth and the amount of land that would be required to accommodate that increase in growth were made using past housing and population trends, and future population and household projections.

In 2010, the City of Clintonville had a total of 2,002 households. Using household projections from the Wisconsin Department of Administration (WDOA), and adding a 10 percent factor, it is estimated that by 2030 there will be approximately 2,276 housing units or about 274 additional

housing units in the City. It should be noted that since WDOA estimates a population and housing decrease after 2030, household and land consumption estimates were based on year 2030. Maintaining the current split between single family, two-family and multi-family units, and subtracting the number of single family, two-family and multi-family units built between 2010 and 2017, there will need to be an additional 193 single-family units, 10 duplexes and 24 multi-family units.¹ Based on the current zoning, the City will need 46 acres for single family and two-family, and 1 acre for multi-family development or a total of 47 acres for residential development.

Future commercial and industrial land use needs are based on the ratio between commercial and industrial acreage and population. The WDOA estimates that in 2017, the population of the City of Clintonville was 4,487 people². Therefore the ratio of acres of commercial land use to population in 2017 was 0.03 acres per person, while the ratio of acres of industrial land use to population was also 0.03 acres per person. Multiplying the ratio of commercial and industrial acres per person by the 2030 population and adding a 15 percent infrastructure factor and 20 percent market factor, it is determined that an additional 11 acres of commercial and an additional 11 acres of industrial acreage will be needed by 2030.

Table 8-6 provides five year land consumption estimates for residential, commercial and industrial land uses and the resulting depletion of agricultural land. Based on these assumptions approximately 38 acres of agricultural land will be lost over the life of the plan.

Table 8-7: Future Land Use Consumption (Acres), 2018 - 2040

Land Use	2015	2020	2025	2030	2035	2040
Single/Two Family Residential	474	488	503	517	517	517
Multi-Family	39	39	39	40	40	40
Commercial	151	154	158	161	161	161
Industrial	154	158	161	165	165	165
Agricultural	286	273	261	248	248	248

Source: ECWRPC, 2019

8.6 Year 2040 Future Land Use Map and Framework

The proposed future land use is shown on Map 8-2 and is described below. The map represents the overall vision established by the City of Clintonville based on visioning, data collection, analysis and discussions held throughout the planning process. Public, Plan Commission and City staff comments, concerns and ideas were blended into goals that are represented conceptually on the proposed future land use map.

Rather than follow a traditional method of identifying separate land uses such as residential, commercial, industrial, etc., the map is more generalized to better match the vision and provide flexibility when evaluating new development proposals against the plan for consistency purposes.

¹ According to the WDOA, the City experienced a decrease in single-family housing units, since the City lost one more housing unit than it gained over this time period.

² According to WDOA 2017 estimate, the City lost population (72 people) between 2010 and 2017.

8.6.1 Preferred Land Use Classifications

The proposed future land use is shown on Map 8 -2 and is described below. The map represents the overall vision established by the City of Clintonville based on visioning, data collection, analysis and discussions held throughout the planning process. Public, Plan Commission and City staff comments, concerns and ideas were blended into the goals that are represented conceptually on the proposed future land use map.

Rather than follow a traditional method of identifying separate land uses such as residential, commercial, industrial, etc., the map is more generalized to better match the vision and provide flexibility when evaluating new development proposals against the plan for consistency purposes. A total of 10 different “districts”, or land classifications, have been developed. Map 8-2 can generally be described as conveying the “policy” of the City in that new development proposals, or proposed changes to existing land use should ultimately be in conformance with the intent and vision of the community. The City’s 2040 Future Land Use Map considers the “ultimate” use of land, which may not be realized until after the year 2040.

A general description of each District is contained below along with a short set of major land use objectives and recommendations that are critical to achieving the overall vision of the City. A detailed list of the goals, objectives and recommendations are included in each chapter and should be consulted and considered when reviewing development proposals.

Environmentally Sensitive Areas

Environmentally sensitive areas, or ESAs, are considered unsuitable for any proposed developed uses. ESA’s are further described below:

- Wetlands (greater than 5 acres) shown on the Wisconsin Wetland Inventory Map; and
- Floodplains.

For the purposes of the proposed land use map, these areas have been combined into a single category and generally represent areas that should be preserved or protected from new development and other land use changes. It should be noted that this area includes floodplains, though floodplains are environmentally sensitive areas, only the floodway portion of the floodplain is not developable. This layer is not meant to be an exact representation of all environmentally sensitive areas within the City.

Purpose: To preserve significant environmental features from development. Environmentally sensitive areas perform a variety of important environmental functions including stormwater drainage, flood water storage, pollutant entrapment, groundwater recharge, recreation and wildlife habitat. They also provide green space to enhance aesthetics and quality of life.

Preferred Use: Public or private greenspace, outdoor recreational uses, trails, and natural resourced management activities. The areas within the 100 year floodplain, but outside of the floodway are developable according to the City’s ordinances.

Zoning Districts: Shoreland-Wetland Zoning District, Floodplain Zoning District, Conservancy Zoning District

Employment-Based Land Uses

- Downtown Business District
- Industrial Park District
- Industrial District
- Commercial District
- Community Gateway District

Downtown Business District

This district represents the heart and soul of the City. It extends along Main Street (State Route 22) from the Highway 45 intersection north to 13th Street. The core downtown generally runs from 7th Street to 13th Street and is a single lot deep. Retail and dining uses are located on Main Street, while public uses, offices, and banks are interspersed with housing on the inner blocks. The district houses a mixture of restaurants, retail and service type businesses, residential, recreation and public and institutional uses. This district encompasses approximately 116 acres, of which a few infill lots are available for development.

Purpose: To create an easily accessible, clean, safe, attractive, welcoming downtown for residents and visitors to enjoy. By maintaining and improving downtown infrastructure and buildings; attracting small/specialty retail stores, trendy coffee shops/brew pubs/restaurants; expanding downtown living opportunities; increasing cultural and entertainment opportunities, and enhancing pedestrian and bicycling facilities. Reuse or redevelopment of vacant buildings is encouraged. Downtown living opportunities are encouraged. The downtown district would make a nice location for condominium units. New apartments, some of which could be age-restricted and assisted living map possibly be accommodated in this district. New apartments should be built to higher density standards and with more amenities than what currently exists in the City.

Preferred Uses: Retail and service type businesses, eating and drinking establishments, recreation, condominiums, apartments and single-family residential (limited)

Zoning Districts: Downtown Business District, Multi-Family District, Single and Two Family Residence District

Industrial Park District

This district includes the North Clintonville Industrial Park. It is envisioned that limited expansion of the existing industrial park will allow additional similar uses within the planning period. Current land uses consist of a mixture of commercial and industrial uses. This district encompasses approximately 231 acres, of which approximately 152 acres are considered vacant and developable.

Purpose: To provide existing and planned areas for industrial development with good transportation access to STH 156 and STH 22. Existing vacant lots should be filled to a reasonable level prior to expansion of the industrial park. Industrial expansion will primarily occur through site planning that gives consideration to functional parking and access, traffic circulation, landscaping, stormwater management, building architecture, lighting, and signage. Design standards should be reviewed for this district and amended, as necessary.

Preferred Uses: Manufacturing, wholesale trade and distribution, value-added agriculture, research, warehousing, transportation

Zoning Districts: Industrial Park District

Industrial District

This district encompasses an area that is currently being used for industrial development on the City's west side. Current land uses consist primarily of industrial uses. Some infill opportunities exist, though much of this area is developed. This district encompasses approximately 199 acres, of which approximately 27 acres are considered vacant and developable.

Purpose: To provide areas for industrial development. Industrial expansion will primarily occur through site planning that gives consideration to functional parking and access, traffic circulation, landscaping, stormwater management, building architecture, lighting, and signage. Adjacent residential uses should be buffered from incompatible industrial uses.

Preferred Uses: Food processing, light manufacturing, transportation and wholesale trade operations and a limited amount of compatible commercial uses.

Zoning Districts: Industrial District and Intensive Industrial District

Commercial District

This district is located in two different areas of the City. The first area, a current mixture of residential, commercial and agricultural land uses is near USH 45 on the City's west side. The second area, near the City's industrial park on the City's north side, contains land in both the City and the Town of Larrabee. Current uses in this area include a mixture of residential, commercial, utilities and agricultural. This district encompasses approximately 106 acres, of which approximately 48 acres are considered vacant and developable.

Purpose: To provide an area for commercial business expansion. Businesses should cater to residents from surrounding areas and to the existing and proposed adjacent neighborhoods. Adjacent residential uses should be buffered from incompatible commercial uses.

Preferred Uses: Retail and service type businesses, motels, food stores, restaurants, taverns

Zoning Districts: Highway Commercial Overlay District, Neighborhood Convenience Retail District

Community Gateway District

This district has high visibility and provides a southern gateway into the City, it includes the area along USH 45/STH 22 on the south side of the City. This district currently houses a mixture of commercial and service type businesses including Fleet Farm, a bowling alley, gasoline station, car dealership and funeral home; public/institutional uses such as a church, doctors clinic, cemeteries and educational institution; and restaurants. This district encompasses approximately 174 acres, of which approximately 52 acres are considered vacant and developable.

Purpose: To provide an attractive, vibrant and walkable/bikeable entrance into the City. Businesses along the corridor should cater to not only the traveling public and residents from surrounding areas but also to the existing and proposed adjacent neighborhoods. The ability to safely bike and walk along the entire corridor should be enhanced and connections to existing and proposed bike and pedestrian facilities and adjacent neighborhoods should be made.

Design guidelines should be developed for this district to enhance the aesthetics of the entire corridor.

Preferred Land Uses: Restaurants, commercial and service type businesses, public/institutional facilities, convenience and gasoline stations, motels

Zoning Districts: Highway Commercial Overlay District, Neighborhood Convenience Retail District

Residential Land Uses

- Neighborhood Investment Area
- High Density Residential District
- Medium Density Residential District
- Mixed Use Residential District
- Low Density Residential District

Neighborhood Investment Area

This district includes the existing housing stock within the City. Many of which are older single-family homes on smaller lots. Other uses such as duplexes and higher density apartments, public/institutional and recreational may be scattered throughout these areas. A mobile home park is included in this area. Any new land use changes should be consistent in terms of land use, density, and architectural styles. New public or institutional uses should be considered within this district as long as potential negative impacts are addressed. This district encompasses approximately 767 acres, of which approximately 80 acres are considered vacant and developable.

Purpose: To support rehabilitation, renovation and preservation of the City's older housing stock, to strengthen and enhance neighborhoods, to improve the condition of rental properties, and to enhance the ability to safely walk and bike within the City. Areas within closer proximity to the downtown and natural amenities could be used to expand residential living opportunities for seniors and young professionals by providing a variety of housing types such as condominiums and townhouses.

Preferred Land Uses: Single-family residential; two-family residential; multi-family residential, if well designed; public and semipublic nonprofit institutional uses, including churches and schools; parks; playgrounds and neighborhood scale commercial establishments catering to the immediate neighborhood.

Zoning Districts: Single Family Residence District, Single and Two Family Residence District, Multi-Family Residence District (limited), Planned Community Mobile Home District (limited to the existing zoning district), Neighborhood Convenience Retail District (limited)

High Density Residential District

This district is adjacent to the industrial area on the west side of the City and abuts the Pigeon River. It provides an ideal location for higher residential development that would support the nearby North Industrial Park and nearby industrial land uses. Existing uses include a residential parcel in the Town of Matteson and agriculture and natural areas within the City. This district encompasses approximately 84 acres, of which approximately 72 acres are considered vacant and developable.

Purpose: To provide an area for workforce housing to support businesses and industries in the City. Development in this area should be designed to be walkable/bikeable and should provide access to nearby industrial areas. A walkway near the river would be a great enhancement of this site. A development plan should be done for this area to ensure mobility and connections to adjacent areas.

Preferred Land Uses: Multi-family higher density residential development, trails, parks, playgrounds

Zoning Districts: Multi-Family Residence District

Medium Density Residential District

This district is found in two areas. The northern area is located on the City's north side, adjacent to Clintonville High School and Recreation Center and the City's North Industrial Park in the Town of Larrabee. Existing land uses in this area is a mixture of residential and agricultural uses. A second area, located between the river and the airport, is a mixture of residential, utilities, agricultural uses. This district encompasses approximately 235 acres, of which approximately 155 acres are considered vacant and developable.

Purpose: To provide an area for new residential housing to support existing businesses. The northern areas close proximity to the City's North Industrial Park and high school make this area an ideal location to expand residential living opportunities for the City's workforce, seniors and young professionals by providing a variety of housing types such as condominiums and townhouses. This area should be walkable and have connections to the local schools, industrial areas and other areas of the City via Main Street and 12th Street. Residential uses should be buffered from adjacent incompatible commercial uses. The second areas close proximity to the river would also make this a nice site for condominiums and townhouses.

Preferred Land Uses: Multi-family, condominiums, townhouses, trails, parks and playgrounds

Zoning Districts: Multi-Family Residence District, R2 Residential District

Mixed Use Residential District

This district encompasses two areas on the outskirts of the City adjacent to the Community Gateway District on the south side of the City. Existing land uses are mostly undeveloped agricultural land, mostly in the Town of Larrabee. This district encompasses approximately 257 acres, of which approximately 241 acres are considered vacant and developable.

Purpose: To provide an area for new residential mixed use development. These areas may be ideal for workforce housing. Area development plans should be completed to ensure mobility and the ability to safely walk and bike to nearby areas. Pedestrian and bike connections should

connect to the Community Gateway District and highway corridor. Residential uses should be buffered from adjacent incompatible commercial uses, as necessary.

Preferred Land Uses: Multi-family, condominiums, townhouses, trails, park, playgrounds and neighborhood scale commercial establishments catering to the immediate neighborhood

Zoning Districts: Multi-Family Residence District, R2 Residential District, Neighborhood Convenience Retail District (limited)

Low Density Residential District

This district is situated on the north side of the City in the Town of Larrabee near the high school and recreation center and the Riverside Golf Course. It also includes an area near the airport. Existing land uses include residential, commercial and agricultural. It should be noted that the area near the airport falls within the airport restricted height area. This district encompasses approximately 273 acres, of which approximately 206 acres are considered vacant and developable.

Purpose: To provide an area for new lower density residential development in close proximity to natural amenities and the recreation center, located at the Clintonville High School. The ability to walk and bike should be incorporated into this district. An area development plan should be completed for this area.

Preferred Land Uses: Single family homes (detached), limited attached single-family townhouses and condominiums, trails, parks and playgrounds

Zoning Districts: R1 Residential District

Other Areas

Recreation

Areas identified as Recreation include City and private parks and recreational facilities.

Institutional Facilities

Areas identified as Institutional Facilities include City (City hall, utility building, municipal garage, community center, recreation center, public library, police department), government (post office), public school facilities and cemeteries.

Transportation

Areas identified as Transportation include street right-of-way and railroad right-of-ways.

Airport District

The Clintonville Airport falls under this classification. It also includes an area outside of the airport property that is owned by the City. This district encompasses approximately 578 acres.

Purpose: To protect the Clintonville Municipal Airport.

Preferred Land Uses: Airport related uses or those permitted by Federal Aviation Administration (FAA) are allowed on the airport property.

Zoning Districts: AM-Airport Municipal

Water Features

Areas identified as Water consist of all surface water including lakes, streams, rivers, ponds and other similar features.

8.7 Existing and Potential Land Use Conflicts

The following existing and potential unresolved land use conflicts have been identified by the City of Clintonville.

8.7.1 Existing Land Use Conflicts

- Lack of property and building maintenance
- Dilapidated buildings in some locations
- Solid or hazardous waste handling facilities
- Residential development next to industrial or high intensity commercial land use
- Agricultural land uses within the municipal limits
- High intensity agricultural land use in the neighboring town in close proximity to the municipal limits
- Poorly designed or unattractive commercial or industrial development
- Lack of screening or buffering between incompatible uses

8.7.2 Potential Land Use Conflicts

- Increasing pressure to annex land for residential, commercial, and industrial development.
- Annexation conflicts may arise with neighboring communities.
- Disagreement on future subdivision designs and providing services such as sewer and water to newly developed areas.
- Use of fiscal tools by the community to capture funds from developers or land owners to meet the service needs of newly developed areas.
- Siting of undesirable or poorly designed land uses in the interim between plan adoption and development of implementation tools.
- Managing development along major highway corridors and interchanges.
- Siting of power transmission lines.
- Siting of telecommunication towers.
- Siting of wind energy towers.
- Siting of solid or hazardous waste handling facilities.
- Residential development next to industrial or high intensity commercial land use.
- Poorly designed or unattractive commercial or industrial development.
- Poorly designed or unattractive rural development in community gateways or entrance points.
- Lack of screening or buffering between incompatible uses.
- Lack of building and site design standards for commercial or mixed use areas.

8.8 Opportunities for Redevelopment

In every instance where development is considered in the City of Clintonville Year 2040 Comprehensive Plan, redevelopment is also considered as an equally valid option.

Opportunities for redevelopment are addressed in several of the goals, objectives, policies, and recommendations of this plan.

- Goals and related objectives, H3b, H3d, ED2e and LU2b.

8.9 Land Use Strategies

While this comprehensive plan is divided into nine elements, in reality, community planning issues are not confined to these divisions. Planning issues will cross these element boundaries. Because this is the case, the policies and recommendations of this plan were considered by the City of Clintonville in the light of overall implementation strategies. These strategies are cited as sources for many of the policies and recommendations found within the elements. The letter(s) in the front of the strategy corresponds to the element, for example, housing is represented with an H, transportation a T, agricultural, natural and cultural resources with an ANC, utilities and community facilities with an UCF, economic development with an ED, intergovernmental cooperation with an IC and land use with a LU. The following implementation strategies were identified during the planning process for land use.

- LU1. Preserve valued features of the landscape through site planning
- LU2. Focus on quality and character of new development in order to create a sense of place and/or community identity
- LU3. Change the management of growth in extraterritorial areas
- LU4. Promote economic growth and vitality
- LU5. Strengthen the downtown business district
- LU6. Create attractive and efficient regional commercial and industrial areas
- LU7. Create a system of development review that prevents land use conflicts
- LU8. Provide a sufficient supply of land for housing choices
- LU9. Preserve the downtown neighborhood
- LU10. Create a pattern of land use that is compact
- LU11. Create mixed-use neighborhoods
- LU12. Create pedestrian/bicycle-friendly and human scaled-neighborhoods
- LU13. Ensure that land use decisions are meeting the needs and desires of residents and the City's vision for the future

8.10 Land Use Goals and Objectives

Community goals are broad, value-based statements expressing public preferences for the long term (20 years or more). They specifically address key issues, opportunities, and problems that affect the community. Objectives are more specific than goals and are more measurable statements usually attainable through direct action and implementation of plan recommendations. The accomplishment of objectives contributes to fulfillment of the goal.

Goal 1 Plan for land use in order to achieve the City's desired future.

Objectives

- 1.a. Establish preferred land use classifications and assign them to areas of the City in order to increase compatibility between existing land uses and avoid future land use conflicts.

- 1.b. Establish land use decision making policies and procedures that ensure a balance between appropriate land use planning and the rights of property owners.

Goal 2 Seek a desirable pattern of land use that contributes to the realization of the City's vision for the future.

Objectives

- 2.a. Ensure that land use decisions are meeting the needs and desires of residents and the City's vision for the future.
- 2.b. Explore opportunities to rehabilitate and/or redevelop existing developed areas within the City and in planned growth areas.
- 2.c. Seek a pattern of land use that will sustain and improve the downtown.
- 2.d. Promote economic growth and vitality that meets the community's needs, while preserving the City's natural resources and small town character.
- 2.e. Explore opportunities to identify logical expansion areas of the City's boundaries in cooperation with neighboring towns.
- 2.f. Focus areas of substantial new growth within or near existing areas of development where adequate public facilities and services can be cost-effectively provided or expanded.
- 2.g. Minimize the adverse environmental impacts of sprawl, as well as the cost of providing services.
- 2.h. Encourage a pattern of land use that will allow for the use of multiple modes of transportation, both motorized and non-motorized.
- 2.i. When new roads are necessary to facilitate growth, encourage designs that provide functional connectivity with the existing road network.
- 2.j. Utilize a variety of planning tools such as area development plans and land division regulations to minimize land use conflicts.
- 2.k. Ensure that land uses are compatible near common borders and consistent with the City's comprehensive plan.
- 2.l. Encourage land division layouts that incorporate the preservation of valued community features that fit within the character of the neighborhood, and that are suited to the specific location in which the development is proposed.
- 2.m. In order to protect property values and encourage quality design, consider establishing design review guidelines for the layout and appearance of buildings, signage, parking lots, landscaping, etc., for proposed intensive land uses such as commercial, industrial, institutional, or multi-family development.

Goal 3 Preserve a small town atmosphere including attractive community entrances, small businesses, a vital downtown, and community culture and events.

Objectives

- 3.a. Consider the potential impacts of development proposals on those features that the community values as a part of its character and identity.
- 3.b. Explore options for achieving appropriate design of commercial and industrial buildings and sites in areas that define the character of the community.

8.11 Land Use Policies and Recommendations

Policies and recommendations build on goals and objectives by providing more focused responses to the issues that the City is concerned about. Policies and recommendations become primary tools the City can use in making land use decisions. Many of the policies and recommendations cross element boundaries and work together toward overall implementation strategies. Refer to Section 8.9 for an explanation of the strategies cited as sources for many of the policies and recommendations.

Policies identify the way in which activities are conducted in order to fulfill the goals and objectives. Policies that direct action using the word “shall” are advised to be mandatory and regulatory aspects of the implementation of the comprehensive plan. In contrast, those policies that direct action using the words “will” or “should” are advisory and intended to serve as a guide. “Will” statements are considered to be strong guidelines, while “should” statements are considered loose guidelines. The City’s policies are stated in the form of position statements (City Position), directives to the City (City Directive), or as criteria for the review of proposed development (Development Review Criteria). Recommendations are specific actions or projects that the City should be prepared to complete. The completion of these actions and projects is consistent with the City’s policies, and therefore will help the City fulfill the comprehensive plan goals and objectives.

Policies: City Position

- LU1. The existing street network and existing public facilities and services will be utilized to accommodate new development to the maximum extent possible (Source: Strategy T2, UCF1, ED2).
- LU2. Participate in cooperative planning efforts with local governmental units and service providers (Source: LU7).

Policies: City Directive

- LU3. City zoning, subdivision, and other land use ordinances will be maintained and updated as needed to implement the Preferred Land Use Plan (Source: Basic Policies). Policies: Development Review Criteria
- LU4. Development proposals in the corporate limits and extraterritorial jurisdiction of the City will be reviewed for consistency with the applicable components of the comprehensive plan including the preferred land use classifications and map (Source: Strategy LU3).

- LU5. Use the future land use map as a guide in making decisions regarding annexations, plan approvals, development proposals and public infrastructure investment (Source: Strategy LU7).
- LU6. The community should protect the visual quality of major community thoroughfares by requiring all development and redevelopment along these entry corridors to include site plan and design review (Source: Strategy LU2).
- LU7. Enhance the ability to walk and bike within the City. This should include connecting key destinations and trails (Source: Strategy LU12).

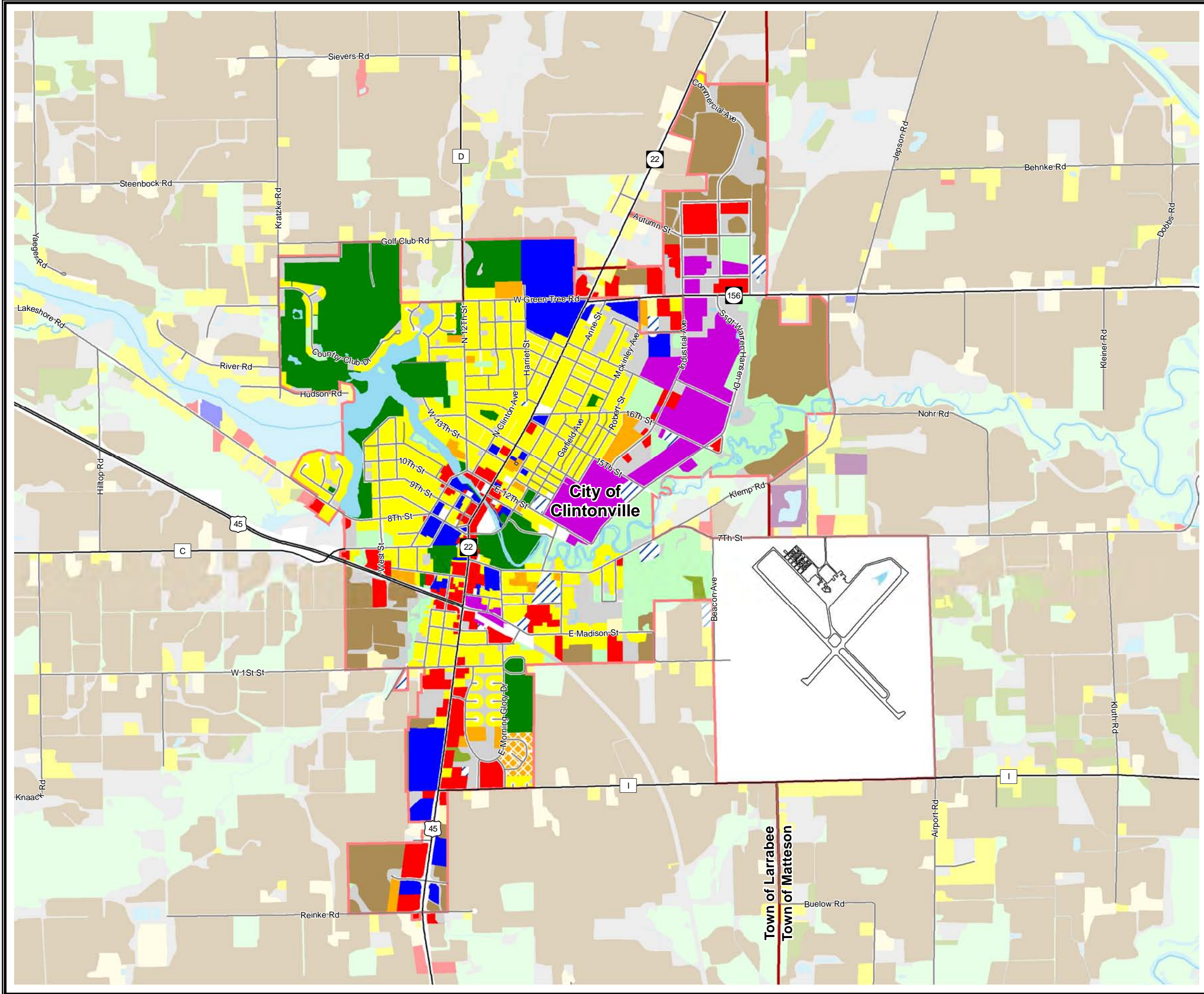
Recommendations

- Update proposed facility infrastructure plans to extend public utilities including water, sewer and electric based on the results of the comprehensive planning effort (Source: Strategy UCF2).
- Develop a guidance document that can be used to determine compliance with the comprehensive plan whenever a development proposal is reviewed (Source: Strategy LU7, LU10, LU13).
- Update the Clintonville Zoning Ordinance and Map using the future land use map as a guide so that the objectives of the plan can be implemented through the regulation and management of future land development proposals (Source: Strategy LU7, LU10, LU13).
- Develop a Site Plan Review approval process that is consistent with the goals of the comprehensive plan (Source: Strategy LU1, LU2, LU6, LU7).
- Identify areas within and surrounding the City for residential redevelopment and development (Source: Strategy LU8).
- Identify locations for new commercial and industrial development and redevelopment (Source: Strategy LU4).

8.12 Land Use Programs

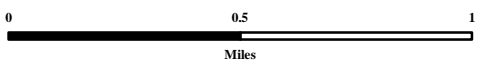
For descriptions of land use programs potentially available to the community, refer to Appendix E.

Map 8-1 City of Clintonville Existing Land Use - 2018



- Single Family Residential
- Farmsteads
- Multi-Family
- Mobile Home Parks
- Commercial
- Industrial
- Quarries
- Institutional Facilities
- Transportation
- Utilities/Communications
- Non-Irrigated Cropland
- Irrigated Cropland
- Other Ag Land / Pasture
- Recreational Facilities
- Planted Woodlands
- General Woodlands
- Open Other Land
- Water

Source:
Base data, Waupaca County 2017.
Existing Land Use, ECWRPC 2018.

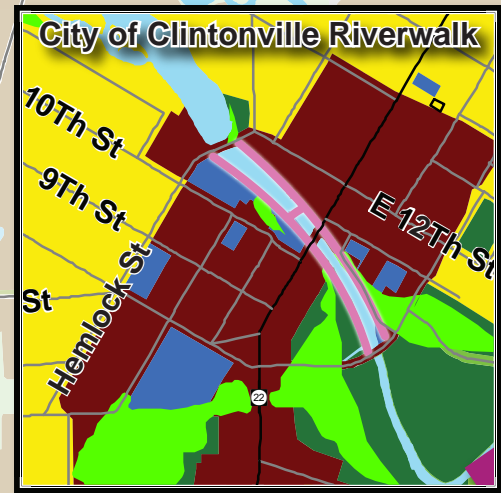
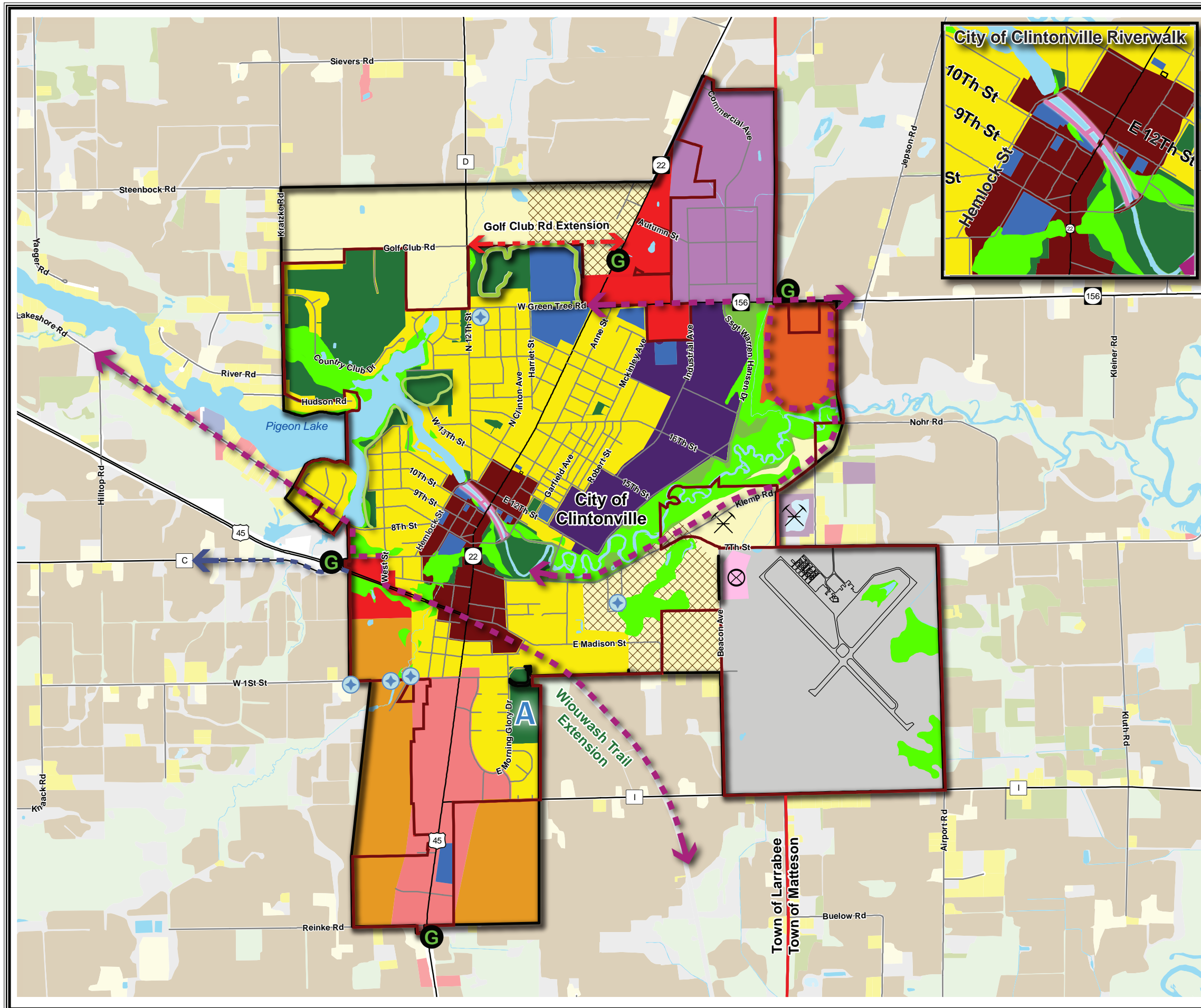


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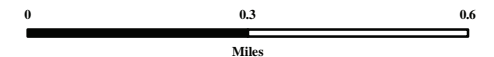
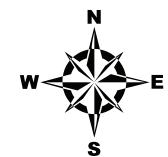
Map 8-2 City of Clintonville Preferred Land Use



- Wells
- Gateways
- Quarry
- Proposed Aquatic Facility
- Riverwalk
- Existing Off Road Unpaved Trails
- Existing Off Road Paved Trails
- Proposed Trails
- Proposed On-Road Bike Facility
- Road Extension
- Abandoned Landfill
- Low Density Residential District
- Medium Density Residential District
- High Density Residential District
- Neighborhood Investment Area
- Mixed Use Residential District
- Commercial District
- Community Gateway District
- Downtown Business District
- Industrial District
- Industrial Park District
- Airport District
- Environmentally Sensitive Areas***
- Recreation
- Institutional Facilities
- Water Features

***Environmentally Sensitive Areas:
-Wetlands (> 5 Acres)
-Floodplains

Source:
Base data, Waupaca County 2017.
Existing Land Use, ECWRPC 2015.
Future Land Use, ECWRPC, 2018



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CHAPTER 9
IMPLEMENTATION

CHAPTER 9: IMPLEMENTATION

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CHAPTER 9: IMPLEMENTATION

9.1 Introduction

A smart growth comprehensive plan serves a community by establishing priorities for the future, evaluating available resources, and providing a means for dealing with change. The purpose of the planning effort is to develop a plan that will guide both public and private decisions. In order to follow the plan as described in the preceding chapters, it is necessary to implement the goals, objectives, policies and recommendations as outlined on a continual basis. If a plan is to be successful it must be implemented meaningfully and aggressively.

9.2 Role of the Plan

All land controls governing the City of Clintonville must be consistent with the adopted comprehensive plan¹. The City's Plan Commission is responsible for ensuring this plan is used as a guide to update and/or replace ordinances to reflect the goals of this plan. When the Plan Commission reviews any petitions for development, the plan should be reviewed; any recommendations for future development must be based on the identified goals, objectives, policies and recommendations and proposed land use patterns within this plan. If the Plan Commission must ultimately make a decision that is inconsistent with the plan, the plan must be amended to reflect the change in policy.

9.3 Responsibility

9.3.1 Elected Officials

Elected officials must make their decisions on criteria regarding how development will affect the entire community, as well as how it will influence a specific site. As a result, elected officials make complex decisions based upon the comprehensive plan, the goals of the applicant, technical advice from staff, citizen input from advisory boards, and their own judgment on the specific development. The comprehensive plan provides much of the factual information an elected official will need for decision making. Elected officials must familiarize themselves with the contents and overall goals of the plan in order to ensure the plan remains viable.

9.3.2 Plan Commission

The powers and duties of planning commissions have been established by Wisconsin Statutes². The City of Clintonville Plan Commission is the primary entity responsible for implementing and updating this comprehensive plan. As such, the Plan Commission must promote good planning practices within the City. Commission members should be knowledgeable about the contents, goals, objectives, policies and recommendations of the comprehensive plan. Moreover, the Plan Commission must promote active citizen participation in future planning efforts, and should strive to keep the citizens and elected officials informed of any technical issues and proceedings regarding current planning issues. The Plan Commission is responsible for periodic amendments to the comprehensive plan so that regulations and ordinances are in compliance

¹ Wisconsin State Statutes 66.1001.

² Wisconsin State Statutes 62.23 and 60.62.

with the plan. Likewise, the Plan Commission must review all new ordinances to verify they are compliant with the goals, objectives, policies and recommendations of the comprehensive plan.

9.4 Consistency

9.4.1 Internal Consistencies

The comprehensive plan was developed sequentially with supportive goals, objectives, polices and recommendations. Utilizing the City's Visioning Open House and information contained in the background chapters as a basis, key issues were identified for each of the nine elements of the plan. Using these issues, along with factual information regarding natural features, historical population and housing data, population and housing projections, and an analysis of existing infrastructure, goals, objectives, policies and recommendations for each comprehensive planning element were developed. The identified goals, objectives, policies and recommendations expressed in this plan were used to prepare the Preferred Land Use Map (Map 8-2). To maintain internal consistency, any amendment to the plan should be accompanied with an overall review of all nine elements and their associated goals, strategies and recommendations.

Beginning on January 1, 2010³, if a local governmental unit enacts or amends any of the following ordinances, the ordinance shall be consistent with that local governmental unit's comprehensive plan⁴:

- Official mapping ordinances enacted or amended under Wisconsin State Statutes 62.23 (6).
- Local subdivision ordinances enacted or amended under Wisconsin State Statutes 236.45 or 236.46.
- County zoning ordinances enacted or amended under Wisconsin State Statutes 59.69.
- City or village zoning ordinances enacted or amended under Wisconsin State Statutes 62.23 (7).
- Town zoning ordinances enacted or amended under Wisconsin State Statutes 60.61 or 60.62.
- Shorelands or wetlands in shorelands zoning ordinances enacted or amended under Wisconsin State Statutes 59.692, 61.351 or 62.231.

9.4.2 External Consistencies

Not only is it important to maintain internal consistencies, but the City should also be aware of other planning documents and their relevance to the City's comprehensive plan. An attempt should be made to maintain consistency with these plans if possible. Some examples of these plans include:

State Plans:

- *Wisconsin State Airport System Plan 2030*

³ *Wisconsin Act 372* delays the consistency requirement until January 1, 2012 for local governments who applied for but not received a comprehensive planning grant from the WDOA. It also gives WDOA discretionary authority to grant consistency extensions to grant local governments who have received a comprehensive planning grant.

⁴ *Wisconsin State Statutes 66.1001(3)*.

- *Wisconsin State Bicycle Transportation Plan 2020*
- *Wisconsin State Freight Plan*
- *Wisconsin Pedestrian Policy Plan 2020*
- *Midwest Regional System Report*
- *Connections 2030 Long Range Transportation Plan*
- *Wisconsin State Highway Plan 2020*
- *Six Year Highway Improvement Program, 2017 – 2022*
- *WisDOT Strategic Highway Safety Plan 2017-202*

Regional Plans:

- *East Central Wisconsin Regional Planning Commission Comprehensive Plan, 2030*
(adopted May 2008)

County Plans:

- *2015 Waupaca County 5-Year Outdoor Recreation Plan*
- *Waupaca County Farmland Preservation Plan*
- *Waupaca County Land and Water Resource Management (LWRM) Plan*
- *Waupaca County Year 2030 Comprehensive Plan*
- *Outagamie County 2008 Comprehensive Plan (adopted March 25, 2008 – is currently being updated)*

Local Plans:

- *Town of Larrabee 2030 Comprehensive Plan (adopted July, 2007)*
- *Town of Matteson 2030 Comprehensive Plan (adopted September, 2007)*
- *Town of Bear Creek 2030 Comprehensive Plan (adopted August, 2007)*

9.5 Monitoring Progress

It is the responsibility of the Plan Commission to monitor the progress of implementation utilizing the Implementation Tables found at the end of this chapter. The progress of plan implementation should periodically be reported to the City Council. Additionally, the Plan Commission should annually review the goals, objectives, policies and recommendations and address any conflicts which may arise between the elements of the plan. While it is the responsibility of the Plan Commission to monitor progress, others may also check progress including community members, City staff and citizen groups.

In order to assist the Plan Commission with the monitoring of the plan, it may be necessary to develop and implement a variety of informal tools and techniques. Items for consideration may include:

- creation of development review ‘checklists’ to assist with determining a proposal’s consistency with the comprehensive plan;
- integration of plan recommendations into a ‘performance-based budgeting’ initiative;
- development of an annual ‘work plan’ for the Plan Commission;

- placing the comprehensive plan as an item on every Plan Commission meeting agenda so that either the public and/or Plan Commission members can discuss items related to the plan, or to use the time to evaluate implementation progress;
- developing articles for the City newsletter/website which focus on certain recommendations within the plan and calling for public input or volunteers to work on an item; and
- designation of an official “Comprehensive Planning Day” within the City and have activities or workshops related to this subject so as to build awareness (perhaps associated with the month of October which is the American Planning Association’s formal “Community Planning Month.”

9.6 Updating the Plan

A comprehensive plan must be updated at least once every ten years⁵. However, it is strongly recommended that the Plan Commission annually review both the implementation schedule and current planning decisions to ensure compliance with the overall goals of the plan and continued consistency with the overall vision of the community. This annual review should also be used to determine if a “major” plan amendment is required.

The comprehensive plan is a dynamic document. The plan should be updated when new demographic, economic, and housing data are released by the U.S. Census Bureau. It is anticipated that the land use element will likely require updating over the course of the plan due to growth and change that the City may experience. Other elements are less likely to need updates. Furthermore, as community values change, some goals, objectives, policies and recommendations may no longer be relevant. The update to a plan should take less time than the full comprehensive planning process, but should include public participation.

9.7 Adopting the Plan or Update

As directed by Wisconsin State Statutes 66.1001(4), any plan commission or other body of a local governmental unit authorized to prepare or amend a comprehensive plan shall adopt written public participation procedures that foster public participation, adopt a resolution by a majority vote of the entire commission or governmental unit. The vote shall be recorded in the official minutes of the plan commission; the resolution shall refer to maps and other descriptive materials that relate to one or more elements of the comprehensive plan.

The City Council and Plan Commission may spend time reviewing, revising and requesting revisions to the recommended plan. The City Council shall draft an ordinance adopting the plan and publish a class 1 public notice 30 days prior to the hearing on the proposed ordinance to adopt the final “recommended plan”. The City Council must provide an opportunity for written comments to be submitted by public and there must be a response to those comments. In addition, a public hearing must be held on the ordinance. By majority vote, the City Council must approve the ordinance. One copy of the adopted comprehensive plan, or an amendment to the plan, shall be sent to the following:

- every governmental body that is located in whole or part within the boundaries of the local governmental unit (county, utility districts, school districts, sanitary districts, drainage districts);

⁵ Wisconsin State Statutes 66.1001(2)(i).

- the clerk of every local governmental unit that is adjacent to the local governmental unit that is the subject of the plan that is adopted or amended;
- the Wisconsin Department of Administration (notification required, only);
- East Central Wisconsin Regional Planning Commission; and
- the public library that serves the area in which the local government unit is located.

9.8 Land Use Planning Controls

Although zoning and subdivision ordinances are the two most commonly utilized land use planning tools, there are several key tools which can be utilized to ensure that new development occurs in an organized and desired fashion. The City may wish to modify existing or establish new ordinances which regulate new development.

9.8.1 Zoning

Comprehensive plans and zoning ordinances perform differently. A comprehensive plan is a “guide to the physical, social, and economic development of a local government unit” and that “the enactment of a comprehensive plan by ordinance does not make the comprehensive plan by itself a regulation.”⁶ Comprehensive plans provide a vision for 20 years while zoning ordinances have an immediate impact on land use decisions. In order to rectify this difference, re-zoning is completed on an ongoing basis in a manner that is consistent with the overall vision of the plan. The timing of rezoning is dependent on market forces, political climate, and the accuracy of the plan’s predictions.

The Plan Commission and City Council must continually ensure that any future zoning changes are consistent with the comprehensive plan. Several actions can be taken to ensure that zoning decisions are made that accommodate the preferred future land uses as indicated on the Preferred Land Use Map (Map 8-2).

- Compare intended future land uses with existing zoning. Amend current zoning to reflect the intended future uses for all areas within the City.
- Encourage local citizens and elected officials to actively participate in ongoing City meetings regarding all zoning and planning issues.
- Amend existing ordinances and develop new ordinances which are reflective of the goals, objectives, policies and recommendations of all elements in the City’s comprehensive plan.

9.8.2 Official Maps

Cities, villages, and towns which have adopted village powers have the authority to develop an official map⁷. An official map is a diagram which delineates the current and future roadways such as local streets, highways, historic districts, parkways, and parks. Additionally, an official map may delineate railroad right-of-ways, waterways (only if included on a comprehensive surface water drainage plan) and public transit facilities. Furthermore the map may establish exterior lines of future streets, highways, historic districts, parks, parkways, public transit facilities, waterways, and playgrounds. Once an official map is adopted by ordinance, no

⁶ 2009 Wisconsin Act 379.

⁷ Wisconsin Statutes 62.23(6).

building permits may be issued to construct or enlarge any building within the limits of the features listed above.

Official maps serve several important functions which ensure that future land use decisions will remain compliant with the comprehensive plan.

- Future costs for land acquisitions for city/village/town streets and other delineated features are lowered or minimized because the land will remain vacant.
- Future subdivisions of land will be streamlined because future streets have already been established; developers will be required to adhere to guidelines set forth within the official map unless it is amended by an ordinance.
- Potential home and land buyers can be readily informed that land has been designated for specific public uses.
- Acceptable route(s) for a potential by-pass for a major state highway can be delineated.
- Local governments can preserve sensitive environmental features (i.e. trout streams) while establishing a preferred corridor for a by-pass.

The City should ensure that its official map is current and consistent with the comprehensive plan.

9.8.3 Sign Regulations

Many communities are interested in regulating signage for local business in order to preserve a rural atmosphere and “community character.” Restrictions are especially important in major transportation corridors, historic downtowns or neighborhoods, or other culturally or environmentally significant areas. As signs have become increasingly larger and bolder due to illumination, roadways have become more cluttered and communities have become less distinctive.

9.8.4 Erosion and Stormwater Control Ordinances

Local communities may adopt a construction site erosion control and stormwater management ordinance. The purpose of these ordinances is to protect surface water quality and minimize the amount of sediment and other pollutants in stormwater runoff from construction sites to lakes, streams, and wetlands.

9.8.5 Historic Preservation Ordinance⁸

As development continues to modernize the appearance of an area, the use of an historic preservation ordinance can help a community protect and enhance key cultural and historical features. A historic preservation ordinance can designate local landmarks and protect these properties by regulating new construction, alterations or demolitions that affect them. More information is available on the Wisconsin Historical Society’s webpage at <http://www.wisconsinhistory.org/>.

⁸ Historic Preservation Ordinances are regulated under *Wisconsin Statutes 62.23 (em)*.

9.8.6 Design Review Ordinance

Design review can accompany many different development aspects and will assist communities in achieving an identified look and character expressed within the individual vision statements. These ordinances, however, need to be based upon well-defined sets of criteria. Signage, lighting, exterior building material types, structural guidelines, colors, and other aspects will have to be specifically identified within any ordinance.

9.8.7 Building/Housing Codes

The Uniform Dwelling Code promotes health, safety, and general welfare; protects property values; and provides for orderly, appropriate development and growth in the communities. The enforcement of the uniform dwelling code along with enforcement of other local codes can help ensure properties are adequately maintained and that property values are protected.

9.8.8 Floodplain Ordinance

The City regulates all areas that would be covered by the regional flood or base flood and a shoreland that was annexed by the City after May 7, 1982, and that prior to annexation was subject to a county shoreland zoning ordinance under Wis. Stat. sec. 59.692.

9.8.9 Subdivision Ordinances

Wisconsin State Statutes regulate the division of raw land into lots for the purpose of sale for building development. A subdivision ordinance is related to the zoning ordinance in that it regulates the platting, or mapping, or newly created lots, streets, easements, and open areas. A subdivision ordinance can help implement the comprehensive plan and must be consistent with and conform to the local comprehensive plan goals. Furthermore, subdivision ordinances can incorporate construction standards and timelines for completion of community facilities such as transportation networks or curb and gutter systems.

9.8.10 Lighting Controls/Ordinances

As development pressures occur, communities discover that not only are the natural features being altered, but also the scenic views of the night sky are being diminished. Both yard lighting and signage can change the character of a community as significantly as new development. This is especially true in areas where new lighting has become over-excessive in new commercial or industrial districts. Direct lighting or glare can and should be regulated in order to maintain community character.

Currently, lighting and its evening glare is one of the chief complaints residents have in many communities across this state and nation. Many light manufactures have responded positively to complaints about the increased amounts of light pollution. There are many examples of development and lighting structures which have reduced scatter light through new non-glare technologies. Many light manufactures have light cutoff shields that will remove glare, thus increasing the light's effectiveness and reducing its overall energy consumption. Other lights may direct light at ground height only. Since non-glare lighting and other similar technologies are similarly priced to current lighting practices, communities should consider developing lighting ordinances which not only reduce light pollution, but also improve energy consumption and costs.

9.9 Non-Regulatory Measures

9.9.1 Capital Improvement Plan

This is an ongoing financial planning program intended to help implement planning proposals. The program allows local communities to plan for capital expenditures and minimize unplanned expenses. Capital improvements or expenditures are those projects that require the expenditure of public funds for the acquisition or construction of a needed physical facility.

Capital improvement programming is a listing of proposed projects according to a schedule of priorities over the next few years. It identifies needed public improvements, estimates their costs, discusses means of financing them, and establishes priorities for them over a four-to-six year programming period. Improvements or acquisitions considered a capital improvement include:

- Public buildings (i.e. – fire and police stations)
- Park acquisition and development
- Roads and highways
- Utility construction and wastewater treatment plants
- Joint school and other community development projects
- Fire and police protection equipment

A capital improvement plan or program is simply a method of financial planning for these types of improvements and scheduling the expenditures over a period of several years in order to maximize the use of public funds. In addition, each year the capital improvement program should be extended one year to compensate for the previous year that was completed. This keeps the improvement program current and can be modified to the community's changing needs.

Preparation of a Capital Improvement Program: The preparation of a Capital Improvement Program is normally the joint responsibility between the community administrator or plan commission, city president, various department heads, governing body, and citizen commissions. The preparation of a capital improvement program may vary from community to community depending on local preferences, the local form of government and available staff. In communities that have a community development plan or comprehensive plan, a planning agency review of the proposed capital improvement program is desirable. The Clintonville Administrator is responsible for the preparation of a 5-year CIP.

9.10 Implementation Strategies for Planning Element Integration

While this comprehensive plan is divided into nine elements, in reality, community planning issues are not confined to these divisions. Planning issues will cross these element boundaries. Because this is the case, the policies and recommendations of this plan were considered by the City of Clintonville in the light of overall implementation strategies. These strategies are cited as sources for many of the policies and recommendations found within the elements. The letter(s) in the front of the strategy corresponds to the element, for example, housing is represented with an H, transportation a T, agricultural, natural and cultural resources with an ANC, utilities and community facilities with an UCF, economic development with an ED, intergovernmental cooperation with an IC and land use with a LU. The following implementation strategies were identified during the planning process.

Population and Housing

- H1. Create a range of housing options
- H2. Create opportunities for quality affordable housing
- H3. Change the treatment of mobile and manufactured homes
- H4. Create opportunities to rehabilitate the existing housing stock
- H5. Create a positive image and “sense of place”

Transportation

- T1. Increase funding for road maintenance and reconstruction
- T2. Preserve the mobility of collector and/or arterial streets and highways
- T3. Create improved intersection safety
- T4. Create safe emergency vehicle access to developed properties
- T5. Create more detailed plans for transportation improvements
- T6. Create road connectivity
- T7. Create a range of viable transportation choices
- T8. Change the availability and arrangement of public parking areas
- T9. Ensure that the road system is well maintained and operates efficiently
- T10. Increase opportunities to safely walk and bike

Agricultural, Natural, and Cultural Resources

- ANC1. Recognize the economic viability and support the agricultural community
- ANC2. Provide access to local food/products
- ANC3. Preserve and maintain natural resources and/or green space
- ANC4. Maintain a diverse and quality urban forest
- ANC5. Change the management of stormwater runoff
- ANC6. Preserve cultural and historic places resources
- ANC7. Encourage cultural, artistic and entertainment opportunities

Utilities and Community Facilities

- UCF1. Create efficiencies in the cost of providing services and facilities (control taxes)
- UCF2. Create more detailed plans for facility and service improvements
- UCF3. Create intergovernmental efficiencies for providing services and facilities
- UCF4. Preserve drinking water quality
- UCF5. Create improved community facilities and services
- UCF6. Preserve the existing level and quality of community facilities and services
- UCF7. Preserve planned future park locations and road and utility rights-of-way
- UCF8. Create opportunities to maximize the use of existing infrastructure
- UCF9. Maintain and update existing facilities and replace equipment in a timely manner
- UCF10. Manage and reduce stormwater runoff
- UCF11. Maintain and enhance recreational facilities and opportunities for residents

Economic Development

- ED1. Promote and enhance the downtown business district
- ED2. Provide and support a range of economic development activities to encourage retail, commercial and industrial growth
- ED3. Enhance community and neighborhood identity
- ED4. Support entrepreneurial programs

ED5. Support existing business and new businesses that complement existing businesses and the City's vision

ED6. Expand the workforce

Intergovernmental Cooperation

IC1. Create a cooperative approach for planning and regulating development along community boundaries

IC2. Strengthen existing partnerships and build new relationships

IC3. Create intergovernmental efficiencies for providing services and facilities

IC4. Enhance intergovernmental and intercity communication

Land Use

LU1. Preserve valued features of the landscape through site planning

LU2. Focus on quality and character of new development in order to create a sense of place and/or community identity

LU3. Change the management of growth in extraterritorial areas

LU4. Promote economic growth and vitality

LU5. Strengthen the downtown business district

LU6. Create attractive and efficient regional commercial and industrial areas

LU7. Create a system of development review that prevents land use conflicts

LU8. Provide a sufficient supply of land for housing choices

LU9. Preserve the downtown neighborhood

LU10. Create a pattern of land use that is compact

LU11. Create mixed-use neighborhoods

LU12. Create pedestrian/bicycle-friendly and human scaled-neighborhoods

LU13. Ensure that land use decisions are meeting the needs and desires of residents and the City's vision for the future

These overall strategies are grouped by element. The Plan Commission selected strategies to reflect the City's highest priorities for implementation, and areas where the City is willing to take direct implementation responsibility. The following strategies were selected as the highest priorities:

H1. Create a range of housing options;

H4. Create opportunities to rehabilitate the existing housing stock;

T1. Increase funding for road maintenance and reconstruction;

T9. Ensure that the road system is well maintained and operates efficiently;

ANC5. Change the management of stormwater runoff;

UCF1. Create efficiencies in the cost of providing services and facilities (control taxes);

UCF3. Create intergovernmental efficiencies for providing services and facilities;

UCF9. Maintain and update existing facilities and replace equipment in a timely manner;

ED1. Promote and enhance the downtown business district;

ED2. Provide and support a range of economic development activities to encourage retail, commercial and industrial growth;

IC2. Strengthen existing partnerships and build new relationships;

- LU2. Focus on quality and character of new development in order to create a sense of place and/or community identity; and
- LU5. Strengthen the downtown business district.

9.11 Implementation Goals and Objectives

Community goals are broad, value-based statements expressing public preferences for the long term (20 years or more). They specifically address key issues, opportunities, and problems that affect the community. Objectives are more specific than goals and are more measurable statements usually attainable through direct action and implementation of plan recommendations. The accomplishment of objectives contributes to fulfillment of the goal.

Goal 1 Implement to the extent possible the recommendations contained within the Comprehensive Plan Update.

Objectives

- 1.a. Closely monitor the implementation of the plan recommendations to ensure that they are being followed.
- 1.b. Update the plan as necessary.
- 1.c. Emphasize the need for intergovernmental cooperation throughout the implementation process.

9.12 Implementation Policies and Recommendations

Policies and recommendations build on goals and objectives by providing more focused responses to the issues that the City is concerned about. Policies and recommendations become primary tools the City can use in making land use decisions. Many of the policies and recommendations cross element boundaries and work together toward overall implementation strategies. Refer to section 9.10 for an explanation of the strategies cited as sources for many of the policies and recommendations.

Policies identify the way in which activities are conducted in order to fulfill the goals and objectives. Policies that direct action using the word “shall” are advised to be mandatory and regulatory aspects of the implementation of the comprehensive plan. In contrast, those policies that direct action using the words “will” or “should” are advisory and intended to serve as a guide. “Will” statements are considered to be strong guidelines, while “should” statements are considered loose guidelines. The City’s policies are stated in the form of position statements (City Position), directives to the City (City Directive), or as criteria for the review of proposed development (Development Review Criteria).

Recommendations are specific actions or projects that the City should be prepared to complete. The completion of these actions and projects is consistent with the City’s policies, and therefore will help the City fulfill the comprehensive plan goals and objectives.

Policies: City Directive

11. The City shall maintain the comprehensive plan as an effective tool for the guidance of City governance, and will update the plan as needed to maintain consistency with state comprehensive planning requirements (Source: Basic Policies).
12. City policies, ordinances, and decisions will be made in conformance with the comprehensive plan to the fullest extent possible (Source: Basic Policies).
13. Areas of the plan which are likely to be disputed or litigated in the future will be reviewed by the City Attorney to ensure his or her knowledge of the plan and to offer suggestions to reduce conflict (Source: Basic Policies).
14. The Plan Commission should recommend modifications to the plan as necessary (Source Basic Policies).
15. As available, provide updated information to supplement the plan information (Source Basic Policies).
16. Work with others, as needed, to implement the recommendations contained within the City of Clintonville's comprehensive plan (Source Basic Policies).

Recommendations

- The Plan Commission should periodically review the implementation schedule and update the City Council as to progress that is being made.
- The Plan Commission should annually review the goals, objectives and recommendations and address any conflicts.
- The City Council should periodically include an agenda item for plan implementation progress.
- The City should update the comprehensive plan within a maximum of 10 years.

9.13 Implementation Schedule

The goals established in the implementation schedule should be applied over the planning period which begins in 2019 with the adoption of the comprehensive plan. They represent priorities for the City of Clintonville. Objectives provide more detailed and readily measurable steps toward reaching each goal, while policies identify the way in which activities are conducted in order to fulfill the goals and objectives. Recommendations are used to ensure plan implementation.

Due to the nature of comprehensive planning, goals, objectives, policies and recommendations of each particular element are interrelated. To ensure that implementation of the plan is achieved in a timely fashion, a priority/timeline has been set for each recommendation. During periodic reviews, the Plan Commission should verify that these deadlines have been met and consider additional recommendations or actions to better achieve the stated goal, if necessary. Specific landmark dates have been established to ensure that individual recommendations or

actions complement one another in their implementation. The landmark dates have been reviewed by the Plan Commission, City Staff and the City Council to assure that they are feasible expectations.

The primary responsibility for implementing the plan lies with the City Council. Secondary responsibility for performing the recommendations or actions in the plan lies with the Plan Commission, which is appointed by elected officials, along with other key partners and City staff.

Recommendations are divided by primary responsibility and priority/timeline date for completion. The plan implementation tables on the following pages provide a detailed list and work schedule of recommendations or actions that the City should complete as part of the implementation of the Comprehensive Plan (Tables 9-1 to 9-14). It should be noted that many of the recommendations require considerable cooperation with others, including the citizens of City Clintonville, City staff, and local/state governments. The completion of recommended actions in the timeframe presented may be affected and or impacted by competing interests, other priorities, and financial limitations facing the City.

Priority / Timeline

The plan should be implemented over a period of 20 years. The following is a listing of the priorities ranging from high priority (1) to low priority (5).

Priority 1: 1 - 2 Years (2019 – 2020)

Priority 2: 3 – 5 Years (2021 – 2023)

Priority 3: 6 – 10 Years (2024 – 2030)

Priority 4: 11 – 20 Years (2031 – 2040)

Priority 5: 21 – 30 Years (2041 – 2050)

Table 9-1: City Council

Strategy	Recommendation	Required Action	Secondary Partner	Priority / Timeline
-	Periodically include an agenda item for plan implementation progress.	Periodically include a comprehensive plan update agenda item.	City Administrator, Plan Commission	Annually
ED1 / ED2 / ED3 / ED4 / ED5 / ED6	Investigate the feasibility of employing a full-time economic development specialist.	Look at hiring a full-time economic development specialist.	City Administrator	2
H4	Consider a rental housing inspection program.	Determine interest in developing a rental housing inspection program.	Building Inspection Department, City Administrator, City Attorney	2
IC1	Consider a cooperative boundary agreement with the Towns of Matteson and Larrabee.	Consider & contact towns if necessary.	City Administrator, City Attorney, towns of Matteson & Larrabee	3
H4/H5	Support the creation of neighborhood organizations and provide a framework to partner with neighborhoods on planning efforts to help neighborhoods develop tools to address maintenance and other issues.	Contact & work with others to develop a community maintenance program. Consider initiating Community Make A Difference Day.	City Administrator, ECWRPC	3
IC3	Ensure adequate emergency response for City residents through partnerships with local and county governments / departments for fire, police and ambulance services.	Periodically review response times & services.	City staff, Clintonville Ambulance Service, Waupaca County	3/Ongoing
-	The City should update the comprehensive plan within a maximum of 10 years.	Update the comprehensive plan within a 10 year maximum.	City Administrator, Plan Commission	2028

Table 9-2: City Administrator

Strategy	Recommendation	Required Action	Secondary Partner	Priority / Timeline
UCF2 / UCF5 / UCF8 / UCF9	Develop a facility/space needs study to comprehensively examine City owned facilities. Consider an evaluation of energy efficiency and renewable energy options that would be cost-effective to implement.	Contract with a consultant to develop a study.	City Staff	1
ED1	Develop a Downtown Revitalization Team.	Encourage downtown businesses to establish a Revitalization Team.	City Administrator	1
ED1	Acquire and/or work with developers to provide new opportunities for downtown housing.	Consider potential locations and promote.	Downtown Revitalization Team, Plan Commission, Developers, Clintonville Chamber of Commerce	1/Ongoing
ED2	Provide information regarding available properties, buildings and amenities in the North Industrial Park and adjacent industrial area on the City's website.	Provide information and post on the City's website. Maintain current information.	Clintonville Ind. Dev. Corp., businesses, local realtors	1/Ongoing
ED2	Identify vacant and underutilized commercial/industrial properties (including Brownfield sites) that may have commercial, industrial or residential development potential.	Post available sites, along with a parcel map on the City's website.	Clintonville Ind. Dev. Corp., businesses, local realtors, ECWRPC	1/Ongoing
ED2	Keep updated information about Clintonville's sites and buildings on economic development data bases such as Locate in Wisconsin, New North, and Waupaca County EDC.	Update and provide information to Locate Wisconsin, New North & Waupaca County EDC.	Clintonville Ind. Dev. Corp., Clintonville Area Chamber of Commerce, businesses, local realtors, New North, Waupaca County EDC	1/Ongoing
ED1 / ED 3 / LU5	Create a façade renovation/facility improvement grant program for signage, façade renovation and structural repairs.	Identify a funding source & create a façade renovation/facility improvement grant program.	City Administrator, Clintonville Area Chamber of Commerce, City Council, Downtown Revitalization Team, downtown businesses	1

Table 9-2: City Administrator Continued

Strategy	Recommendation	Required Action	Secondary Partner	Priority / Timeline
ED1	Prepare a master plan to expand the Riverwalk to create highly visible and intentional gathering spot for residents and tourists.	Contract & work with others to complete a master plan.	Plan Commission, Parks & Recreation Department, City Council, City Staff	1
ED1	Work with others to redevelop the old Armory and Mercantile buildings.	Work with others to redevelop buildings.	Plan Commission	1/2
H4	Work with others to provide educational opportunities for renters and landlords on property maintenance.	Work with others to provide educational materials and opportunities. Post educational materials on the City's website.	UW-Extension, Habitat for Humanity	2
ANC1	Work with local economic development organizations to encourage the establishment of businesses in the City that support the agricultural economy.	Work with others to encourage business development that support the agricultural economy.	Chamber of Commerce, Clintonville Ind. Dev. Corp., Waupaca County EDC	2
ED2/ED3	Develop a City e-newsletter.	Work with others to develop a City newsletter that can be used to promote the local economy.	City Staff, Businesses, Clintonville Area Chamber of Commerce, etc.	2
IC1	Consider initiating a cooperative study of intergovernmental opportunities between the City and neighboring and nearby communities.	Determine desire, contact & work with others, as needed.	City council, City staff, neighboring & nearby communities, City attorney	2
IC4	Develop a City communication strategy with the goal of improving enhancing communication between neighboring municipalities and other governmental agencies.	Meet with neighboring municipalities & others to discuss & develop a communication strategy.	City staff, neighboring municipalities, gov. agencies	2
IC4	Utilize the City's website and other new technology to update residents on upcoming events, municipal services, quality of life, history, etc.	Meet with City staff & community partners to discuss. Update website as needed.	City staff, community partners	2
ED1	Identify and discuss opportunities with the library, school district, art groups, churches, community organizations and businesses to provide additional downtown programming.	Contact and work with others to provide additional downtown programming.	Library, school district, art groups, churches, community organizations, businesses	2/Ongoing

Table 9-2: City Administrator Continued

Strategy	Recommendation	Required Action	Secondary Partner	Priority / Timeline
IC2	Coordinate with the Clintonville Area Chamber of Commerce, Waupaca County Economic Development Corporation, Clintonville Industrial Development Corporation, ECWRPC and the Pigeon Lake District to better promote the amenities, events and economic development opportunities in the City.	Promote & work with others to promote amenities, events & economic development opportunities in the City.	Clintonville Area Chamber of Commerce, Waupaca County EDC, Clintonville Ind. Dev. Corp., ECWRPC, Pigeon Lake District, Tourism Commission	2/Ongoing
H1	Work with local businesses to create incentives to promote residential development within areas with existing infrastructure.	Contact local businesses to determine interest.	Local businesses, Clintonville Ind. Dev. Corp., Clintonville Chamber of Commerce	3
H5	Identify key areas and utilize "Placemaking" to create temporary and permanent public and quasi-public spaces for the community to come together.	Utilize empty parking lots, public parks, etc. for community gatherings.	Clintonville Chamber of Commerce	3
H5	Conduct a community character inventory that identifies the unique places and positive characteristics of the community.	Contact & work with others to identify unique places & positive characteristics. Promote these amenities on the City's website.	Clintonville Area Historical Society, Plan Commission, Local residents	3
T10	Work with the Clintonville Public School District to initiate a Safe Routes to School Program.	Contact & encourage the school district to initiate a program.	Clintonville Public School District, ECWRPC	3
ED3	Work with the Clintonville Area Chamber of Commerce and the Clintonville Public School District to establish a Diversity Committee.	Determine interest & work with others to establish a committee.	Clintonville Area Chamber of Commerce, Clintonville Public School District, businesses	3
ED6	Work cooperatively with secondary and post-secondary education in identifying educational and job training needs that are needed to maintain a well trained workforce.	Encourage local businesses & secondary & post secondary educational institutions to work together to determine local needs.	Local businesses, secondary & post secondary educational institutions	3
ED6	Work with the Clintonville Public School District on youth apprentice opportunities.	Encourage local businesses & secondary & post secondary educational institutions to work together.	Local businesses, secondary & post secondary educational institutions	3

Table 9-2: City Administrator Continued

Strategy	Recommendation	Required Action	Secondary Partner	Priority / Timeline
ED6	Partner with regional economic development organizations on talent attraction.	Work with others on talent attraction.	Fox Valley Workforce Development, Waupaca County EDC, New North	3
ED6	Connect employers with the local school district and FVTC to promote technical programs, job skill training that are needed in the community.	Encourage local businesses to work with secondary & post secondary educational institutions.	Local businesses, secondary & post secondary educational institutions	3
IC4	Establish annual meetings with community partners (civic organizations, churches, youth groups, the Clintonville Public School District and others) to discuss community needs (Source: Strategy IC4).	Establish annual meetings.	Civic organizations, churches, youth groups, educational institutions	3

Table 9-3: Plan Commission

Strategy	Recommendation	Required Action	Secondary Partner	Priority / Timeline
-	Periodically review the implementation schedule and update the City Council as to progress that is being made.	Review annually & update City Council.	City staff, City Council, commissions & boards	Annually
-	Annually review the goals, objectives and recommendations and address any conflicts.	Continually track any conflicts or issues with the goals, objectives, policies & recommendations. Annually review materials to insure relevancy.	City Administrator, City Staff	Annually
H1	Develop a Housing Market Analysis to determine housing needs in the City.	Contract & work with others to complete a Housing Market Analysis.	City Administrator	1
LU8	Identify areas within and surrounding the City for residential redevelopment and development.	Identify areas & indicate on the future land use map.	ECWRPC, City Administrator	1
LU4	Identify locations for new commercial and industrial development and redevelopment.	Identify areas & indicate on the future land use map.	ECWRPC, City Administrator	1
IC1	Investigate extraterritorial land division plat review authority. Annually notify the surrounding towns and Waupaca County of this exercise of jurisdiction.	Investigate extraterritorial land division plat review & implement, if necessary.	City Administrator, adjoining towns.	1

Table 9-3: Plan Commission Continued

Strategy	Recommendation	Required Action	Secondary Partner	Priority / Timeline
H1	Periodically assess the availability of developable land for residential development.	Work with others, as needed, to determine if additional acreage is needed for residential development.	City Administrator, City Staff	1 / Ongoing
ED1	Establish a downtown gateway.	Work with others, as needed.	Parks & Recreation Department, civic organizations, Downtown Clintonville Revitalization Team	2
ED2	Develop a South Main Street corridor plan to identify land use, urban design and zoning standards that will be compatible with existing land uses.	Contract & work with others to complete a plan.	Local businesses	2
ED3	Develop building and site design standards.	Review existing standards & develop/amend as necessary for different areas in the City.	City Administrator	2
LU7 / LU10 / LU13	Develop a guidance document that can be used to determine compliance with the comprehensive plan whenever a development proposal is reviewed.	Work with others to develop a guidance document.	ECWRPC, consultant	2
LU1 / LU2 / LU7	Develop a Site Plan Review approval process that is consistent with the goals of the comprehensive plan.	Work with others to develop a site plan review approval process. Revise ordinance as necessary.	ECWRPC, Consultant, Safety and Ordinance Committee	2
ED1	Evaluate the potential for the formation of a Business Improvement District (BID) to support downtown revitalizations efforts and programming (long-term).	Consider forming a downtown BID.	City Council, City Administrator, downtown businesses.	2
ANC3	Utilize site planning and limits of disturbance regulations to protect natural resources and green space.	Consider when reviewing development proposals. Revise ordinance if necessary.	City Staff, WDNR, Safety and Ordinance Committee	2/Ongoing
H2	Investigate new emerging trends in housing such as tiny houses, granny flats, and cohousing.	Investigate new trends in housing & determine applicability for the City. Revise ordinances, as necessary.	City Administrator	3
ANC6	significant cultural and historical resources that can be used when reviewing development proposals.	Work with the Clintonville Area Historical Society. Contact the Wisconsin Historical Society (WHS) for potential funding.	Clintonville Area Historical Society, WHS	3
ANC6	When reviewing development proposals utilize local expertise to identify historic sites and structures.	Develop a committee of local citizens that can be consulted, when needed.	Clintonville Area Historical Society, WHS	3

Table 9-4: Department of Public Works

Strategy	Recommendation	Required Action	Secondary Partner	Priority / Timeline
T10	Provide wayfinding signage to key destinations in the City.	Survey and determine if more signage is needed.	City Staff	2
UCF3 / UCF5	Utilize intergovernmental efficiencies to provide needed service and facility improvements.	Contact and work with others.	Nearby communities, Clintonville Public School District	2
UCF10 / ANC5	Develop a stormwater management plan.	Develop a stormwater management plan.	Safety and Ordinance Committee	2
ANC5	Work with WDNR, the Fox-Wolf Watershed Alliance staff and the Pigeon Lake Protection and Rehabilitation District to identify land use best management practices and the use of buffers to meet Total Maximum Daily Load (TMDL) goals.	Contact and work with others.	WDNR, Fox-Wolf Watershed Alliance, Pigeon Lake Protection & Rehabilitation District	2
T2	Cooperatively prepare a transportation system plan with the county for the area designating corridors for major facilities (arterials, collectors, transit corridors, etc.)	Contact and work with Waupaca County Highway Department.	Streets Committee, Waupaca County Highway Depart., ECWRPC, WisDOT	3
T10	Review the city road construction specifications to ensure considerations for pedestrian features.	Review city road construction specifications.	Street Committee, City Staff	3
ED3	Identify and develop gateways into the City.	Work with others to develop gateways.	local businesses, civic groups	3

Table 9-5: Parks and Recreation Department

Strategy	Recommendation	Required Action	Secondary Partner	Priority / Timeline
UCF11 / T10	Contact and work with Waupaca County to extend the Wiouwash Trail through the City.	Contact and work with Waupaca County.	Waupaca County, WDNR, City Council	2/Ongoing
ANC2	Encourage residential use of the community garden site.	Promote through the City website and other avenues.	Parks & Rec. Commission, City Administrator	2
UCF1 / H4 / ANC3	Evaluate existing facilities, equipment, services and practices to determine energy saving techniques and environmentally sustainable practices that would be relatively inexpensive to complete and would have the largest impact.	Evaluate existing facilities, equipment and services. Could be done as part of the facilities/space needs study.	City Staff	2
UCF9 / UCF11	Address maintenance, upgrades and current needs identified in the most recent City of Clintonville Comprehensive Outdoor Recreation Plan.	Address as part of the Capital Improvement Program.	City Council, City Administrator, Parks and Recreation Commission	2
UCF5	Maintain open space and parkland through dedications, acquisitions, zoning, and the adoption of an official map delineating present and planned future parkland sites.	Work with public works and others to develop an official map.	City Staff, Parks and Recreation Commission	3
UCF11	Work with community based organizations and others to maintain and enhance recreational opportunities.	Contact others to determine interest.	Parks and Recreation Commission	3

Table 9-6: Building Inspector

Strategy	Recommendation	Required Action	Secondary Partner	Priority / Timeline
H4	Strengthen Housing Code enforcement practices to ensure safe and sanitary housing conditions for all.	Develop a policy to increase enforcement activities.	Police Department, City Council	1

Table 9-7: Safety and Ordinance Committee

Strategy	Recommendation	Required Action	Secondary Partner	Priority / Timeline
LU7 / LU10 / LU13	Update the Clintonville Zoning Ordinance and Map using the future land use map as a guide so that the objectives of the plan can be implemented through the regulation and management of future land development proposals.	Review & update the zoning ordinance & maps, as needed.	City Attorney, Plan Commission, City Staff	1
H4	Strengthen Housing and Fair Housing Code (Chapter 22) to ensure safe and sanitary housing conditions for all.	Review Chapter 22 & update as necessary.	City Administrator, City Attorney	1
H4	Develop a property maintenance ordinance.	Develop a property maintenance ordinance.	City Administrator, City Attorney	2
UCF10 / ANC5	Modify local building codes and applicable land division and zoning ordinances to include improved stormwater management.	Review applicable ordinances.	City Staff, WNRD, Fox-Wolf Watershed Alliance, Pigeon Lake Protection and Rehabilitation District	2
H2	Periodically review applicable ordinances and fees for their impacts on opportunities to create affordable housing.	Work with others, as needed, to review applicable ordinances and fees to determine their impact on housing affordability.	City Administrator, City Staff, Developers	2 / Ongoing
T2/UCF1/L U13	Require major land divisions and other substantial development projects to submit area development plans.	Require as a condition of approval.	Plan Commission, City Staff	2
UCF1	Require major land divisions and other substantial development projects to submit an assessment of potential impacts to the cost of providing city facilities and services.	Revise Chapter 19: Subdivision and Platting.	Plan Commission, City Staff, City Attorney	2
UCF10 / ANC5	Develop a stormwater management ordinance.	Establish standards for stormwater management. Require all new developments to submit a stormwater management plan.	Department of Public Works, Utility Board	2
ANC4	Review ordinances to require landscaping/street trees for all developments.	Review ordinances.	Plan Commission, City Staff	2
T5 / T7 / T10	Consider developing a sidewalk policy.	Research & determine need for a sidewalk policy.	Plan Commission, City Staff	3

Table 9-7: Safety and Ordinance Committee Continued

Strategy	Recommendation	Required Action	Secondary Partner	Priority / Timeline
ANC2	Review the zoning ordinance to determine limitations that might affect the siting of community gardens and other urban gardening uses.	Review Chapter 17: Zoning Code.	City Staff	3
ANC2	Consider a bee keeping ordinance.	Research other community's who have ordinances.	Residents	3
ANC3	Ensure that current zoning provisions within the Conservancy District are adequate to protect important natural resource features.	Review Chapter 17: Zoning Code.	City Staff	3

Table 9-8: Tourism Commission

Strategy	Recommendation	Required Action	Secondary Partner	Priority / Timeline
ED2	Coordinate with local entities to provide transportation between the airport, local motels and the Experimental Aircraft Association (EAA) annual AirVenture event in Oshkosh.	Coordinate with others to provide transportation between the airport and other destinations.	Clintonville Area Chamber of Commerce, Airport Commission	2
ED2	Enhance the City's proximity to the Pigeon River/Lake by promoting water/waterfront activities.	Work with others to promote water/waterfront activities on the Pigeon River. Provide information on the City's and other websites.	C. Clintonville, Clintonville Area Chamber of Commerce, WI Dept. of Tourism	2
H5/ANC7	Partner and work with local organizations and businesses to provide quality community events.	Contact local organizations and businesses.	Local businesses and organizations	3
ANC7	Consider expanding cultural, artistic and entertainment opportunities in the downtown and community parks.	Work with others to discuss expanding cultural, artistic & entertainment opportunities.	Clintonville Area Chamber of Commerce, downtown businesses, Park and Recreation Commission, Downtown Clintonville Revitalization Team	3

Table 9-9: Airport Commission

Strategy	Recommendation	Required Action	Secondary Partner	Priority / Timeline
ED2	Work with others to provide year round ground transportation between the airport, local motels and businesses.	Coordinate with others to provide transportation between the airport and other destinations.	Clintonville Area Chamber of Commerce, Tourism Commission	2
ED2	Work with others to provide convenient rental cars for pilots and passengers using the Clintonville Municipal Airport. (Source: Strategy ED2)	Coordinate with others to provide transportation between the airport and other destinations.	Clintonville Area Chamber of Commerce, Tourism Commission	3

Table 9-10: Parks and Recreation Commission

Strategy	Recommendation	Required Action	Secondary Partner	Priority / Timeline
UCF11 / ANC7	Consider the viability of renovating or building a new outdoor pool.	Consider the viability of renovating or building a new outdoor pool.	Parks and Recreation Department, City Council, City Administrator	2
UCF5	Determine which lands within the city would enhance the connectivity of the park and open space system based on the comprehensive plan or outdoor recreation plan. Attempt to acquire these lands.	Identify lands and funding sources.	Plan Commission, Parks and Recreation Department	3
UCF11 / T10	Develop a long-term bicycle and pedestrian plan to identify routes, facilities and priorities. Incorporate recommendations from the most recent City of Clintonville Comprehensive Outdoor Recreation Plan.	Develop a bicycle and pedestrian plan.	Plan Commission, Parks and Recreation Department	3/4

Table 9-11: Utility Board

Strategy	Recommendation	Required Action	Secondary Partner	Priority / Timeline
UCF2	Update proposed facility infrastructure plans to extend public utilities including water, sewer and electric based on the results of the comprehensive planning effort.	Update facility infrastructure extension plans.	Public Works, Electric Utility	2

Table 9-12: Street Commission

Strategy	Recommendation	Required Action	Secondary Partner	Priority / Timeline
UCF10 / ANC5	Consider developing a stormwater utility.	Consider implementation of stormwater management plan.	WDNR, City Council, Safety & Ordinance Committee	3

Table 9-13: Police and Fire Commission

Strategy	Recommendation	Required Action	Secondary Partner	Priority / Timeline
UCF5 / UCF6	Investigate the need for a full-time fire department and/or limited full-time personnel for specific duties.	Consider hiring a full-time fire department of limited full-time personnel.	City Administrator, City Council, Fire Department	1

Table 9-14: Downtown Revitalization Team

Strategy	Recommendation	Required Action	Secondary Partner	Priority / Timeline
ED1	Develop a downtown marketing plan.	Develop a downtown marketing plan.	City Administrator, Clintonville Area Chamber of Commerce, downtown businesses	1
ED1	Develop partnerships with large employers, downtown businesses, schools, churches, local residents, civic organizations and others to provide project based improvements.	Contact and work with others to provide project based improvements.	Large employers, downtown businesses, schools, churches, local residents, civic organizations	1/Ongoing
ED1	Explore partnerships to create additional downtown destinations and programs for youth such as co-working space, events and public art opportunities that engage kids.	Explore additional partnerships.	City Administrator, Clintonville Area Chamber of Commerce	1/Ongoing
ED1	Enhance pedestrian opportunities in the downtown by providing benches and other places for people to sit, relax and linger.	Contact and work with local businesses, civic groups, etc.	Local businesses, civic groups, churches, educational institutions, Parks and Recreation Department	1/Ongoing

Table 9-14: Downtown Revitalization Team Continued

Strategy	Recommendation	Required Action	Secondary Partner	Priority / Timeline
ED1 / ED 3 / LU5	Develop design guidelines for the downtown district, consider historical preservation design standards.	Develop design guidelines.	City Administrator, Clintonville Area Chamber of Commerce, Clintonville Area Historical Society, WHS, downtown businesses	2
ED1	Consider encouraging businesses to “claim” outdoor space with outdoor dining opportunities, merchandise, sandwich boards and decorations.	Work with businesses and the City to encourage outdoor uses, if space allows.	Downtown businesses, City of Clintonville	2
ED1	Partner with the History Center and the Pigeon River Artists to develop programs showcasing local art.	Contact and work with others to develop programs to showcase local art in the downtown.	Clintonville Area Historical Society, Pigeon River Artists	2/Ongoing
ED1	Incorporate art in the downtown area; consider public art projects, murals, statues, window displays, etc. (1.f./Source: Strategy ED1).	Contact and work with others.	Pigeon River Artists, Clintonville Area School District, Clintonville Area Chamber of Commerce	2/Ongoing
ED1	Develop crowdfunding strategies to support downtown revitalization projects.	Identify strategies to raise funds to support downtown projects.	Clintonville Area Chamber of Commerce	2/Ongoing
ED4/ED5	Evaluate an incubation/ accelerator program to support business startups and co-working.	Work with other to evaluate interest.	Clintonville Public Library, local businesses, Clintonville Area Chamber of Commerce	3



APPENDICES



APPENDIX A

PUBLIC PARTICIPATION PLAN

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PUBLIC PARTICIPATION PLAN FOR COMPREHENSIVE PLANNING

City of Clintonville

INTRODUCTION

The City of Clintonville recognizing the need for comprehensive planning in accordance with the Wisconsin “Comprehensive Planning” legislation has created a Comprehensive Plan consistent with Section 66.1001 of Wisconsin Statutes. Per the Wisconsin Statutes, the City will provide updates to its comprehensive plan at a minimum of every ten (10) years. The Common Council or its appointed designee administers the Public Participation Plan.

In order to facilitate public knowledge and involvement in the Comprehensive Planning process the City of Clintonville has prepared the following public participation plan. The plan was prepared in conformance with Section 66.1001(4)(a) of Wisconsin Statutes which states: “The governing body of a local government unit shall adopt written procedures that are designed to foster public participation, including open discussion, communication programs, information services, and public meetings for which advance notice has been provided, in every stage of the preparation of a comprehensive plan. The written procedures shall provide for wide distribution of proposed, alterative or amended elements of a comprehensive plan and shall provide an opportunity for written comments on the plan to be submitted by members of the public to the governing body and for the governing body to respond to such written comments.”

GOALS OF PUBLIC PARTICIPATION PLAN

The major goals of the public participation plan are as follows:

- Provide a range of opportunities and venues for the residents of the City of Clintonville to participate in the Comprehensive Planning Process.
- Meet the standards set forth in Section 66.1001(4)(a), Wisconsin Statutes.
- Establish a formalized and recorded framework for public participation.
- Work with the Common Council or its appointed designee and the City Plan Commission to create a thorough plan that can implement the goals and vision of the City.

PUBLIC PARTICIPATION STRATEGY AND METHODS

The public participation strategy provides a timeline, outlines notification methods and identifies how to submit written comments.

Timeline

The project timeline is project specific. It provides an approximate timeframe and a description of the key events and opportunities for public participation. See Attachment A, if required.

Program Oversight

The Common Council or its appointed designee shall work with the Plan Commission to develop a comprehensive plan and/or update to the existing comprehensive plan. Local residents and interested parties are encouraged to attend and provide input at Plan Commission meetings

throughout the comprehensive planning process. Once the draft plan is complete, the Plan Commission shall recommend adoption of the plan to the Common Council.

Notification Methods

All meetings on the comprehensive plan and/or amendment shall be open to the public and the City of Clintonville shall post a notice of all meetings in accordance with Chapter 985.02(2) of the Wisconsin Statutes. A meeting agenda shall be posted at the Clintonville City Hall, 50 10th Street, Clintonville, WI 54929, the Community Center, 30 S. Main Street, Clintonville, WI 54929 and the Clintonville Public Library, 75 Hemlock Street, Clintonville, WI 54929 and the City of Clintonville website at <http://www.clintonvillewi.org>. Press releases will be provided at key points in the planning process. Notice of the comprehensive planning process will be sent to owners of property, or to persons who have a leasehold interest in property pursuant to which the persons may extract non-metallic mineral resources in or on a property, in which the allowable use or intensity of use of the property is changed by the comprehensive plan and/or amendment (Chapter 66.1001 (4)(a) of the Wisconsin State Statutes). Notification to these individuals will be sent at the beginning of the process and during public comment and review prior to the plan adoption.

Written Comments

Written comments will be collected both electronically and on paper throughout the comprehensive planning process. Electronic comments should be emailed to the Clintonville City Administrator at SEveland@clintonvillewi.org, unless otherwise specified in Attachment A. Written comments should be directed to the Clintonville City Administrator at: SEveland@clintonvillewi.org, Clintonville, WI 54929. Copies of the comments will be routed to the Clintonville Plan Commission and project consultant (if utilized). The City Administrator will respond to the written comments by acknowledging receipt of the document and that the comments have been shared with those noted above for consideration in the final plan and/or amendment.

Website and Technology

The planning process will utilize the City of Clintonville's website at <http://www.clintonvillewi.org>, unless otherwise specified in Attachment A. The City of Clintonville's website will contain all documents and maps produced as part of the Comprehensive Planning process. The website will also contain meeting notices, progress reports of the comprehensive planning status and a calendar of comprehensive plan events.

PLAN ADOPTION PROCEDURES

A draft plan and/or amendments, when complete, shall be available at the Clintonville Public Library¹, the City Hall and on the City of Clintonville website. At least 30 days before the public hearing, written notice of when and where the comprehensive plan and/or amendment can be inspected and how a copy of the plan and/ or amendment can be obtained shall be sent to all of the following as specified in Chapter 66.1001(4) of the Wisconsin Statutes: An operator who has registered, obtained, made application for or received a permit for a non-metallic mining deposit; Any other property owner or leaseholder who has an interest in property pursuant to which the person may extract nonmetallic mineral resources, if the property owner or leaseholder requests

¹ Minor amendments may be available at the City Hall and on the City of Clintonville's website only.

in writing that the local governmental unit provide the property owner or leaseholder notice of the hearing. The political subdivision shall maintain a list of persons who submit a written request to receive notice of any proposed ordinance, for the adoption of a comprehensive plan or amendment that affects the allowable use of the property owned by the person. Written notice and the proposed ordinance shall be provided, either by mail or in any reasonable form that is agreed to by the person and the political subdivision. The political subdivision may charge each person on the list who receives a notice a fee that does not exceed the approximate cost of providing the notice to the person.

The City will publish a class one notice at least 30 days prior to the public hearing. The notice shall include the date, time, and place of the public hearing; a summary, which may include a map, of the comprehensive plan or amendment to such a plan; the name of an individual employed by the local governmental unit who may provide additional information regarding the proposed ordinance; information relating to where and when the comprehensive plan or amendment to such a plan may be inspected before the hearing, and how a copy of the plan or amendment may be obtained.

The City of Clintonville Plan Commission will adopt a resolution to recommend the draft plan and/or amendment to the Common Council, after the public hearing. A public hearing will be held in accordance with Wisconsin Statutes 66.1001(4)(d) prior to Common Council approval of the comprehensive plan and/or amendment. Subsequent to the public hearing and on the recommendation from the Plan Commission, the Common Council shall enact an ordinance adopting the City of Clintonville Comprehensive Plan and/or amendment. The City of Clintonville shall send one copy of the adopted comprehensive plan, or an amendment of the plan to all of the following: every governmental body that is located in whole or part within the boundaries of the City of Clintonville, the clerk of every local governmental unit that is adjacent to the City of Clintonville, the Wisconsin Department of Administration, East Central Wisconsin Regional Planning Commission and the local public libraries serving the City of Clintonville.

ATTACHMENT A

CITY OF CLINTONVILLE YEAR 2040 COMPREHENSIVE PLAN UPDATE

The project will initiate on September 1, 2017 and be completed over a 19 month period ending with delivery of the final documents by January 31, 2019 as shown in Figure 1.

Figure 1 – Tasks & Timeframes for City of Clintonville Comprehensive Plan Update

Phase	Timeframe (Approximate)	Description/Key Events
Organization	August.-October, 2017	<ul style="list-style-type: none"> • Creation of Public Participation Plan • Establishment of Comprehensive Plan Update Webpage • Appoint Ad Hoc Members to Plan Commission (if required/desired) • Kickoff Meeting with City Plan Commission (October, 2017) <ul style="list-style-type: none"> ○ Review of project/process ○ Adoption of Citizen Participation Plan ○ Establish details for Public Visioning Workshop ○ Committee SWOT Analysis
Public Visioning	December, 2017	<ul style="list-style-type: none"> ▪ Prepare and host Public Visioning Workshop and generation of summary report.

<p>Inventory/Analysis & Issue Identification / Vision & Goal Development</p>	<p>August, 2017 – May, 2018</p>	<ul style="list-style-type: none"> ▪ Prepare Demographic Information ▪ Update inventory and maps of the physical, social, and economic resources of the City. ▪ Meet with City Plan Commission (January, 2018) <ul style="list-style-type: none"> ○ Review and discussion of Issues & Opportunities Element (including socio-economic data) and Economic Development Element ○ Review of draft Vision Statements & Plan Goals ○ Identify key issues ○ Review Public Visioning Workshop summary report. ▪ Meet with City Plan Commission (March, 2018) <ul style="list-style-type: none"> ○ Review and discussion of Transportation, and Housing Elements. ○ Review of draft Vision Statements & Plan Goals ○ Identify key issues ▪ Meet with City Plan Commission (May, 2018) <ul style="list-style-type: none"> ○ Review and discussion of Utilities & Community Facilities, Ag/Natural/Cultural Resources and Land Use Elements. ○ Review of draft Vision Statements & Plan Goals ○ Identify key issues
<p>Plan Alternative, Strategies & Recommendations</p>	<p>July – September, 2018</p>	<ul style="list-style-type: none"> • Meeting with City Plan Commission (July, 2018) <ul style="list-style-type: none"> ○ Review and discussion of Intergovernmental Cooperation Element Plan ○ Review of draft Vision Statements & Plan Goals ○ Identify key issues ○ Review land use alternatives and preliminary land use plan map concepts and strategies • Meeting with City Plan Commission (September, 2018) <ul style="list-style-type: none"> ○ Review draft land use plan map and draft plan strategies and recommendations. ○ Establish intergovernmental / public informational meeting date.

<p>Plan Implementation</p>	<p>October – November, 2018</p>	<ul style="list-style-type: none"> • Prepare Implementation Element • Hold Intergovernmental Meeting & Public Informational Meeting (October, 2018) <ul style="list-style-type: none"> ○ Adjust final plan, strategies and recommendations ○ Adjust final future land use map • Meeting with City Plan Commission (November, 2018) <ul style="list-style-type: none"> ○ Approve draft plan for public review ○ Develop press release ○ Publish 30 day public notice
<p>Plan Review, Public Hearing & Adoption</p>	<p>December, 2018</p>	<ul style="list-style-type: none"> • Hold Public Hearing / City Plan Commission recommendation of comprehensive plan amendment (December, 2018) • City Council adoption of plan update (amendment) by ordinance (December, 2018) <ul style="list-style-type: none"> ○ Plan printing and delivery

Planning Approach

An update of all factual information contained within the existing City of Clintonville Comprehensive Plan adopted in September, 2007 will be completed. This information will be shared with community leaders and the general public to ensure that the updated comprehensive plan is current and well-connected to short and long term trends and challenges.

Public participation and engagement will be generally sought in two basic forms:

- 1) Traditional, yet well publicized, public comment opportunities will be provided at regular Plan Commission meetings during the process, and;
- 2) Through the hosting of a Public Visioning Workshop which will assist in providing input and direction for community and physical improvements and changes that will be required to meet the established land use vision.

At the end of the comprehensive planning process, a single public informational meeting will be held to provide the community an opportunity to ask questions and comment on the draft comprehensive plan amendment.

Public Visioning Workshop

A large community-wide planning event will be held in December of 2017 to evaluate a number of issue areas within the general framework of the comprehensive plan. This workshop will allow residents and stakeholders to participate in a number of questions and exercises in order to identify specific land use issues, high priority trends, needed physical improvements, and plan implementation opportunities that will be used to maintain or enhance the current Comprehensive Plan. This process will generate materials that will enhance the current Comprehensive plan by adding several more layers of “depth” to address current issues, including the application of specific planning and implementation concepts such as: livability/health/mobility, green infrastructure/environmental resiliency/sustainability, neighborhoods/placemaking/sense of place, and economic resiliency/strong downtowns/collaboration.



APPENDIX B

VISIONING

APPENDIX B: VISIONING

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INTRODUCTION

In 2017, the City of Clintonville contracted with the ECWRPC to update its comprehensive plan document. As part of the public participation process the City along with ECWRPC, the Clintonville Area Chamber of Commerce and SEH hosted a public visioning workshop for the comprehensive plan update and downtown master plan (Poster, Supporting Documents). The open house was held on Wednesday, December 6, 2017 at the Clintonville Community Center. Due to the informal format, people were able to drop in anytime between the hours of 5:30 and 7:30 p.m. and stay as long as they wanted. There was no set order to complete the activities set up on the tables around the room, nor was there a requirement that people complete all activities. Staff from ECWRPC was available to answer questions and to guide participants through the activities.

A registration table was set up near the door and people were asked to sign in and place a yellow colored dot on a map to indicate where they lived in the City or surrounding area. Twenty people participated in the two hour open house (Registration, Supporting Documents). Participants representing different areas of the City were present and provided input at the Open House (Map B-1, Registration).

The workshop was divided into six main concepts: Who Are We?; Community Connections; Jewels and Junk; Priorities; Downtown and Big Ideas!. Interactive exercises were available at five of the six tables. SEH was available to answer questions and obtain input at the Downtown table. Results for the “Downtown” exercises are not included in this report.

PURPOSE AND GOALS

The purpose of the workshop was to explore broad community level issues and opportunities in order to derive feedback from participants. Information gleaned from the workshop will be used to help guide future development and re-development opportunities in a manner that is beneficial for residents, businesses, property owners and the City of Clintonville.

EXERCISES

Who Are We?

The results of this exercise offer insights to the overall positive or negative impressions of the community and can provide ideas that could be explored and considered during the comprehensive plan update process. Participants were asked to think about what words/ideas they would use to describe the City of Clintonville’s identity. Using the worksheet provided, they were asked to identify the City’s Past (Historic Identity), the Current (Culture) Identity, and their vision for the City of Clintonville’s Future. Overall, the responses were mixed with both positive and negative thoughts that highlight qualities of the community that are deep rooted and value driven. Top responses are found below, a complete list of the comments is provided in the supporting documents at the back of this report (Who Are We?, Supporting Documents).

Past (Historic)

Participants mostly remember the City positively as a good place to live. Attributes that describe the City include: Four Wheel Drive, small town/rural, strong schools, a vibrant downtown, active community involvement, well maintained homes and parks (Table B-1).

Table B-1: Past (Historic)

# Responses (35)	Past (Historic)
6	Four Wheel Drive
3	Small Town/Rural
3	Strong/Good Schools
3	Downtown: Bustling on Friday night, good buildings, dynamic, robust
2	Community Involvement, Active Civic Groups
2	Houses: maintained, homeownership
2	Parks

Present (Current Culture)

Generally participants have mixed responses regarding the current culture of the City. While some people felt positive about the schools, others felt that they were low achieving. A strong manufacturing and industrial sector was noted, though people commented that there were few businesses and a struggling stagnant downtown. Other attributes used to describe the City include: a lack of home maintenance and pride, high poverty rates and poor infrastructure/roads (Table B-2).

Table B-2: Present (Current Culture)

# Responses (45)	Present (Current Culture)
6	Schools (Good & Low Achieving)
6	Industry/manufacturing/commercial
3	Loss of small businesses/stores
3	Lack of home maintenance/pride
3	High poverty rates
2	Festivals/parades (Holiday Parade, Fireman's Festival)
2	Downtown (beautiful, struggling, stagnant)
2	Poor infrastructure/roads

Future (What should / Could be?)

Participants are positive of the future and would like the City of Clintonville to work on issues that they feel exist. They would like to see more retail establishments, especially an expanded Fleet Farm (2 responses), smaller businesses, an additional grocery store, hobby store, etc. Clintonville should become a destination for area residents and northeast Wisconsin to visit. Other things that people would like to see in Clintonville include: a mixture of housing choices, strong educational system, additional recreational choices that are maintained, some type of

area for swimming / water activities, instill community pride, increase maintenance and revitalization and develop museums to showcase Four Wheel Drive or native culture.

Table B-3: Future (What should / Could be?)

# Responses (43)	Future (What should/Could be?)
7	New stores (drug free arcade, Pocket Change, Piggly Wiggly, hobby store, larger Fleet Farm, Applebee's, pop-up shops in the downtown, smaller businesses, more retail)
5	Make Clintonville a destination
5	Housing (downsizing, mix of medium/low income, residential, new subdivision, condos)
4	Schools/FVTC/Quality Education
3	Recreation (more equipment, new park, equipment maintenance, street hockey, youth baseball fields)
3	Pool (swimming hole, waterslide, outdoor pool)
3	Maintenance (standard, increase/revitalization)
2	Community Pride
2	Museums (FWD, Native Culture)

Community Connections

The purpose of this exercise was to identify routes and paths that participants use. Participants were asked to identify physical, social and economic nodes and “connections” that currently exist within the City and to identify routes that they use to bike and walk between the nodes or destinations (Map B-2, Community Connections).

Nodes

People identified the following nodes: Tadych’s Foods, Bucholtz Park, Walter A. Olen Park, United Methodist Church, First State Bank, a small retail shopping center (pharmacy, Family Video, China King), Olen Playground, Christus Lutheran Church, Seven Maples, Clintonville High School, Koeppen’s Medical Transports, the public library and private residences.

Biking

People indicated that they biked to the Clintonville High School via N. Park Avenue. They biked to Olen and Bucholtz Park along McKinley Avenue and N. Lyons, 7th Street and Morning Glory Drive. They also biked to Koeppen’s Medical Transports via 14th Street, Robert Street and Industrial Drive. Downtown was also accessed via a house on 14th Street. One participant biked east on 12th Street (CTH D) past the City limits. Another participant biked from a house on CTH I towards the City along the old railroad corridor and along Morning Glory Drive. A comment was made that CTH I is too narrow to safely bike or walk.

Walking

People walked to the Clintonville High School and trails system via McKinley Avenue and Harriet Street. One person walked to Seven Maples via 14th and 13th streets. People walked along Main Street. One person walked around the perimeter of the City utilizing a series of

routes: STH 156, Klemp Road, Sargent Warrn Hansen Drive, 7th Street, Maize Street, E. Madison Street, 1st Street, fence line to Waupaca Street, West Street, Brent Street, 12th Street, 18th Street, 19th Street, and 16th Street. People also walked through Walter A. Olen Park, Pigeon Lake Wayside area and subdivision near Shore Drive Park.

Jewels and Junk

Participants were asked to identify and locate specific features or “jewels” that should be considered as “important” or “unique” and those that need improvement. In some instances, one person’s jewel was identified as another person’s junk.

Jewels

Jewels are qualities or characteristics that define the City of Clintonville (Jewels and Junk, Supporting Documents). These could be physical features, structures, places or other geographies that contribute to its identity and “sense of place”. Jewels were classified into five categories: economic development (yellow), community facilities (blue), recreation / natural resources (green), transportation (red) and historic / cultural resources (orange). The colors in parenthesis refer to the color indicated on Map B-3. The size of the circle indicates the number of responses received.

A total of 44 responses were received, top jewels included: Pigeon Lake (4 responses), the Clintonville High School and Trail (3 responses), Riverside Golf Course (3 responses), Seven Maples (3 responses), W.A. Olen Park (3 responses), Bucholtz Park (3 responses), the Clintonville Municipal Airport (3 responses) and the Olen Playground (2 responses) .

Junk

Junk or areas needing improvement could be barriers for automobiles, bicycle and pedestrian safety / gaps, economic development needs, infrastructure improvements, etc. Junk was classified into six categories: economic development (yellow), community facilities (blue), recreation / natural resources (green), transportation (red), housing (pink) and historic / cultural resources (orange). The colors in parenthesis refer to the color indicated on Map B-4.

A total 31 responses were received, top areas needing improvement included: the historical museum near Bucholtz Park (7 responses), Olen Park Playground (2 responses), Pigeon Lake (3 responses) and the downtown (2 responses).

Priorities?

This two part exercise sought input on where new growth and development (or redevelopment) priorities should be within the City of Clintonville and what it should look like.

Mapping Exercise

Participants were asked to indicate on a map where areas of new growth or redevelopment should occur (Map B-5). Participants mainly focused on areas within the City of Clintonville. A number of areas (3) were suggested for new condominium development. Four areas on the periphery of the City were suggested for new housing (two within and two outside of the City), two on the south side near USH 45 and three on the north side, one near the industrial park,

one north of the Clintonville High School and one north of Riverside Golf Course. Finally a number of suggestions were made for housing rehabilitation / investment in existing single family housing within the City.

Suggestions for economic development focused on downtown revitalization and the Industrial Park on the City's north side. Though scattered site suggestions were also made. Park and recreation suggestions included a new trail along the Pigeon River connecting Pigeon Lake Wayside to Hillside Drive Park and nearby streets, redevelopment of the downtown Riverwalk, an entertainment district in the downtown, and new development at W. A. Olen Park, Bucholtz Park and Seven Maples Park. Finally two areas were suggested for mixed use, one on the west side of the City near USH 45 and one on the south side of the City near USH 45. A detailed list of suggestions is found below and is highlighted on Map B-5.

Areas / ideas for redevelopment /new development within the City included:

Housing

- New Construction – Housing/Row Houses (West of Fleet Farm)
- USH 45 west side of City – Condominiums for young professionals & older
- 55 E. 12th (Clintonville Park & Recreation Dept.) – Condominiums
- Neighborhood – South of 16th Street, north of 14th Street, east of STH 22 – Upgrade deteriorating properties/fewer rentals (2 comments)/single family investment
- Golf View Drive – Condominiums
- North of Winter Street – Use industrial lots owned by City for housing development

Economic Development

- 317 S. Main Street – Long-term clean tenant at restaurant
- USH 45 west side of City – Restaurant
- Renovate / rehab the entire downtown
- South Main (Area from E. 12th Street to the River, Main Street to Anne Street extended to the river) – Redevelop
- Seagrave Fire Apparatus (along McKinley Street) – Landscape/Eyesore
- 3 Staff Sergeant Warren Hansen Drive - Carlisle Chemical Corporation – Redevelop
- Clintonville Industrial Park (North of Green Tree Road, south of Winter Street, west of Enterprise Street) – Fill with sustainable, long-term businesses
- North of Winter Street – Shovel Ready

Community/Government Facilities and Services

- 281 S. Main Street – Waupaca County Hub (Social Services)
- 28 9th Street – Waupaca County Hub (Social Services)
- 158 Staff Sergeant Warren Hansen Drive - Clintonville Pound - Improve

Recreation

- Bucholtz Park – Aquatic Center with retail shop & food
- Redevelop the downtown Riverwalk
- W. A. Olen Park – Pavilion with stage
- Seven Maples – Pavilion, heated?
- Seven Maples – Dock

- Bridge / Walking Trail – from 8th Street/Pigeon Lake Wayside along Pigeon River through Pickerel Point Playground / Picnic Point across Pigeon River through Seven Maples connecting to Lakeside Drive and W. 13th Street
- Main Street west side – Pigeon River to W. 13th Street – Entertainment Center

Mixed Use

- USH 45 west side of City – Commercial & Housing

Areas for new development outside of the City:

Housing

- North of the Clintonville High School – Single family / multi-family housing near schools
- North of Golf Course – Single family homes – \$150,000+

Mixed Use

- South side of City, east of USH 45 – Housing and shopping

Visual Preference Surveys

Using images and descriptions, this exercise asked participants to provide a preference ranking for different styles/intensities of development in three categories: Residential, Retail / Commercial and Employment. The rankings were provided on a spectrum scale of zero (meaning none of this) to 4 (more of this type). A summary of the rankings are found in Table B-4 below, for more detailed information, please see the supporting documents at the end of this appendix.

Housing. Based on the rankings it appears that single family development is still the strong preference at 3.15. However strong interest is shown in attached single family (2.88) and small multi-family (2.9). Multiple comments were received regarding housing. Comments made under single family include the need for housing rehabilitation in the City, as well as new housing construction. Attached single family housing generated the following: participants suggested median income condominiums, duplexes, housing for retirees, rent to buy options and low and high income housing. Under small multi-family housing, people felt that this would be an option for low income families and the elderly, as long as the buildings were well maintained. Participants were not supportive of “larger multi-family housing” (0.68).

Retail / Commercial. Based on the rankings, participants leaned toward “street oriented commercial and mixed use” (2.9) over other types. Although “single story strip commercial” was not far behind at 2.73. Multiple comments were made to clarify participant choices. A comment was made under “free standing convenience retail” that one participant was looking for local mom and pop stores and business incubators; another said to eliminate all the corporate cookie cutter chains and franchises. Under single store strip commercial, a suggestion was made to locate this along highway 45, or that this would be a great type of retail for small specialty shops, restaurants, medical uses, office type businesses, or instructional recreation. “Street oriented commercial and mixed use” was the preferred option, and some participants clarified this be adding that existing buildings should be used to keep the current “character”, another felt that this would be perfect for the downtown area, since it might provide housing that would increase the foot traffic. Participants were not as supportive for large retail developments (1.23).

Employment. Based on the rankings, participants slightly leaned toward “medium scale business office and incubator buildings” (2.56), though “small scale flex space and business condos” were a close second (2.5). Under “small scale flex space and business condos” one person thought that this was Clintonville, another was concerned about lack of character and cheap construction. Comments under “medium scale business office and incubator buildings” included that the City should use the ones that are already here, and that this type of employment might be good in the Industrial Park, north and south ends of town, but not in the downtown area or along highway 45 north. Participants felt that “larger light industrial research buildings” would be good for the downtown, on the north and south ends of highway 22 and north 45. It was felt that these types of building would have a longer life.

Table B-4: Development Preference Summary & Rankings

Development Type	Option	Description	# Responses	Ranking (4 pt system)	Option Rank
Housing	A	Single Family	13	3.15	1
	B	Attached Single Family	12	2.88	3
	C	Small Multi-Family	10	2.9	2
	D	Larger Multi-Family	11	0.68	4
Retail	A	Free Standing Convenience Retail	10	2.2	3
	B	Single Story Strip Commercial	11	2.73	2
	C	Street Oriented Commercial & Mixed-Use	10	2.9	1
	D	Large Retail Developments	10	1.23	4
Employment	A	Small Scale Flex Space/Business Condos	10	2.5	2
	B	Medium Scale Business Offices & Incubators	9	2.56	1
	C	Larger Light Industrial Research Buildings	9	1.94	3
	D	Office Park	9	1.89	4

Big Ideas!

Participants were asked to identify transformational, visionary, or 'game-changing' ideas that could position the City well for the future. To spur comments, a series of questions were asked “Should major improvements or system-wide changes be made in the transportation system? Should specific areas of land be set aside for environmental or recreational purposes? Should a major land-use be sought for a particular area of the City which could grow the local economy?” This was a two part exercise. People could provide input on a map and/or provide ideas on a worksheet.

Worksheet

Twelve separate participants provided 52 comments (Big Ideas, Supporting Documents). A few major themes emerged (a) investment in the downtown (7 responses), (b) structured community improvement activities (4 responses), (c) walking and biking facilities (5 responses), (d) pool/aquatic center (3 responses), (e) entertainment venue (3 responses) and (e) make Clintonville a destination (4 responses).

Fourteen responses pertained to economic development. Participants suggested that a Friday night event be initiated such as “Retro Friday” night; and temporary popup stores could be sponsored. Two participants suggested a new good restaurant, affordable grocery store and book store. Another suggested a sustainable market that offered space for local artists and

products. Finally, one participant suggested that the City attract businesses to the industrial park that provide a decent wage.

Nine responses were related to community facilities and services. Structured community improvement activities could include a community building school where people would learn skills, community wide improvement/beautification project and a school/community partnership. A domestic abuse shelter and Waupaca County Hub where residents could access county services was also suggested. Two ideas were suggested, one to increase community communication and the other to do a community survey to see what residents were looking for.

Thirteen responses applied to recreation and natural resources. Biking and walking trails were suggested near Olen Park, Bucholtz Park, citywide and along the river. Participants were looking for some kind of pool; be it an aquatic center, renovated pool and an outdoor pool. Other suggestions included a dog park, rental bikes, nature/environmental center, improved park and recreation programs and to clean up the Pigeon River.

Two areas were suggested for redevelopment, the old elementary school and the armory. Seven responses addressed community identity and tourism. Participants suggested making Clintonville a destination or daytrip of some type (shopping, eating, pool, etc.). Utilizing the airport to collaborate with EAA and promoting the City as the Home of the FWD.

Two suggestions were made regarding transportation; one suggestion was to identify bus stops for a Sunday morning van service while another was to establish a bus route between Clintonville and Shawano.

Two suggestions dealt with housing, one to provide incentives for new homes and the other was to provide housing for people who work in the City. Finally, a few participants mentioned that it would be nice to have some type of theater in the City and to support the FWD Museum.

Mapping Exercise

Some participants indicated on the map (Map B-6), where they would like to see some of the suggestions that were provided on the worksheet.

Recreation

Bucholtz Park – Aquatic Center & walking trail
Dog Park – Southside of City
Entertainment Center – W. Morning Glory Drive
Walter A. Olen Park – Amphitheater
Pigeon Lake Wayside – Nature Center/Park
Seven Maples Nature Area – Natural Area

Community/Government Facilities and Services

Waupaca County Hub – 281 S. Main Street
Domestic Abuse Shelter (east of Main Street, north of E. 12th Street)
325 15th Street – FWD Truck Museum

Economic Development

Destination style downtown

USH 45 (west) – Walmart (comment also made, no Walmart)

USH 45 (west) – Restaurant

City Industrial Park (North) – Industrial growth area

Book Store (Main Street, south of the river) – 2 comments

Transportation

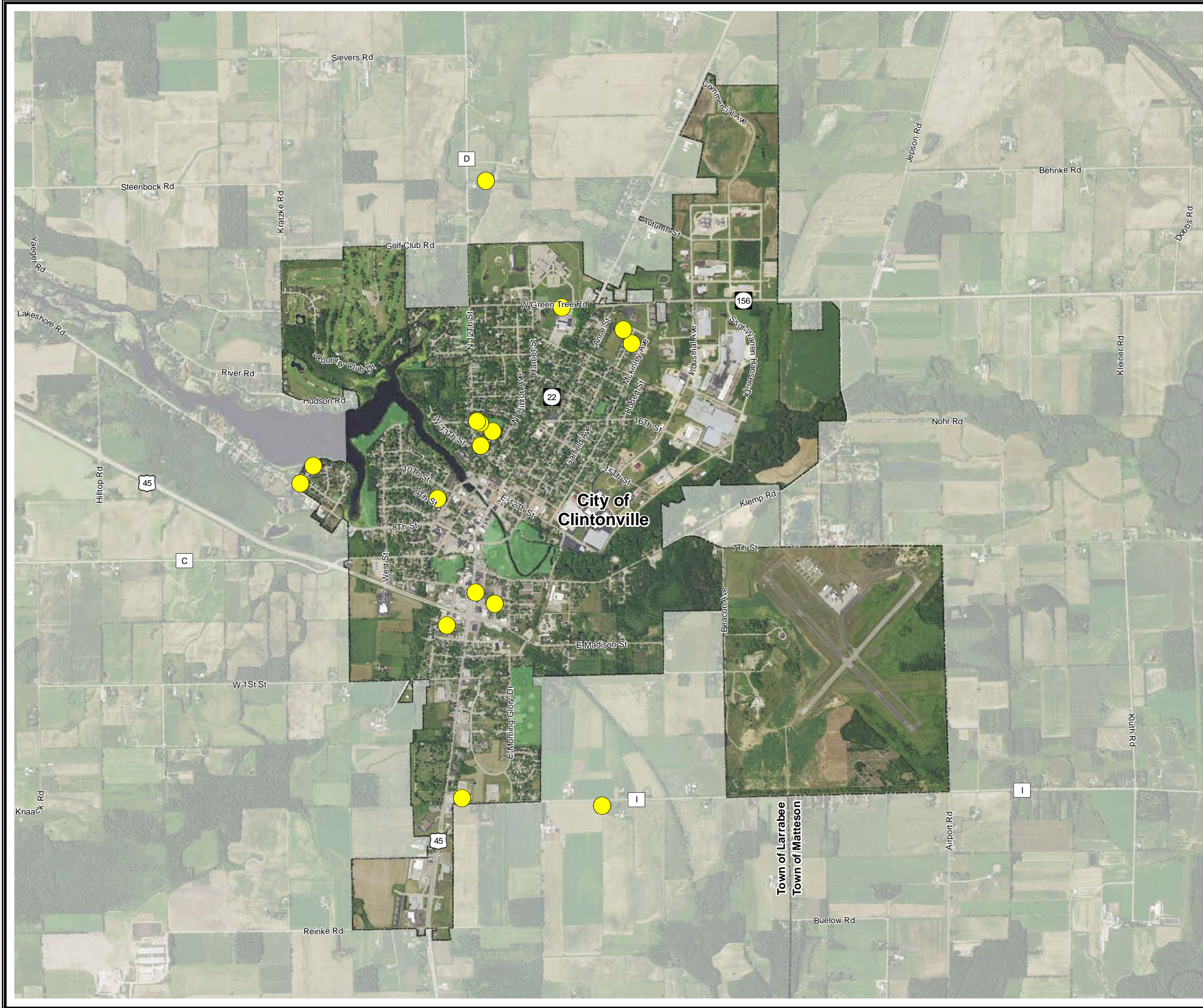
CTH I (Ginger Spur to railroad right-of-way) – Not wide enough

Railroad right-of-way (CTH I to Lyon Street) – Not wide enough

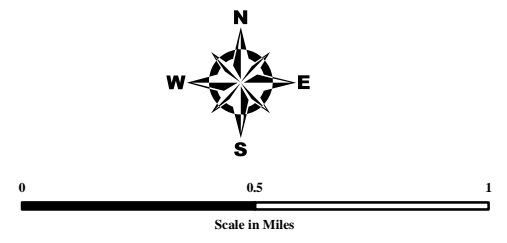
Ginger Spur, E. Morning Glory Drive – Not wide enough

Map B-1 City of Clintonville Registration

 Participant Location



Source:
Base data provided by Waupaca County 2015.

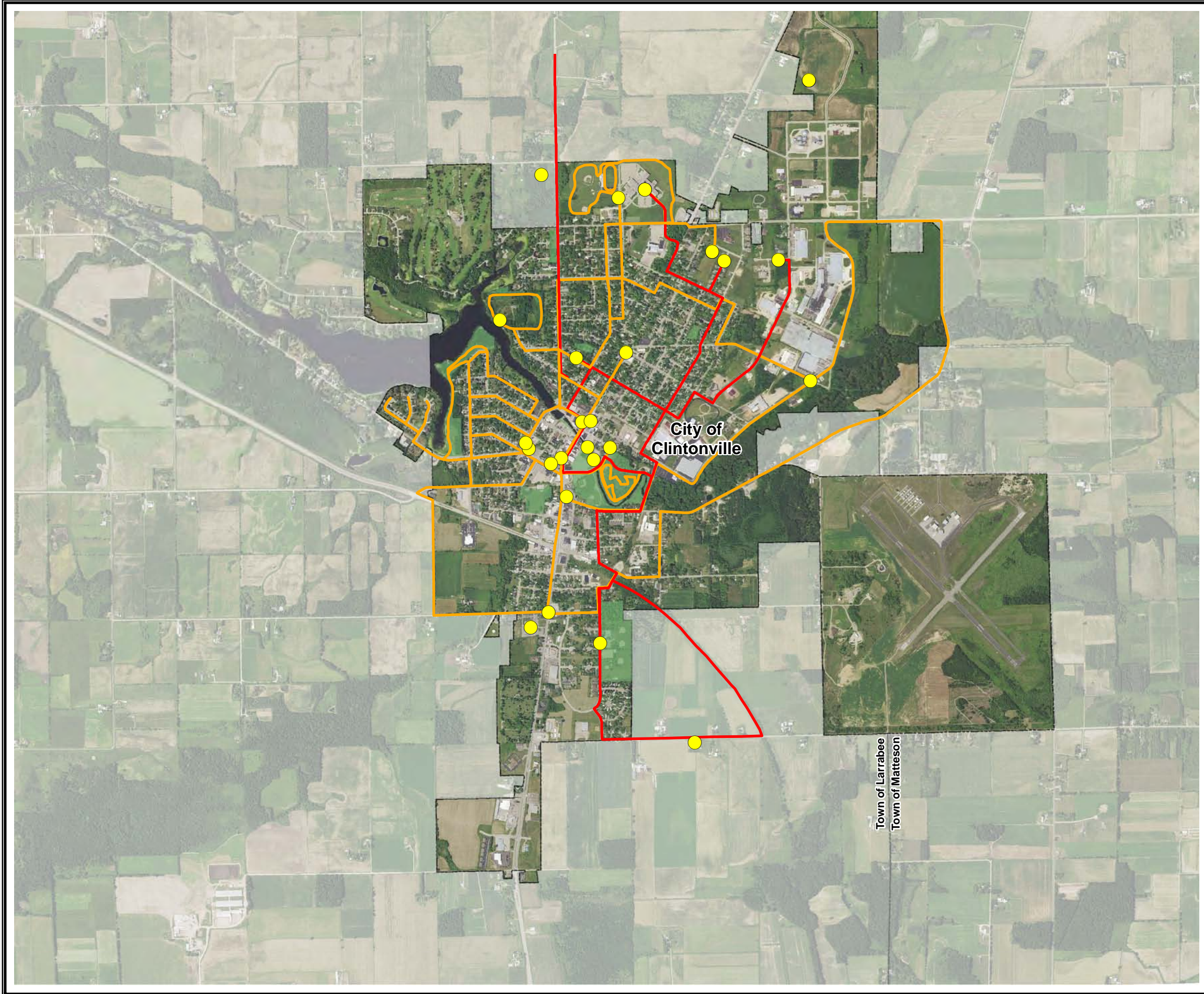


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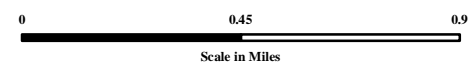
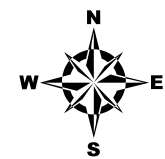
PREPARED MAY 2019 BY:
 ECWRPC

Map B-2 City of Clintonville Community Connections

- Nodes
- Biking
- Walking



Source:
Base data provided by Waupaca County 2015.

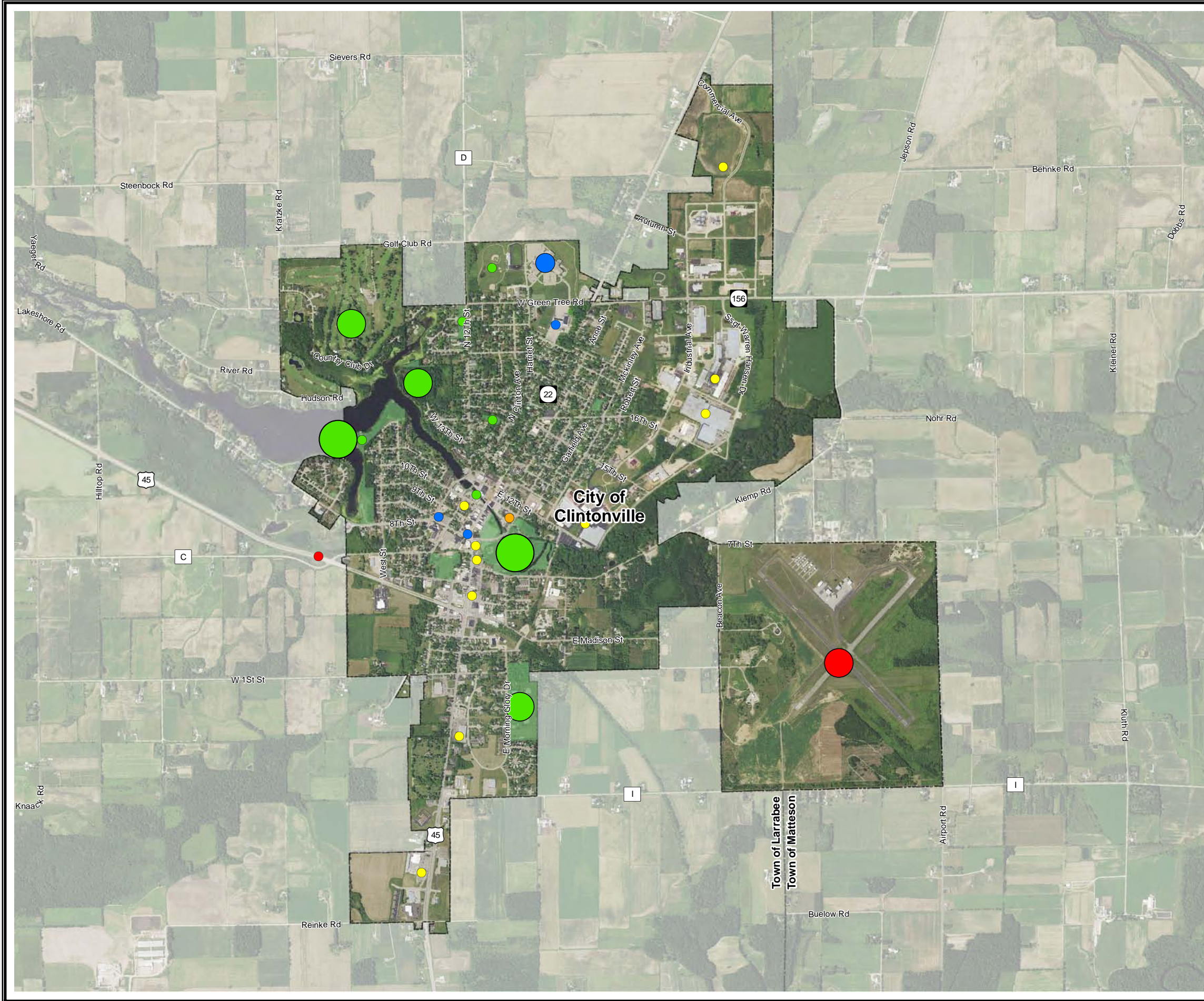


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Map B-3 City of Clintonville Jewels



Community Facilities

- 1 Response
- 2 Responses
- 3 Responses
- 4 or More Responses

Transportation

- 1 Response
- 2 Responses
- 3 Responses
- 4 or More Responses

Economic Development

- 1 Response
- 2 Responses
- 3 Responses
- 4 or More Responses

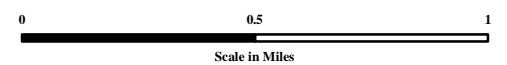
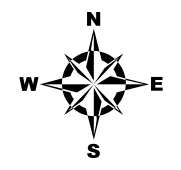
Historic/Cultural Resources

- 1 Response
- 2 Responses
- 3 Responses
- 4 or More Responses

Recreation/Natural Resources

- 1 Response
- 2 Responses
- 3 Responses
- 4 or More Responses

Source:
Base data provided by Waupaca County 2015.

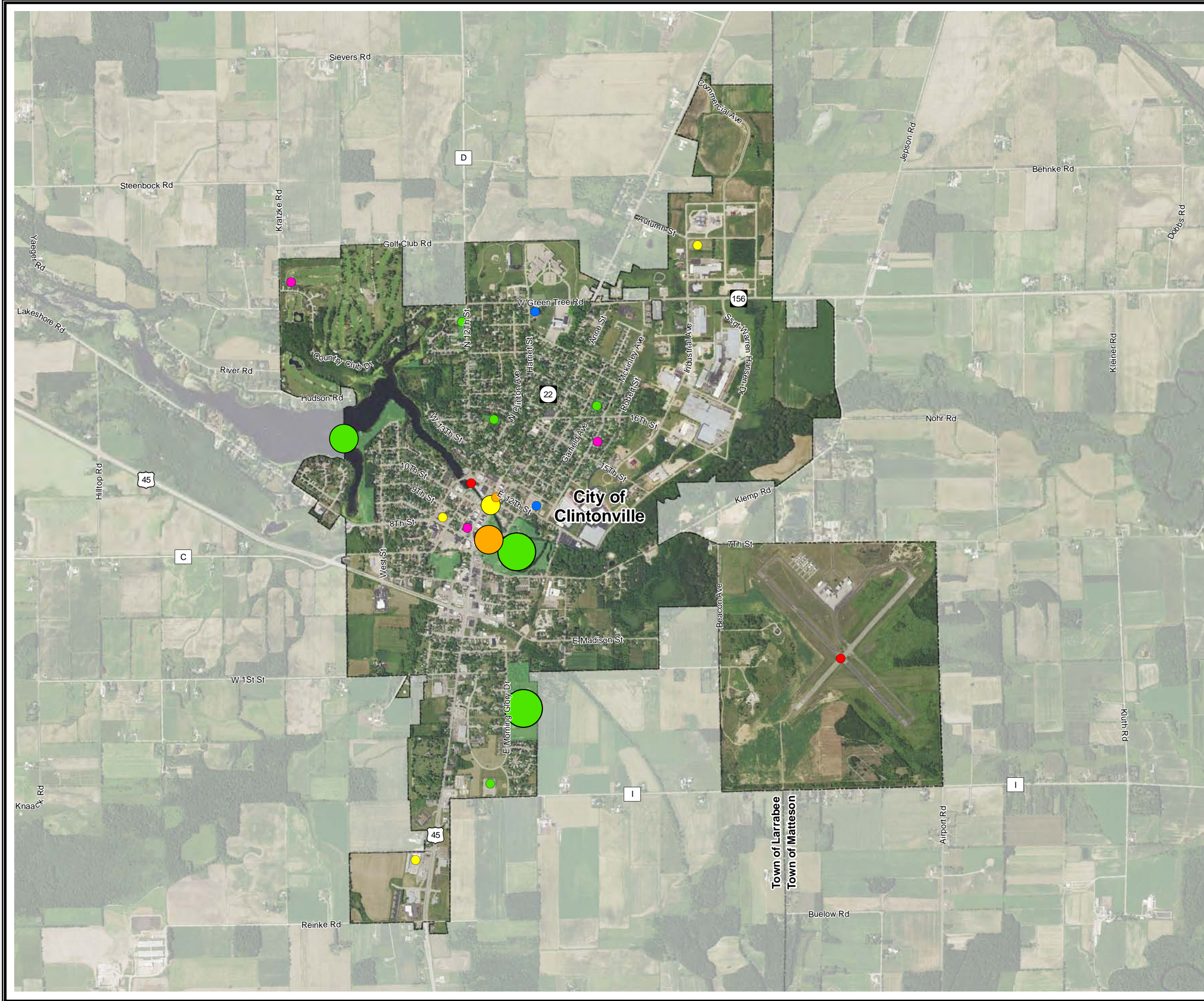


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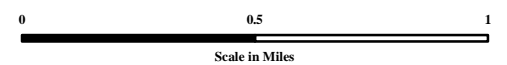
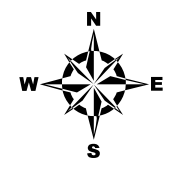


Map B-4 City of Clintonville Junk



Historical/Cultural Resources	Recreational/Natural Resources
● 1 Response	● 1 Response
● 2 Responses	● 2 Responses
● 3 Responses	● 3 Responses
● 4 or More Responses	● 4 or More Responses
Transportation	Community Facilities
● 1 Response	● 1 Response
● 2 Responses	● 2 Responses
● 3 Responses	● 3 Responses
● 4 or More Responses	● 4 or More Responses
Housing	Economic Development
● 1 Response	● 1 Response
● 2 Responses	● 2 Responses
● 3 Responses	● 3 Responses
● 4 or More Responses	● 4 or More Responses

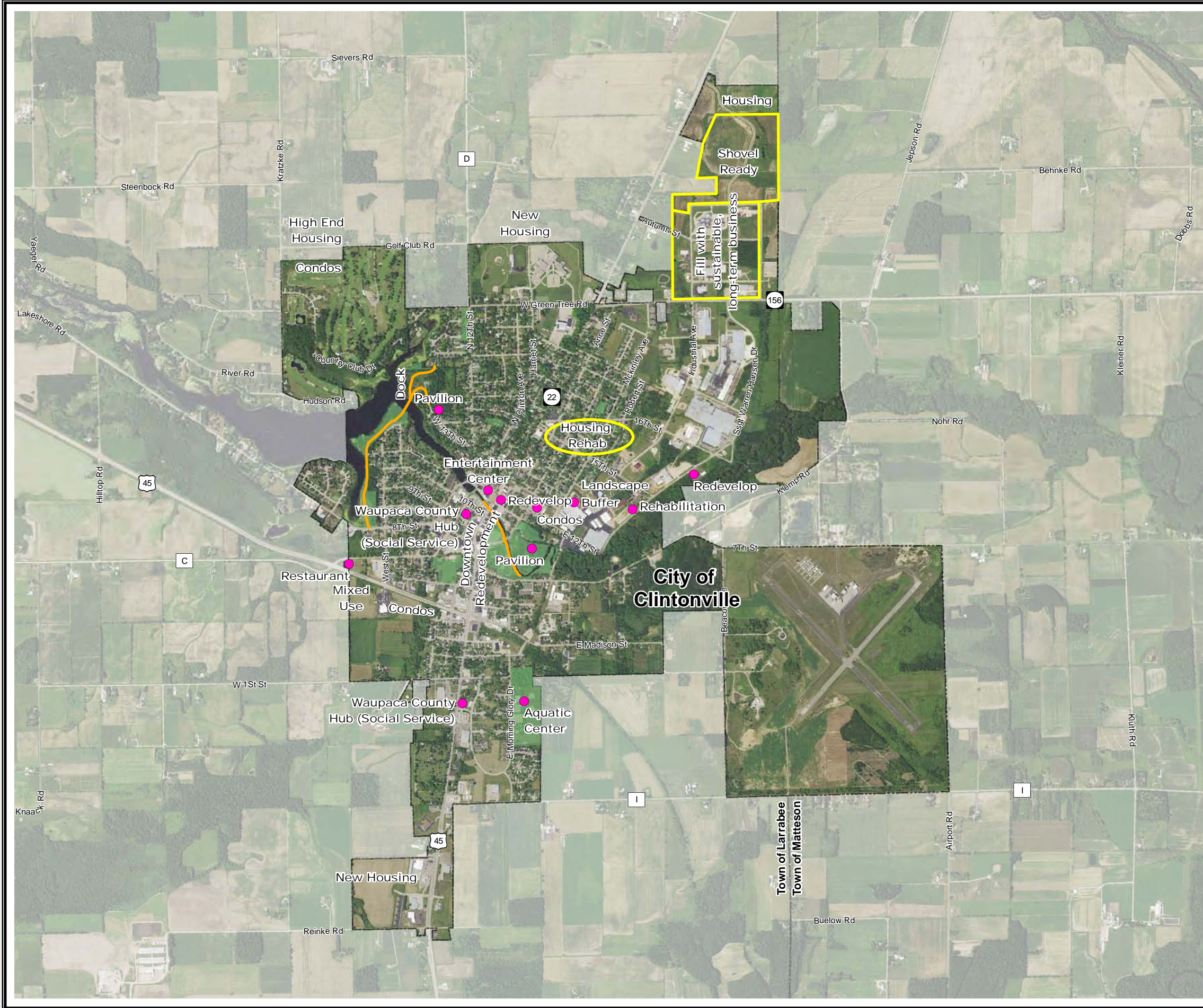
Source:
Base data provided by Waupaca County 2015.



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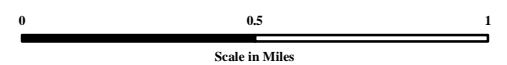
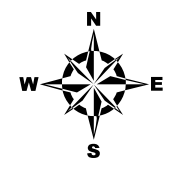
Map B-5 City of Clintonville Priorities



● Priority Points

— Walk/Bike Path Trail

Source:
Base data provided by Waupaca County 2015.



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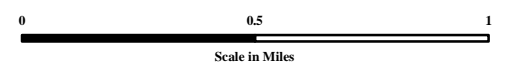
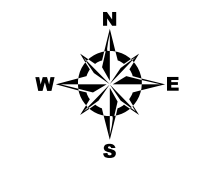


Map B-6 City of Clintonville Big Ideas



- Big Idea Points
- Bucholtz Park Trail
- Walking/Biking Route

Source:
Base data provided by Waupaca County 2015.



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Regional Planning Commission
ECWRPC



SUPPORTING DOCUMENTS

Your Future Lives Here!



What is YOUR vision for downtown and the community?

**5:30-7:30 P.M.
Wednesday, December 6, 2017**

**Clintonville Community Center
30 S. Main Street**

Join us for a **public visioning workshop**, which will cover different topics associated with planning for the future development within the City of Clintonville over the next twenty years as well as ways to improve the downtown.

Your thoughts are important! This workshop is just the first step in formulating a vision for how the City of Clintonville will look, function and feel as new development (or re-development) takes place.

The City is updating its current **Comprehensive Land Use Plan**, commonly referred to as a "Smart Growth" Plan, as well as its **Downtown Master Plan**. These plans sets forth the vision and policies that will affect future development and transportation within the entire city, including its downtown, industrial areas and residential neighborhoods.

The workshop will be held in an 'open house' format, with no formal presentations. Come for 15 minutes, or stay for 2 hours! Project representatives will walk participants through a series of quick, thoughtful and highly visual exercises which are meant to stimulate and document ideas and concerns in topic areas associated with community identity, land use, housing, transportation, economic development and more! **Bring your biggest and best ideas on how to transform Clintonville into an even more prosperous and livable community!**

No pre-registration required! Just show up!



recreation

economic development

environment

downtown revitalization

community identity

municipal services

land use

re-development

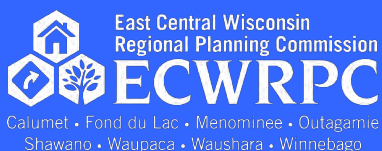
housing choice

quality of life

transportation

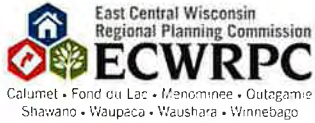
QUESTIONS?

If you have questions, please contact Kathy Thunes, at ECWRPC - (920) 751-4770 or kthunes@ecwrpc.org



Hosted by the City of Clintonville, City of Clintonville Chamber of Commerce, the East Central Wisconsin Regional Planning Commission, and SEH consultants

Comprehensive Plan Update & Downtown Visioning Workshop - December 6, 2017



PLEASE SIGN IN



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Comprehensive Plan Update & Downtown Visioning Workshop - December 6, 2017



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Comprehensive Plan Update & Downtown Visioning Workshop - December 6, 2017



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Comprehensive Plan Update & Downtown Visioning Workshop - December 6, 2017



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Dan Mitchell	74 - 9th St Clintonville	
Kathy Mitchell	74 - 9th St Clintonville	kmmitchell74@gmail.com

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Comprehensive Plan Update & Downtown Visioning Workshop - Dec. 6, 2017

Exercise #1 - "Who Are We?"

Purpose: Create a list of qualities and characteristics that define the City of Clintonville and which contribute to its overall identity and "sense of place".

PAST (historic)	PRESENT (current culture)	FUTURE (what should/could be?)
Home of the Four Wheel Drive	Notorious for the "earthquakes"	Great place to stop for a daytrip
Small town - close knit had Grandparents, Aunts, Uncles, Cousins - "family"	Like our schools, and the few stores we still have - Need more	We need some "condos", & a larger Fleet Farm
Strong schools academics	Beautiful downtown	outdoor pool - an attraction or draw to town
	Strong industry	Applebees or something like that.
		strong schools
Proud	Industry - work ethic	Economic growth
People centered	Holiday Parade	Pop-up shops in downtown
Togetherness	Fireman's Festival	
	Lacking pride in home care	
	somewhat divided	
FWD	School District Industry	Education - School Dist & FVTC
small town (rural) farm culture	Strong mfg/commercial area	More residence, Growing city - opportunities: work, cultural
	dwindling population	More smaller businesses (NOT industrial)
	loss of small businesses	Pride in city, Buy from local stores more often
	Born residence vs those that moved here - latter considered not part of community even after 10+ years	
I've been here 20 yrs and I don't feel it has changed much except deteriorating amenities & businesses.	Fairly strong mfg sectors	Continue slow-to-moderate growth - but emphasize quality jobs that can actually sustain families & increase household incomes
Establishment of the FWD	No sense of community or (low) among residents & businesses - struggling to stagnant downtown	Bring back Friday night shopping & entertainment opportunities - promote the city as a destination or better yet a culture of Americana that you cannot get anywhere else in NE Wis. Focus on "What is Clintonville's content...it?"
Establishment/well known for airport		
Feel good, sleepy town w/ a bustling Friday night downtown		
Trucking/4-wheel drive	School recreation center	airstrip?
	Clintonville schools	youth baseball diamonds?
		Pigeon River is our most valuable natural resource
rural community	small town	more retail - drawing card Fleet expands
people worked together to provide amenities - example 2 theaters, active civic groups	older population	subdivision for new homes
	high percentage free & reduced lunch	
	many workers live out of town	
created four wheel drive	high poverty rates	thriving
Honey Creek	not good sports teams	
	our school is one of the lowest in the state	
	poor infrastructure	
	Safe and communicable. Friendly community. Beautiful city	Much more secure with a Waupaca County Hub. Much more beautiful with updated facial on old buildings.

Comprehensive Plan Update & Downtown Visioning Workshop - Dec. 6, 2017

Exercise #1 - "Who Are We?"

Purpose: Create a list of qualities and characteristics that define the City of Clintonville and which contribute to its overall identity and "sense of place".

PAST (historic)	PRESENT (current culture)	FUTURE (what should/could be?)
Manufacturing town/small business - good place to raise a family	Dying town still with a good manufacturing base - but being overrun by poor/transient families - not as good of a place to raise a family	Make education important. Raise quality of people living here.
FWD	Truckers	FWD Museum Truck
Masonic Temple	Masons Ridge	Gathering venue
Congregational Church	generosity - Good Fellows, Salvation Army, United Way	C'ville Foundation
good downtown buildings	empty	survey needs, wants
Living in the past and proud of it.	Little creativity, openness to change, new, current ideas	Dreams a little. What do other cities have that we might try?
system of parks	standard, normal activities	Provide more equipment to play more games for all ages
The dam was used for powering equipment	The dam creates a pond which is unattractive and polluted with chemicals	Clean it up! Be proud of clean water. Perhaps a "swimming hole".
people were involved in civic matters and city programs, shops	people less interested in city, its programs, and...	Hopefully people will have a sense of pride in community and want to be inclusive and be involved
houses were well kept	many rentals possibly with uncaring land owners who don't keep up the houses & yards - junk, cars in yards	town should have a standard of care for buildings and lots
Good schools	schools are still good, but could use some help	maybe volunteers could help make up shortfalls w/ help from city
Not many condo-like housing	a few double houses	it would be nice to have housing units for people who don't want a large house anymore, but aren't ready to go into apartments
good number of parks	a nice number of parks, but many are in bad shape	repair or replace some equipment, have new park (7 Maples) made into a nice family park
Business center was dynamic & robust	a few businesses - many missing segments	Determine what is NOT being done in nearby cities & try to become a center
Many small houses owned by occupants & treated with pride	Many small houses owned by land lords & used as rentals with minimal pride	Innovative mix of medium & low income housing that might motivate residency
Robust healthcare sector with a hospital	1 provider that struggles to recruit physicians	assess what is missing in the region & try to develop a hub or magnet
Schools were well above average	Schools now woefully below state average	Need to infuse a pride of education to reachieve what we had
Roads pretty well maintained	Horrorific local roads in places	Address this issue - increased maintenance & revitalization
		Museum of Native culture, Wisconsin nature reserve
		Drug free arcade, 2 arcades 18 to older
		Pocket change arcades, drug, alcohol free, 10 to 18
		Another store like Piggly Wiggly & 2 (hobby store)?
		Waterslide were old pool is. Street hockey.

Jewels

Topic	Comments
Economic Development	10
New Industrial Park (potential) (NE)	1
Creative Converting - Strong Industry	1
Walker Forge, Inc. - Strong Industry	1
Mason's Ridge	1
Seagrave Fire Apparatus - heart of manufacturing	1
First National Bank	1
Culvers	1
USH 45 (south of Clintonville near Shopko) - good stores	1
The Living Room Coffee Shop & Vintage Decor	1
Mills Fleet Farm	1
Community Facilities	5
Clintonville High School / good size	2
Clintonville Middle School	1
Clintonville Public Library	1
United Church - pretty	1
Recreation	23
Riverside Golf Course	3
Seven Maples	3
Pigeon Lake - Fishing	3
W.A. Olen Park/Park/Fests/Walking	3
Bucholtz Park/Soccer Field/Economics	3
Olen Playground - New neighborhood park	2
Clintonville High School Trail	1
Pigeon Lake - General	1
Pickereel Point - Trails	1
Badger Amateur Baseball Team (BABA)	1
Green area - Southside of dam	1
Fairway Lake Playground	1
Transportation	5
Clintonville Municipal Airport/Nice Runway	3
STH 22/19th Street - Good Street	1
USH 45 (West of City) - Good Road	1
Historic/Cultural Resources	1
Four Wheel Drive Historic Marker	1

Junk

Topic	Comments
Economic Development	5
Downtown (S. Main Street/Pigeon River) - More Stores/Help	2
Industrial Park Needs Growth (Industrial Avenue/Enterprise Street) (NE)	1
Fleet Farm - Need to expand	1
Mason's Ridge - More use of	1
Community Facilities	2
Dellwood Elementary School - New elementary school	1
Old Armory	1
Recreation	15
Bucholtz Park/shelter/lost pool/walking path around park	7
Pigeon Lake - Clean up, can't swim in it	3
Fairway Lake Playground - Needs improvement	1
Bowling Alley	1
Olen Park Playground	1
Rohrer Playground	1
Olen Playground - Could be repaired	1
Housing	3
New Housing Growth (Golf Course north of Country Club Drive)	1
SW corner of STH 22 and 9th Street	1
Garfield/McKinley/Grant/15th - Neglected neighborhood	1
Transportation	2
Pedestrian Bridge - Repair	1
Clintonville Municipal Airport Fly in	1
Historic/Cultural Resources	4
Historical Museum - Olen Park - 3	3
12th/Ann Street - Murals to ugly wall - please!	1

Design Preference Survey - Residential Types

Survey Number	Housing A	Housing A Comment	Housing B	Housing B Comment	Housing C	Housing C Comment	Housing D	Housing D Comment
R1	3	Offer incentives to maintain & improve rentals. Add more 2 stall garages.	2.5	Condos for medium income folks.	3	Well kept for low income families.	0.5	Not us.
R2	4		4		4	Could be made easy to have older people to enter.	0	
R3	3	Keep good quality	3	high need & low prices	-		1	Leads to lower pride of ownership
R4	3.5	More single family homes	-		-		-	
R5	4	More programs to assist/help improve existing real estate mkt & also entice builders/buyers to bld. New construction 150k & higher	2	I could see more of these rent/buy options for families, but also see a need for single-story row houses for retirees.	0		0	
R6	3		3		3		2	Neutral w/ 3 story but do not want 8 story buildings
R7	4		0		3		0	
R8	1.5		4		4		0	
R9	4		3		1		1	
R10	3		4	This is truly a need for Clintonville look at what Mt. Horeb did	4		1	
R11	1		2		4	Need this for the demographic of the community.	1	
R12	3		3		3		1	
R13	4	Improve existing homes in city	4	duplex concept	-		-	
Average	3.15		2.88		2.90		0.68	

Design Preference Survey - Retail / Commercial Types

Survey Number	Retail A	Retail A Comment	Retail B	Retail B Comment	Retail C	Retail C Comment	Retail D	Retail D Comment
C1	3.25	Mom & pop stores, local entrepreneurs, business incubators.	2	Some along Hwy. 45 would be nice.	2	Use existing buildings. Renovate keeping "character".	0.5	If we focus on "small business" we won't need this.
C2	2.25		4		4		2	not a bad idea but doubted with this population
C3	0.5	Eliminate all corporate cookie-cutter chains & franchises	3	would be great for small specialty shops, restaurants, medical uses, office businesses, & instructional recreation (Karate, dance, arts)	4	This is what is needed to renovate the downtown district & also provides housing & increases foot traffic on streets	0	This is not the type of Clintonville I want to live in & shop in. If I did I'd go to Valley or GB.
C4	0.5		1		1		4	
C5	4		3.5		2		1.75	
C6	3		2		3		1	
C7	0.5		4	More store plazas used full	4	outdoors shop	0.5	
C8	3		3		3		1	
C9	2		3		3		1	
C10	3		0.5		3		0.5	
C11	-		4	Interested in specialty	-		-	
Average	2.20		2.73		2.90		1.23	

Design Preference Survey - Employment Types

Survey Number	Employment A	Employment A Comment	Employment B	Employment B Comment	Employment C	Employment C Comment	Employment D	Employment D Comment
E1	3	This is us. Support experiments.	2	Invite specific product maker. We have some, keep the ones we have - support, partner.	1	Invite manufactures we'd like here. We have some, keep them up to date.	1	It'd be nice but unlikely.
E2	4		4		4		4	
E3	3.5		-		-		-	
E4	0.5	Lack of character & shoddy, cheap materials deteriorate quickly and are hard to keep occupied. These are only good for "disposable" businesses or storage/mfg. settings, not commerce retail.	2	good for in the industrial park & businesses on north & south end of town but not downtown or along 457.	3	great for downtown, north & south end of Hwy 22 and North 45. These are the structures that last, are remembered & valued & bring \$\$	0.5	not enough population to support use.
E5	2.5		3		3		2.5	
E6	0.5		0.5		0.5		4	
E7	4		3		1		1	
E8	2		3		3		2	
E9	3		2.5		1		1.5	
E10	2		3		1		0.5	
E11	-		-		-	Support existing industry & infrastructure	-	
Average	2.50		2.56		1.94		1.89	

DESIGN PREFERENCE SURVEY:

Residential Types

Table # _____

Please indicate your preference for each building type by placing an 'X' on a ranking from 0 - 4. Also, feel free to add explanations/comments in the space provided.

Housing A



Single Family Housing:

- 1 or 2 story single family houses
- Attached or detached garages accessed off of streets or alleys
- Lots sizes compatible to surrounding neighborhood
- Street widths and patterns appropriate to scale of lots with sidewalks throughout
- Housing type might be integrated with limited amount of duplexes, or townhouses in appropriate locations

4 More of this type

3

2

1

0 None of this type

COMMENTS:

Housing B



Attached Single-Family Housing:

- Most buildings are 2-3 stories
- Includes duplexes & townhouses (rowhouses)
- Garages accessed by either streets or alleys
- Building and lot configurations may be clustered to promote open space
- Buildings set closer to sidewalk
- May be mixed with single-family or small multi-family housing
- May be adjacent to commercial uses

4 More of this type

3

2

1

0 None of this type

COMMENTS:

Housing C



Small Multi-Family Housing:

- 2 to 4 story buildings
- Wide variety of building designs
- Parking typically provided on surface lots, garage courts, and underground
- Garages accessed from streets, alleys or private drives
- May be mixed with townhouses or larger multi-family housing
- Some commercial uses may be found on the ground floor in some locations

4 More of this type

3

2

1

0 None of this type

COMMENTS:

Housing D



Larger Multi-Family Housing:

- 3 to 8 story buildings
- Large scale buildings on large lots may include large multi-building complexes
- Parking typically provided on surface lots and underground parking
- May be mixed with small multi-family housing
- Commercial and retail uses might be found on the ground floor at some locations
- May be adjacent to and mixed with commercial and employment uses

4 More of this type

3

2

1

0 None of this type

COMMENTS:

DESIGN PREFERENCE SURVEY:

Retail / Commercial Types Table # _____

Please indicate your preference for each building type by placing an 'X' on a ranking from 0 - 4. Also, feel free to add explanations/comments in the space provided.

Retail A



Free Standing Convenience Retail:

- Corporate and franchise architecture
- One-acre lots unrelated to surroundings
- Parking often on all sides of building
- Buildings often include a "Drive-thru"
- Often next to strip commercial retail
- Usually located on heavily traveled streets
- Auto-oriented development pattern with emphasis on convenience
- Some landscaping around perimeter, in parking lots and next to building

4 More of this type

3

2 X

1

0 None of this type

COMMENTS:

Retail B



Single Story Strip Commercial:

- One story strip commercial development of adjoining stores
- Parking placed between building and street
- Usually located on heavily traveled streets
- Often next to free standing commercial uses
- Auto-oriented development pattern with emphasis on convenience
- Some landscaping around perimeter of parking lots and adjacent to building

4 More of this type

3 X

2

1

0 None of this type

COMMENTS:

Retail C



Street Oriented Commercial & Mixed-Use:

- Buildings usually 2-3 stories
- More "urban" architecture
- Building materials, landscaping, sidewalks, lighting and signs all contribute to a strong sense of place, and promote pedestrian activity
- Parking typically located to the side or to the rear of development
- Easily accessible by pedestrians, bicyclists, transit riders and automobiles
- May include small office space and residential uses on upper floors
- Development may include seating areas, plazas, and other community features

4 More of this type

3 X

2

1

0 None of this type

COMMENTS:

Retail D



Large Retail Developments:

- Large single story buildings on large lots (includes "Big Box" Retail)
- Corporate architecture and design
- Building oriented towards large surface parking lot for maximum visibility from street
- Auto-oriented design
- Serves community-wide market
- Some landscaping around perimeter, in parking lot and adjacent to building

4 More of this type

3

2

1 X

0 None of this type

COMMENTS:

DESIGN PREFERENCE SURVEY:

Employment Types

Table # _____

Please indicate your preference for each building type by placing an 'X' on a ranking from 0 - 4. Also, feel free to add explanations/comments in the space provided.

Employment A



Small Scale Flex Space and Business Condos:

- Typically single story buildings
- Little emphasis on architecture, urban character or building materials
- Buildings often have few windows, oversized loading doors and surface parking lots
- Developments made up of many individual buildings or may be grouped in clusters
- Buildings may house a combination of warehouse, yard storage, production, contractor space, and some office uses
- No intermixed residential development

4 More of this type

3

2

1

0 None of this type

COMMENTS:

X

Employment B



Medium Scale Business Offices & Incubator Buildings:

- 1-3 story buildings
- May contain a variety of office and commercial uses in one building including research, production, office, technology, and incubator businesses
- More emphasis on architecture design
- A mix of surface lots and on-street parking is typical
- May be adjacent to residential or other uses.

4 More of this type

3

2

1

0 None of this type

COMMENTS:

X

Employment C



Larger Light Industrial Research Buildings:

- 1-3 story buildings
- May contain a variety of uses, including research, production, office, technology, warehouse and incubator businesses
- May have a high level of character and design
- Pedestrian streetscape may be emphasized in building and site design
- A mix of surface parking lots and on-street parking is typical
- May be adjacent to residential or other commercial uses.

4 More of this type

3

2

1

0 None of this type

COMMENTS:

X

Employment D



Office Park:

- Large buildings are a minimum of two stories
- Buildings contain primarily office uses, and similar facilities including medical, financial and high-tech research uses
- May have a high level of character and design
- Buildings are arranged in a campus like setting on larger lots
- A mix of surface parking lots and on-street parking is typical
- May be adjacent to residential or other commercial uses.
- May include pedestrian amenities and public spaces such as plazas, greens and squares

4 More of this type

3

2

1

0 None of this type

COMMENTS:

X

Comprehensive Plan Update & Downtown Visioning Workshop - Dec. 6, 2017

Exercise #5 - "Big Ideas"

Purpose: Identify transformational, visionary, or 'game-changing' ideas that could position the City well for the future? What are your 'Big Ideas'?

Location Descriptions and Big Ideas
A. Domestic abuse shelter (there is not one in Waupaca County)
B. Book store
C. Long bike/walking trail near Olen Park
D. Movie theater
A. Old Armory - turn it into a condo
B. Redo old pool & make Clintonville a destination
A. Stake our claim! #Trucker pride Home of FWD
B. Collaborate w/ EAA (use our airport) bring in visitors & house & shuttle them to Oshkosh
C. Tourism - revive downtown, make it a shopping & eating destination
D. Make it a great place for a day trip!
E. Bring in families, safe place to live!
A. Curb appeal downtown
B. Repurpose Elementary School, if voters decide to
C. Sell school - make into housing & recreation
A. Strong schools = Strong communities!
A. Sponsor pop-up store fronts (temporary)
B. Develop a well-lit riverwalk by old Merc
C. Rental bikes in a couple of locations in town
A. Pigeon River is an incredible resource - clean it! Whatever it takes!
B. Outdoor pool will help youth baseball, economic endeavors, social opportunity for more people. Fix it!
C. Invest in the downtown. Clean it up empty buildings or tear them down and rebuild. Investment has to begin.
A. An entertainment center - Dinner theater (plays), movie theater, parking
B. River walk
C. Fill store fronts
D. 2nd good restaurant
E. Get Aldi - 2nd store good for low income residence
A. Waupaca Co. Hub - County Services
B. Park Pavilion - Amphitheater - For events (150 people)
C. Bus stops (6) for Sunday morning (van service)
D. Bus that would come to Clintonville (Clintonville to Shawano)
E. Affordable grocery store
A. Incentives to build new homes
B. Get major industries [Walker/Conservative] to provide incentives
C. For employees to live in town

Comprehensive Plan Update & Downtown Visioning Workshop - Dec. 6, 2017

Exercise #5 - "Big Ideas"

Purpose: Identify transformational, visionary, or 'game-changing' ideas that could position the City well for the future? What are your 'Big Ideas'?

Location Descriptions and Big Ideas
D. Downtown revival - new business/restaurants - update store fronts
E. Improve park & rec programs that will attract people
F. City wide bike trails/walking
A. FWD Truck Museum - Many hands needed to make trucks showpieces, 2 hours a month per person
B. Sustainable Market - local goods, in building with renewable energy, artist studios
C. Community Building School - Need skills to fix up our town, volunteer 2 hours/month to BUILD what we dream about and want and would love
D. Help a neighbor make their house look better, toss junk, paint, clean
E. Clintonville Beautification Project - everyone helps to make the city more pleasant
F. School/Community Partnership - choose improvement projects and make them happen
G. Survey needs and dreams for making this a better place for you
H. Improve avenues of communication so the decision makers can hear from citizens more often - determine best METHOD - email, postal service, phone.
Regular questions & answers
A. Aquatic center/outdoor pool/recreation area
B. Walking trail surrounding entire Bucholz Park
C. Destination, historic retro 'Friday Night' Downtown
D. No Walmart or large corporate shopping centers keep the \$\$ here
E. Dog Park
F. Nature Center/Environmental Park for educational purposes
G. Encourage growth of industrial park on N side of 156 - but with industries that will provide the type of income families need to stay out of poverty.



APPENDIX C

MEETINGS

APPENDIX C: MEETINGS

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City of Clintonville Wisconsin 54929

CITY HALL	50 10 th Street	715-823-7600
PUBLIC WORKS & AIRPORT	160 Bennett Street	715-823-7685
PARKS AND RECREATION	55 E. 12 th Street	715-823-7660
WATER & ELECTRIC UTILITIES	50 10 th Street	715-823-7600
WASTE WATER	350 15 th Street	715-823-7675
POLICE (non-emergency)	35 S Clinton Ave	715-823-3117
FIRE (non-emergency)	50 A 10 th Street	715-823-3750
LIBRARY	75 Hemlock Street	715-823-4563
CITY HALL FAX MACHINE		715-823-1352

October 13, 2017

Brad Rokus
Tammy Strey-Hirt
Chuck Manske
Mike Ditmeyer

Art Joerres
Amy Goerlinger
Nancy Koeppen

Plan Commission Agenda
At Clintonville City Hall
4:30 PM – Thursday, October 19, 2017

1. Call to Order; Roll Call
2. Approval of Agenda
3. Citizens Forum
4. Approval of Minutes from March 20, 2017
5. Discussion/Possible Action Regarding Comprehensive Plan Update
6. Adjourn

Brad Rokus, Chairperson
BR/mm

This is to notify the public that a majority of the Council members may be present, however, no actual City Council action will be taken.

Posted: Clintonville City Hall, Clintonville Public Library, Community Center

Please note, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact City Hall at 715-823-7600

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PLAN COMMISSION
October 19, 2017

The meeting of the Plan Commission was called to order at 4:36 p.m. at the Clintonville City Hall by Brad Rokus in accordance with Wisconsin Open Meeting Laws and ADA requirements. **Members present:** Brad Rokus, Mike Ditmeyer, Nancy Koeppen, Chuck Manske and Art Joerres. **Absent/Excused:** Amy Goerlinger and Tammy Strey-Hirt **Also present:** City Administrator Sharon Eveland, Bert Lehman – Tribune Gazette, Grace Kirchner – Shawano Leader, Kathy Thunes – East Central Wisconsin Regional Planning Commission, Eric Fowle – East Central Wisconsin Regional Planning Commission, Suzanne Wittman, Donna Lederer and recording secretary Mary Metoxen.

Manske/Koeppen m/s/c to approve the agenda as presented.

Koeppen/Joerres m/s/c to approve the minutes of March 20, 2017 as presented.

Discussion/Possible Action Regarding Comprehensive Plan Update: Eric Fowle and Kathy Thunes gave a presentation on the City of Clintonville’s Comprehensive Plan. Discussion was held. Rokus/Koeppen m/s/c to recommend to Common Council to adopt the Public Participation Plan for Comprehensive Planning.

Public Visioning Workshop to be held on December 6th, 2017 at the Clintonville Community Center from 5:30 p.m. to 7:30 p.m.

Next tentative meeting date to discuss the Comprehensive Plan will be on January 11, 2018 @ 5:30 at City Hall.

Adjourn: Koeppen/Rokus m/s/c to adjourn 6:23 p.m.

Respectfully Submitted,

Mary Metoxen
Recording Secretary

CITY OF CLINTONVILLE

COMMON COUNCIL MEETING
AT THE COMMUNITY CENTER
30 S Main St., Clintonville, WI 54929
6:00 PM – TUESDAY, NOVEMBER 14, 2017

November 10, 2017

Please turn off/silence cell phones and any other electronics that could be distracting during our meeting.

Agenda

1. Call to Order; Roll Call; Pledge of Allegiance
2. Approval of Agenda
3. Correspondence
 - a. Waupaca County Economic Development Corp.
4. Citizens Forum-This is a chance for citizens to make comments. No action or lengthy discussions can take place as a result of comments made at this time.
5. Examination of Minutes – October 10th & 16th, 2017
6. Reports from City Administrator
 - a. Discussion/Possible Action on City Facilities
 - b. Fire Department Daytime Call Response
7. Airport Commission
 - a. Discussion/Possible Action on 2018 Small Hangar Electric Fees
 - b. Discussion/Possible Action on Bird's Eye Aviation/Andy's Aircraft Sales Hangar 400 Lease
8. Finance and Insurance Committee
 - a. Open Public Hearing – 2018 Budget
 - b. Close Public Hearing – 2018 Budget
 - c. Discussion/Possible Action on Adoption of 2018 Proposed Budget – The Council may choose to vote on individual line items as per requested by individual Council Members
 - d. Financial Reports/Bills
 - e. Licenses: Operator's License(s)
Class B Beer & Liquor for Ismael Ayala Miquel DBA Kenya's Family Restaurant, 27 S Main St., Agent Ismael Ayala Miquel
Change of Agent for Dollar General Store #6627 to Anthony Hawks

Posted: Clintonville City Hall, Clintonville Public Library, Community Center

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- f. Discussion/Possible Action Regarding Transfer of Funds from the General Fund Balance to the Capital Fund Balance
 - g. Discussion/Possible Action on 2018-2022 Capital Improvement Plan
 - h. Discussion/Possible Action of Re-Allocation of Charges for Fire Dept Approach
 - i. Discussion/Possible Action Regarding City Marquee Sign
 - j. Discussion/Possible Action Regarding Fire Apparatus Bid
 - k. Discussion/Possible Action Regarding Fire Department Utility Truck & Equipment Bids
 - l. Discussion/Possible Action on Allocation of Funds for Bucholtz Park Playground
9. Street Committee
- a. Discussion/Possible Action of Real Estate License & Use Agreement for 37 S Main St Between the City and Gerard & Pam O'Connor
 - b. Discussion/Possible Action on Obtaining Real Estate License & Use Agreement Prior to the City Performing Work on Private Property
 - c. Discussion/Possible Action on 2017/2018 Snow Hauling Bids
 - d. Discussion/Possible Action on 2017/2018 Sidewalk & Snow Removal Bid
10. Utility Board
- a. Approval to Surplus Equipment from WWTP, Lift Stations, and Sludge Tank
 - b. Loan with Rural Development Close on November 1, 2017
 - c. Approval to Payoff WRS Loan
11. Plan Commission
- a. Discussion/Possible Action to Adopt the Public Participation Plan for Comprehensive Planning
12. Convene into Closed Session
- a. Adjourn into closed session pursuant to WI State Stats 19.85(1)(c) Considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility/A) City Administrator Evaluation; B) Water & Wastewater Manager Wages
13. Reconvene into Open Session
- a. Discussion/Possible Action Based on Closed Session Regarding City Administrator Evaluation
 - b. Discussion/Possible Action Based on Closed Session Regarding Water & Wastewater Manager Wages
14. Adjournment

LB/pj

Posted: Clintonville City Hall, Clintonville Public Library, Community Center
 Please note, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact City Hall at 715-823-7600

November 14, 2017

The regular meeting of the Clintonville Common Council was called to order at 6:00 p.m. by Mayor Lois Bressette in accordance with Wisconsin Open Meeting Laws and ADA requirements. Roll call of Alderpersons: Julie Stumbris, Lance Bagstad, Chuck Manske, Tammy Strey-Hirt, Steve Kettenhoven, Jim Supanich, Mike Hankins, and Brad Rokus. Absent & Excused: Amy Steenbock and Mark Doornink. Staff: City Attorney Keith Steckbauer, City Administrator Sharon Eveland, Police Chief Jim Beggs, Water/Wastewater Manager Dave Tichinel, Park & Recreation Director Justin Mc Auly, Electric Utility Manager Brian Ellickson, Library Director Jamie Hein, Fire Chief Shane Krueger, Public Works Manager Kray Brown, Utility Finance Director Stacy Zachow, and Clerk-Treasurer Peggy Johnson. Also present: Bert Lehman – Tribune Gazette, Grace Kirchner – Shawano Leader, and Greg Rose – Clintonville Chronicle.

AGENDA APPROVAL: Hankins/Supanich m/s/c to approve the agenda.

MINUTES: Hankins/Bagstad m/s/c to approve the October 10th and 16th, 2017 minutes.

REPORTS FROM CITY ADMINISTRATOR: The city facilities presentation is delayed until the November special Council meeting.

Eveland informed the Council that some local employers are not allowing staff to leave during work hours to respond to fire calls. She will be meeting with some businesses and checking with city staff whether there are interests in becoming a volunteer fire fighter during the daytime working hours. Krueger may also be able to meet with interested high school students.

AIRPORT COMMISSION: Strey-Hirt/Kettenhoven m/s/c u/roll call to increase the 2018 small hangar electric fees from \$40 to \$50 annually.

Strey-Hirt/Manske m/s/c u/roll call to approve the Birds Eye Aviation/Andy's Aircraft Sales hangar 400 lease for \$450 per month.

FINANCE COMMITTEE: Hankins/Stumbris m/s/c u/roll call to open the public hearing for the 2018 budget.

Eveland reviewed the 2018 budget PowerPoint presentation.

Hankins/Bagstad m/s/c to close the public hearing for the 2018 budget.

Bagstad/Supanich m/s/c to adopt the 2018 budget with general fund revenues and expenses of \$3,765,936; levy of \$2,097,455; and the tax rate of \$9.27 (\$.44 increase from 2016). Roll call 7-0-1 (Abstain-Strey-Hirt)

Supanich/Kettenhoven m/s/c to adopt the utility budget. Roll call 7-0-1 (Abstain-Strey-Hirt)

Hankins/Supanich m/s/c u/roll call to approve the financial reports and bills for the City in the amount of \$1,736,425.02.

Hankins/Kettenhoven m/s/c to approve the operator's licenses for James Clark, Mark Doornink, and Jessica Ramirez; the Class B Beer & Liquor for Ismael Ayala Miquel DBA Kenya's Family Restaurant, 27 S Main St, Agent Ismael Ayala Miquel; and the change of agent for Dollar General Store #6627 to Anthony Hawks.

Hankins/Bagstad m/s/c u/roll call to approve the general fund balance transfer to the capital fund balance for a total of \$587,745. Unanticipated cost of \$202,745 for 11th St, 9th St, and Green Tree Rd and \$385,000 for the 2018-2020 capital projects.

Hankins/Supanich m/s/c u/roll call to approve the 2018-2022 capital improvement plan.

Hankins/Kettenhoven m/s/c u/roll call to approve the transfer from the general fund balance to the capital fund balance of \$14,362.87 for the fire department approach.

Hankins/Bagstad m/s/c u/roll call to approve \$8,663 in addition DOT funding from CSS funds for a 2-sided city marquee sign at Hwy 22/156. This leaves approximately \$20,000 for wayfinding signs.

Hankins/Kettenhoven m/s/c u/roll call to approve a total of \$647,591 for the purchase of a fire department apparatus from Marion Body Works for \$608,557 and for the utility truck and equipment bids from Klein's for \$31,200 and Low Voltage Solutions for \$7,834.

Hankins/Manske m/s/c to allocate funds from capital park improvement for Bucholtz Park up to \$4,250 contingent that the City Administrator is still pursuing donations. Roll call 7-1 (No-Rokus)

STREET COMMITTEE: Supanich/Strey-Hirt m/s/c u/roll call to approve the real estate license and use agreement for 37 S Main St. between the city and Gerard and Pam O'Connor.

Supanich/Bagstad m/s/c u/roll call approval to obtain a real estate license and use agreement prior to the city performing work on private property.

Supanich/Strey-Hirt m/s/c u/roll call to approve the 2017/2018 snow hauling bids for \$75 per hour per truck to TL Kersten Trucking.

Supanich/Bagstad m/s/c u/roll call to approve the 2017/2018 sidewalk and snow removal bid for \$.82 per foot for up to 100 feet and for 100 feet or more for snow removal and \$.50 per foot for up to 100 feet and for 100 feet or more for salt and sand mixture.

UTILITY BOARD: A surplus equipment list will be presented next month for the wastewater department.

Supanich informed the Council that the Rural Development loan was closed on November 1, 2017.

Supanich/Kettenhoven m/s/c u/roll call to approve the payoff for the wastewater portion of the WRS unfunded liability loan not to exceed \$95,000 from the wastewater fund balance.

PLAN COMMISSION: Rokus/Manske m/s/c to adopt the Public Participation Plan for comprehensive planning.

CLOSED SESSION: Manske/Supanich m/s/c u/roll call to adjourn into closed session pursuant to WI State Stats 19.85(1)(c) Considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility/A) City Administrator Evaluation; B) Water & Wastewater Manager Wages, to include Steckbauer and Eveland.

Reconvened into open session.

Hankins/Rokus m/s/c u/roll call to approve the affirmative City Administrator evaluation.

Rokus/Strey-Hirt m/s/c to not issue the \$8,000 increase and keep the salary increase rate as other city employees for the Water & Wastewater Manager. Roll Call 3-5 (No-Stumbris, Bagstad, Kettenhoven, Supanich, Hankins)

Hankins/Kettenhoven m/s/c to approve the Utility and Finance committee recommendation for the Water and Wastewater Manager salary to \$35.00 per hour. Roll Call 5-3 (No-Manske, Strey-Hirt, Rokus)

Kettenhoven/Strey-Hirt m/s/c to adjourn at 8:39 p.m.

Respectfully submitted,

Peggy Johnson, Clerk-Treasurer

City of Clintonville Wisconsin 54929



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January 18, 2018

Brad Rokus
Tammy Strey-Hirt
Chuck Manske
Mike Ditmeyer

Amy Goerlinger
Nancy Koeppen

Plan Commission Agenda At Clintonville City Hall

6:00 PM – Thursday, January 25, 2018

1. Call to Order; Roll Call
2. Approval of Agenda
3. Citizens Forum
4. Approval of Minutes from December 5, 2017
5. Discussion/Possible Action Regarding Comprehensive Plan Update
 - a. Visioning
 - b. Issue Identification
 - c. Population and Housing
6. Open Public Hearing – Proposed Project Plan, Boundaries and Creation of Tax Incremental District No 8 and Request to Rezone Parcel 30-24-31-8 from I-1 Industrial to R-3 Multi-Family District.
7. Close Public Hearing
8. Discussion/Possible Action Ord 1142 – Rezone Parcel 30-24-31-8 from I-1 Industrial to R-3 Multi-Family District.
9. Discussion/Possible Action Resolution 2018-04 – Designating Proposed Boundaries and Approving a Project Plan for Tax Incremental District No 8, City of Clintonville, Wisconsin.
10. Adjourn

Brad Rokus, Chairperson
BR/mm

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PLAN COMMISSION
January 25, 2018

The meeting of the Plan Commission was called to order at 6:03 p.m. at the Clintonville City Hall by Brad Rokus in accordance with Wisconsin Open Meeting Laws and ADA requirements. **Members present:** Brad Rokus, Chuck Manske, Amy Goerlinger and Tammy Strey-Hirt. **Absent/Excused:** Mike Ditmeyer and Nancy Koeppen **Also present:** Donna Lederer, Lowell Easley, Suzanne Wittman, Kathy Kupsy, Bill Kupsy, Dean Martens, Judy Jorstad, Ken Jorstad, Joanna Ort, Rich Beggs, David Dyb, Shella Laux, Shantel Duebler, Jean Anderson, Kathy Schmoll, Ron Schmoll, Mayor Lois Bressette, Grace Kirchner-Shawano Leader, Bert Lehman-Tribune Gazette, Kathy Thunes-ECWRPC, Maureen Holsen-Ehlers & Associates, City Administrator Sharon Eveland and recording secretary Mary Metoxen.

Manske/Goerlinger m/s/c to approve the agenda as presented.

Goerlinger/Manske m/s/c to approve the minutes of December 5, 2017 as presented.

Comprehensive Plan Update: Kathy Thunes reviewed the results from the public visioning workshop that was held in December.

Open Public Hearing: Goerlinger/Strey-Hirt m/s/c to open public hearing to review the proposed project plan, boundaries and creation of tax incremental district no 8 and the request to rezone parcel 30-24-31-8 from I-1 Industrial to R-3 Multi-Family District. Discussion was held. There were concerns from the surrounding neighbors about the type of housing that would be built, increased traffic and if the fit was right for that area because it is so close to the Industrial Park.

Rokus/Manske m/s/c to close the public hearing.

Goerlinger/Rokus m/s/c u/roll to recommend to the Common Council to approve Ord 1142-Rezoning parcel 30-24-31-8 from I-1 Industrial to R-3 Multi-Family District.

Rokus/Goerlinger m/s/c u/roll to recommend to the Common Council to approve Resolution 2018-04 designating proposed boundaries and approving a project plan for tax incremental district no 8.

Adjourn: Goerlinger/Strey-Hirt m/s/c to adjourn 7:44 p.m.

Respectfully Submitted,

Mary Metoxen
Recording Secretary



City of Clintonville Wisconsin 54929

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March 29, 2018

Brad Rokus
Tammy Strey-Hirt
Chuck Manske
Mike Ditmeyer

Vacant
Donna Lederer
Nancy Koeppen

AMENDED AGENDA

Plan Commission Agenda
At Clintonville City Hall
5:30 PM – Thursday, April 5, 2018

1. Call to Order; Roll Call
2. Approval of Agenda
3. Citizens Forum
4. Approval of Minutes from January 25, 2018
5. Discussion/Possible Action Approve Certified Survey Map for Combination of Parcels 30-24-31-8 and 30-24-31-9.
6. Discussion/Possible Action on Certified Survey Map for Parcels 30-23-82-11, 30-23-83-121 and 30-23-82-12.
7. Discussion/Possible Action Regarding Comprehensive Plan Update
 - a. Visioning
 - b. Housing and Population
 - c. Transportation
 - d. Agricultural, Natural and Cultural Resources
8. Adjourn

Brad Rokus, Chairperson
BR/mm

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PLAN COMMISSION
April 5, 2018

The meeting of the Plan Commission was called to order at 5:32 p.m. at the Clintonville City Hall by Brad Rokus in accordance with Wisconsin Open Meeting Laws and ADA requirements. **Members present:** Brad Rokus, Chuck Manske, Mike Ditmeyer and Tammy Strey-Hirt. **Absent/Excused:** Donna Lederer and Nancy Koeppen **Also present:** Lowell Easley, Rich Beggs, Kathy Thunes-ECWRPC, City Administrator Sharon Eveland and recording secretary Mary Metoxen.

Manske/Strey-Hirt m/s/c to approve the agenda as presented.

Strey-Hirt/Ditmeyer m/s/c to approve the minutes of January 25, 2018 as presented.

Certified Survey Map for Combination of Parcels 30-24-31-8 and 30-24-31-9: Eveland stated the sale is not complete so no action is necessary at this time. Bring back to next meeting.

Certified Survey Map for Parcels 30-23-82-11, 30-23-83-121 and 30-23-82-12:
Rokus/Manske m/s/c to recommend to Common Council approval of the certified survey map for parcels 30-23-82-11, 30-23-83-121 and 30-23-82-12.

Comprehensive Plan Update: Kathy Thunes reviewed the Housing and Population area of the comprehensive plan.

Adjourn: Strey-Hirt/Ditmeyer m/s/c to adjourn 7:05 p.m.

Respectfully Submitted,

Mary Metoxen
Recording Secretary



City of Clintonville Wisconsin 54929

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LIBRARY	75 Hemlock Street	715-823-4563
CITY HALL FAX MACHINE		715-823-1352

May 9, 2018

Brad Rokus
Tammy Strey-Hirt
Chuck Manske
Mike Ditmeyer

Vacant
Donna Lederer
John Krubsack

****AMENDED AGENDA****

Plan Commission Agenda
At Clintonville City Hall

5:00 PM – Thursday, May 10, 2018

1. Call to Order; Roll Call
2. Approval of Agenda
3. Citizens Forum
4. Approval of Minutes from April 5, 2018
5. Open Public Hearing – allow Lee Mueller, 115 E Madison St, to have a conditional use permit for a home occupation for firearm sales and service with no inventory kept on hand.
6. Close Public Hearing
7. Discussion/Possible Action to allow Lee Mueller a conditional use permit.
8. Discussion/Possible Action Approve Certified Survey Map for Combination of Parcels 30-24-31-8 and 30-24-31-9.
9. Discussion/Possible Action Regarding Comprehensive Plan Update
 - a. Population and Housing
 - b. Transportation
 - c. Agricultural, Natural and Cultural Resources
10. Next Meeting Date, July 12th at 5:00 pm
11. Adjourn

Brad Rokus, Chairperson
BR/mm

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PLAN COMMISSION
May 10, 2018

The meeting of the Plan Commission was called to order at 5:02 p.m. at the Clintonville City Hall by Tammy Strey-Hirt in accordance with Wisconsin Open Meeting Laws and ADA requirements. **Members present:** Donna Lederer, Chuck Manske, John Krubsack and Tammy Strey-Hirt. **Absent/Excused:** Brad Rokus **Also present:** Lowell Easley, Rich Beggs, Lee Mueller, Suzanne Wittman, Erik Buchinger—Tribune Gazette, Kathy Thunes-ECWRPC, City Administrator Sharon Eveland and recording secretary Mary Metoxen.

Lederer/Krubsack m/s/c to approve the agenda as presented.

Manske/Lederer m/s/c to approve the minutes of April 5, 2018 as presented.

Open Public Hearing: Lederer/Krubsack m/s/c to open public hearing to allow Lee Mueller, 115 E Madison St, to have a conditional use permit for a home occupation for firearm sales and service with no inventory kept on hand.

Lee Mueller spoke regarding his plan to open a firearm sales and service business out of his home. No inventory will be kept on hand as he will be buying the firearm and delivering it to the person's residence. If he needs to keep it for a day or two, it will be put in a safe. He has already been approved by the ATF, had a background check and finger prints taken. He does not plan to advertise in the paper, on the radio or put signs in his yard.

Discussion was held. At 5:19 pm Donna Lederer left the meeting. No quorum, meeting recessed at 5:32 pm.

Respectfully Submitted,

Mary Metoxen
Recording Secretary



City of Clintonville Wisconsin 54929

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LIBRARY	75 Hemlock Street	715-823-4563
CITY HALL FAX MACHINE		715-823-1352

May 31, 2018

Brad Rokus
Tammy Strey-Hirt
Chuck Manske
Mike McCord

Lowell Easley
Suzanne Wittman
John Krubsack

Plan Commission Agenda
At Clintonville City Hall
5:00 PM – Tuesday, June 5, 2018

1. Call to Order; Roll Call
2. Approval of Agenda
3. Citizens Forum
4. Approval of Minutes from May 10, 2018
5. Open Public Hearing – allow Lee Mueller, 115 E Madison St, to have a conditional use permit for a home occupation for firearm sales and service with no inventory kept on hand.
6. Close Public Hearing
7. Discussion/Possible Action to allow Lee Mueller a conditional use permit.
8. Discussion/Possible Action Regarding Comprehensive Plan Update
 - a. Population and Housing
 - b. Transportation
 - c. Agricultural, Natural and Cultural Resources
9. Next Meeting Date, July 12th at 5:00 pm
10. Adjourn

Brad Rokus, Chairperson
BR/mm

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PLAN COMMISSION
June 5, 2018

The meeting of the Plan Commission was reconvened at 5:00 pm at the Clintonville City Hall by Brad Rokus in accordance with Wisconsin Open Meeting Laws and ADA requirements. **Members present:** Brad Rokus, Chuck Manske, John Krubsack, Mike McCord, Lowell Easley, Tammy Strey-Hirt and Suzanne Wittman (5:06 pm). **Also present:** Rich Beggs, Lee Mueller, Grace Kirchner-Shawano Leader, Kathy Thunes-ECWRPC, City Administrator Sharon Eveland, Jim Prickett and recording secretary Mary Metoxen.

Re-Convene Public Hearing: Easley/Krubsack m/s/c to re-convene the public hearing to allow Lee Mueller, 115 E Madison St, to have a conditional use permit for a home occupation for firearm sales and service with no inventory kept on hand.

Eveland gave a brief summary of the last meeting. Lee Mueller then answered questions from the commission regarding his firearm sales and service business. Rokus/Strey-Hirt m/s/c (roll call 6-1, No-Easley) to allow Lee Mueller to have a conditional use permit for a home occupation for firearm sales and service with no advertising signs on property and to submit a volume report annually to the City, one month from the due date to ATF.

Comprehensive Plan Update: Kathy Thunes reviewed the Housing and Transportation areas of the comprehensive plan.

Next Meeting Date is July 12th at 5:00 pm.

Adjourn: Strey-Hirt/Krubsack m/s/c to adjourn at 6:47 pm.

Respectfully Submitted,

Mary Metoxen
Recording Secretary



City of Clintonville Wisconsin 54929

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CITY HALL FAX MACHINE		715-823-1352

July 10, 2018

Brad Rokus
Tammy Strey-Hirt
Chuck Manske
Mike McCord

Lowell Easley
Suzanne Wittman
John Krubsack

AMENDED AGENDA
Plan Commission Agenda
At Clintonville City Hall
5:00 PM – Thursday, July 12, 2018

1. Call to Order; Roll Call
2. Approval of Agenda
3. Citizens Forum
4. Approval of Minutes from June 5, 2018
5. Discussion/Possible Action Regarding Approval of Certified Survey Map for 540 Commercial Ave (30-13-41-3) To Divide into Two Lots
6. Discussion/Possible Action Regarding Comprehensive Plan Update
 - a. Population and Housing
 - b. Transportation
 - c. Agricultural, Natural and Cultural Resources
7. Next Meeting Date, September 13th at 5:00 pm
8. Adjourn

Brad Rokus, Chairperson
BR/mm

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PLAN COMMISSION
July 12, 2018

The meeting of the Plan Commission was called to order at 5:05 p.m. at the Clintonville City Hall by Tammy Strey-Hirt in accordance with Wisconsin Open Meeting Laws and ADA requirements. **Members present:** Mike McCord, Suzanne Wittman, Chuck Manske, John Krubsack and Tammy Strey-Hirt. **Absent/Excused:** Brad Rokus and Lowell Easley. **Also present:** Darren Krzanowski, Richard Beggs, Kathy Thunes-ECWRPC and City Administrator Sharon Eveland

Strey-Hirt/Manske m/s/c to approve the agenda as amended.

McCord/Krubsack m/s/c to approve the minutes of June 5, 2018 as presented.

Comprehensive Plan Update: Kathy Thunes reviewed the Housing, Transportation and Agricultural, Natural and Cultural Resources areas of the comprehensive plan.

Certified Survey Map for 540 Commercial Ave (30-13-41-3) to Divide into Two Lots: Strey-Hirt/Manske m/s/c to recommend to Common Council approval of the certified survey map 6490 for 540 Commercial Ave (30-13-41-3) to divide into two lots.

Next Meeting Date, September 13th at 5:00 p.m.

Adjourn: Krubsack/Manske m/s/c to adjourn 6:53 p.m.

Respectfully Submitted,

Sharon Eveland
City Administrator

City of Clintonville Wisconsin 54929



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September 6, 2018

Brad Rokus
Tammy Strey-Hirt
Chuck Manske
Mike McCord

Lowell Easley
Suzanne Wittman
John Krubsack

Plan Commission Agenda
At Clintonville City Hall
5:00 PM – Thursday, September 13, 2018

1. Call to Order; Roll Call
2. Approval of Agenda
3. Citizens Forum
4. Approval of Minutes from August 28, 2018
5. Discussion/Possible Action Regarding Comprehensive Plan Update
 - a. Transportation
 - b. Agricultural, Natural and Cultural Resources
 - c. Utilities and Community Facilities
 - d. Economic Development
6. Next Meeting Date, November 8th at 5:00 PM
7. Adjourn

Brad Rokus, Chairperson
BR/mm

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**PLAN COMMISSION
September 13, 2018**

The meeting of the Plan Commission was called to order at 5:00 p.m. at the Clintonville City Hall by Brad Rokus in accordance with Wisconsin Open Meeting Laws and ADA requirements. **Members present:** Brad Rokus, Chuck Manske, Tammy Strey-Hirt, Mike McCord, Lowell Easley, Suzanne Wittman and John Krubsack. **Also present:** Kathy Thunes-ECWRPC, City Administrator Sharon Eveland and recording secretary Ryan Joren.

Manske/Easley m/s/c to approve the agenda as presented.

Strey-Hirt/Krubsack m/s/c to approve the minutes of August 28, 2018 as presented.

Comprehensive Plan Update: Discussion was held on Transportation, Agricultural, Natural and Cultural Resources, Utilities and Community Facilities and Economic Development. A full-time economic development position was added as a recommendation.

Next meeting date will be scheduled for October.

Adjourn: Strey-Hirt/Wittman m/s/c to adjourn 6:45 p.m.

Respectfully Submitted,

Ryan Joren
Recording Secretary



City of Clintonville Wisconsin 54929

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October 11, 2018

Brad Rokus
Tammy Strey-Hirt
Chuck Manske
Mike McCord

Lowell Easley
Suzanne Wittman
John Krubsack

Plan Commission Agenda
At Clintonville City Hall
5:00 PM – Tuesday, October 16, 2018

1. Call to Order; Roll Call
2. Approval of Agenda
3. Citizens Forum
4. Approval of Minutes from September 13, 2018
5. Discussion/Possible Action Regarding Comprehensive Plan Update
 - a. Utilities and Community Facilities
 - b. Economic Development
 - c. Implementation Strategies - Priorities
 - d. Intergovernmental Cooperation
 - e. Land Use
6. Next Meeting Date, November 15th at 5:00 PM
7. Adjourn

Brad Rokus, Chairperson
BR/mm

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**PLAN COMMISSION
October 16, 2018**

The meeting of the Plan Commission was called to order at 5:02 p.m. at the Clintonville City Hall by Tammy Strey-Hirt in accordance with Wisconsin Open Meeting Laws and ADA requirements. **Members present:** Chuck Manske (5:16), Tammy Strey-Hirt, Mike McCord, Lowell Easley, Suzanne Wittman and John Krubsack. **Absent/Excused:** Brad Rokus **Also present:** Kathy Thunes-ECWRPC, City Administrator Sharon Eveland and recording secretary Mary Metoxen.

Easley/Krubsack m/s/c to approve the agenda as presented.

McCord/Easley m/s/c to approve the minutes of September 13, 2018 as presented.

Comprehensive Plan Update: Discussion was held on Utilities and Community Facilities, Economic Development, Implementation Strategies, Intergovernmental Cooperation and Land Use.

Next meeting date will be November 15th, 2018 at 5:00 p.m.

Adjourn: Easley/Krubsack m/s/c to adjourn 6:43 p.m.

Respectfully Submitted,

Mary Metoxen
Recording Secretary

City of Clintonville

Wisconsin 54929



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November 8, 2018

Brad Rokus
Tammy Strey-Hirt
Chuck Manske
Mike McCord

Lowell Easley
Suzanne Wittman
John Krubsack

Plan Commission Agenda At Clintonville City Hall

5:00 PM – Thursday, November 15, 2018

1. Call to Order; Roll Call
2. Approval of Agenda
3. Citizens Forum
4. Approval of Minutes from October 16, 2018
5. Open public hearing-request to rezone 59 Industrial Avenue from R3 Multi-Family District to B2 Neighborhood Convenience Retail District.
6. Close public hearing
7. Ord 1150-Rezoning 59 Industrial Avenue from R3 Multi-Family District to B2 Neighborhood Convenience Retail District.
8. Discussion/Possible Action Regarding Comprehensive Plan Update
 - a. Priorities
 - b. Intergovernmental Cooperation
 - c. Land Use
 - d. Implementation
9. Set Next Meeting Date and Time
10. Adjourn

Brad Rokus, Chairperson
BR/mm

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**PLAN COMMISSION
November 15, 2018**

The meeting of the Plan Commission was called to order at 5:02 p.m. at the Clintonville City Hall by Brad Rokus in accordance with Wisconsin Open Meeting Laws and ADA requirements. **Members present:** Brad Rokus, Tammy Strey-Hirt, Mike McCord, Suzanne Wittman and John Krubsack. **Absent/Excused:** Chuck Manske and Lowell Easley **Also present:** Kathy Thunes-ECWRPC, Stonna Schulke, Jason Lindemann, Tim Rinn and recording secretary Mary Metoxen.

Strey-Hirt/Krubsack m/s/c to approve the agenda as presented.

Krubsack/Wittman m/s/c to approve the minutes of October 16, 2018 as presented.

Strey-Hirt/McCord m/s/c to open public hearing to rezone 59 Industrial Avenue from R3 Multi-Family District to B2 Neighborhood Convenience Retail District.

Jason Lindemann from Care Partners explained that they will be building another building on the existing parcel and would possibly exceeding the 16-person limit that is set in R3 zoning.

Strey-Hirt/McCord m/s/c to close public hearing.

Strey-Hirt/Krubsack m/s/c u/roll to recommend to the Common Council to approve Ord 1150-Rezoning 59 Industrial Avenue from R3 Multi-Family District to B2 Neighborhood Convenience Retail District.

Comprehensive Plan Update: Discussion was held on Intergovernmental Cooperation, Land Use and Implementation.

Next meeting date will be January 24th, 2019 at 5:00 p.m.

Adjourn: Strey-Hirt/Krubsack m/s/c to adjourn 6:23 p.m.

Respectfully Submitted,

Mary Metoxen
Recording Secretary

NOTICE OF PUBLIC MEETING

CITY OF CLINTONVILLE COMPREHENSIVE PLAN UPDATE INTERGOVERNMENTAL
MEETING

Thursday, December 13, 2018

The City of Clintonville, along with staff from East Central Wisconsin Regional Planning Commission, will be holding an informational meeting to provide an overview of the Comprehensive Planning Effort, discussion of the Future Land Use Map, and the future proceedings.

The Public as well as Members and Elected Officials from the State, County, City, and Townships are invited to the:

City of Clintonville Comprehensive Plan Update Intergovernmental Meeting

Date: Thursday, December 13, 2018

Location: Clintonville City Hall, 50 10th Street, Clintonville, WI 54929

Time: 2:00 p.m.

For inquiries, please contact Sharon Eveland, City Administrator at (715) 823-7600 or SEveland@clintonvillewi.org or Kathy Thunes, P.E., Principal Community Development Planner, East Central Wisconsin Regional Planning Commission at (920) 751-4770 or kthunes@ecwrpc.org.

Information about the Comprehensive Plan Update is maintained at <http://www.ecwrpc.org/programs/comprehensive-planning/city-of-clintonville/>.

City of Clintonville
Comprehensive Plan Update 2040
Intergovernmental Meeting
December 13, 2018
2:00 p.m.

Attendance:

Darrell Handrich, Supervisor, Waupaca County
Du Wayne Federwitz, Chairperson, Town of Matteson
Casey Beyersdorf, Highway Commissioner, Waupaca County
Kyle Fischer, Waupaca County Highway Dept., Waupaca County
Lynn E. Jepson
Jim Beggs, Police Chief, City of Clintonville
Peggy Johnson, Clerk-Treasurer, City of Clintonville
Rich Beggs, Mayor, City of Clintonville
David Dyb, Superintendent, Clintonville Public School District
Michael Morse, FSB
Dave Meurett, WisDOT, NCR
Jim Supanich, Alderperson, City of Clintonville
Steve Kettenhoven, Alderperson, City of Clintonville
Tammy Strey-Hirt, Alderperson, City of Clintonville
Kray Brown, Public Works Manager, City of Clintonville
Justin McAuly, Parks and Rec Manager, City of Clintonville
Sharon Eveland, City Administrator, City of Clintonville

Welcome and Introductions:

Ms. Thunes welcomed everyone to the intergovernmental meeting and thanked them for coming. Everyone was asked to introduce themselves.

Comprehensive Plan Update Process:

Ms. Thunes provided a brief overview of the process stating that this plan updates the current plan that was adopted in 2007. Wisconsin state statutes require that comprehensive plans be updated every 10 years, have a 20-year planning horizon and address the nine required elements. This plan goes through 2040, which corresponds with the WDOA population and housing projections. A public participation plan, designed to foster public participation has been adopted by the City for this effort. A kickoff meeting for the planning effort was held with the Plan Commission in October, 2017. 20 participants attended a public visioning workshop in December of last year. This workshop was used to identify issues and opportunities, identify development type preferences and priorities for future land use. EC has been meeting with the Plan Commission regularly since January.

Comprehensive Plan Overview:

Ms. Thunes stated that according to the WDOA, the City is expected to add approximately 166 people between 2010 and 2030 and 274 households. These numbers include a 10% increase,

for planning purposes, between the 2010 and 2030 population. After 2030, the population and number of households is expected to decrease mirroring Waupaca County. A comment was made that according to recent WDOA estimates, the City of Clintonville's population is decreasing.

Future Land Use Map:

Ms. Thunes briefly went over future land use categories. Attendees suggested that in order to increase the ability to safely bike and walk that a trail be shown on the map along Klemp Road from STH 156 to where the sidewalk ends on 7th Street. In addition, a trail should be added around the perimeter of the High Density Residential District (note: this is stated in the plan). An existing trail should be shown on the school property near the high school. They would also like to see Golf Club Road extended to STH 22.

Ms. Thunes explained that the future land use map is a planning tool and should be used to guide future land use decisions. It is not a static document but should evolve to reflect current conditions. She said that on the other hand, a zoning map is a regulatory tool established to control land uses. It lists permitted uses, minimum lots sizes, required setbacks, etc.

Questions:

General questions included clarification regarding various land use districts, how the extension of the Wiouwash Trail was determined and why the trail was proposed along STH 156. Comments were made regarding cost sharing on county highways and where the new CAWS location will be.

Next Steps:

Ms. Thunes explained that the Plan Commission would be meeting on January 24, 2019 to finalize the future land use map and plan for public review. The plan should be out for public review sometime in March with adoption late spring to early summer.

Respectively submitted by Kathy Thunes



City of Clintonville Wisconsin 54929

CITY HALL	50 10 th Street	715-823-7600
PUBLIC WORKS & AIRPORT	160 Bennett Street	715-823-7685
PARKS AND RECREATION	55 E. 12 th Street	715-823-7660
WATER & ELECTRIC UTILITIES	50 10 th Street	715-823-7600
WASTE WATER	350 15 th Street	715-823-7675
POLICE (non-emergency)	35 S Clinton Ave	715-823-3117
FIRE (non-emergency)	50 A 10 th Street	715-823-3750
LIBRARY	75 Hemlock Street	715-823-4563
CITY HALL FAX MACHINE		715-823-1352

January 17, 2019

Brad Rokus
Tammy Strey-Hirt
Chuck Manske
Mike McCord

Lowell Easley
Suzanne Wittman
John Krubsack

Plan Commission Agenda
At Clintonville City Hall
5:00 PM – Thursday, January 24, 2019

1. Call to Order; Roll Call
2. Approval of Agenda
3. Citizens Forum
4. Approval of Minutes from November 15, 2018
5. Discussion/Possible Action Regarding Comprehensive Plan Update
 - a. Intergovernmental Meeting Debrief
 - b. Chapter 1: Introduction
 - c. Land Use
 - d. Implementation
 - e. Approve Draft Plan for Public Review
 - f. Next Steps
6. Adjourn

Brad Rokus, Chairperson
BR/mm

This is to notify the public that a majority of the Council members may be present, however, no actual City Council action will be taken.

Posted: Clintonville City Hall, Clintonville Public Library, Community Center
Please note, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact City Hall at 715-823-7600

www.clintonvillewi.org
email: clintonville@clintonvillewi.org

PLAN COMMISSION
January 24, 2019

The meeting of the Plan Commission was called to order at 5:00 p.m. at the Clintonville City Hall by Brad Rokus in accordance with Wisconsin Open Meeting Laws and ADA requirements. **Members present:** Brad Rokus, Tammy Strey-Hirt, Mike McCord, Chuck Manske and John Krubsack. **Absent/Excused:** Suzanne Wittman and Lowell Easley **Also present:** Kathy Thunes-ECWRPC, City Administrator Sharon Eveland, Mayor Rich Beggs and recording secretary Mary Metoxen.

McCord/Strey-Hirt m/s/c to approve the agenda as presented.

Strey-Hirt/Krubsack m/s/c to approve the minutes of November 15, 2018 as presented.

Comprehensive Plan Update: Kathy Thunes gave an update on the intergovernmental meeting that was held in December. Discussion was held on Land Use and Implementation.

Next meeting date will be February 21st, 2019 @ 5:00 p.m.

Adjourn: Strey-Hirt/Manske m/s/c to adjourn 5:54 p.m.

Respectfully Submitted,

Mary Metoxen
Recording Secretary



City of Clintonville Wisconsin 54929

CITY HALL	50 10 th Street	715-823-7600
PUBLIC WORKS & AIRPORT	160 Bennett Street	715-823-7685
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CITY HALL FAX MACHINE		715-823-1352

March 4, 2019

Brad Rokus
Tammy Strey-Hirt
Chuck Manske
Mike McCord

Lowell Easley
Vacant
John Krubsack

Plan Commission Agenda
At Clintonville Community Center
5:00 PM – Tuesday, April 9, 2019

1. Call to Order; Roll Call
2. Approval of Agenda
3. Citizens Forum
4. Approval of Minutes from March 6, 2019
5. Open Public Hearing – City of Clintonville Comprehensive Plan Update 2040.
6. Close Public Hearing
7. Discussion/Possible Action Resolution 2019-04 – City of Clintonville Comprehensive Plan Update 2040.
8. Adjourn

Brad Rokus, Chairperson
BR/mm

This is to notify the public that a majority of the Council members may be present, however, no actual City Council action will be taken.

Posted: Clintonville City Hall, Clintonville Public Library, Community Center
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www.clintonvillewi.org
email: clintonville@clintonvillewi.org

**COMMON COUNCIL MEETING
AT THE COMMUNITY CENTER
30 S Main St., Clintonville, WI 54929
6:00 PM – TUESDAY, APRIL 9, 2019**

April 4, 2019

Please turn off/silence cell phones and any other electronics that could be distracting during our meeting.

Agenda

1. Call to Order; Roll Call; Pledge of Allegiance
2. Approval of Agenda
3. Correspondence
 - a. Waupaca County Economic Development Corp.
4. Citizens Forum-This is a chance for citizens to make comments. No action or lengthy discussions can take place as a result of comments made at this time.
5. Consent Agenda
 - a. Approval of Minutes from March 12th & 19th, 2019
 - b. Licenses: Operator's License(s)
Class B Beer – Clintonville Athletic Club, 10 Memorial Circle,
Agent-Keith Soldner
6. Mayor's Comments
 - a. 2019 Local Government 101 and 41st Annual Public Officials Program
 - b. The Municipality – Conducting Debate
7. Reports from City Administrator
 - a. Engagement Letter for Outside Legal Services
8. Finance and Insurance Committee
 - a. Financial Reports/Bills
 - b. Discussion/Possible Action Regarding Establishing a Special Revenue Fund for Fire Insurance 2% Dues
 - c. Discussion/Possible Action Regarding Lease Concession Stand Agreement – Bucholtz Park
9. Street Committee
 - a. Discussion/Possible Action on Resolution 2019-03 Public Works Fees

10. Utility Committee

- a. Discussion on Wisconsin Rural Water Association 2019 Water System of the Year Award

11. Plan Commission

- a. Discussion/Possible Action Regarding Resolution 2019-04 City of Clintonville Comprehensive Plan Update 2040
- b. Discussion/Possible Action Regarding Suspending the Rules for Adoption of Ordinance 1154 – City of Clintonville Comprehensive Plan Update 2040
- c. Discussion/Possible Action Regarding Ordinance 1154 – City of Clintonville Comprehensive Plan Update 2040

12. Adjournment

RB/pj

**COMMON COUNCIL MEETING
AT THE COMMUNITY CENTER
30 S Main St., Clintonville, WI 54929
6:00 PM – TUESDAY, MAY 14, 2019**

May 10, 2019

Please turn off/silence cell phones and any other electronics that could be distracting during our meeting.

Agenda

1. Call to Order; Roll Call; Pledge of Allegiance
2. Approval of Agenda
3. Correspondence
 - a. Waupaca County Economic Development Corp.
4. Citizens Forum-This is a chance for citizens to make comments. No action or lengthy discussions can take place as a result of comments made at this time.
5. Consent Agenda
 - a. Approval of Minutes from April 9th & 16th, 2019
 - b. Licenses: Operator's License(s)
Temporary Class B Beer-Clintonville Fastpitch, 100 Bucholtz Park Rd for June 7-9, 2019
Temporary Class B Beer-Clintonville Fastpitch, 100 Bucholtz Park Rd for June 15-16, 2019
6. Mayor's Comments
 - a. Recognition of APPA Safety Award
 - b. Discussion Regarding Main Street Banners
7. Reports from City Administrator
 - a. Departments Summer Hours
 - b. Update Robert & 12th Streets Reconstruction Project
 - c. New Police Chief
 - d. Discussion/Possible Action Regarding Fire Protection Contract
 - e. Discussion/Possible Action Regarding Agreement for City Sign at Main and 12th St.
8. Finance and Insurance Committee
 - a. Financial Reports/Bills

- b. Discussion/Possible Action to Waive Charges for Pigeon Lake Rehabilitation District for Use of the Community Center
 - c. Discussion/Possible Action Regarding Contract with Key Benefits Concepts, LLC for an Actuarial Study of OPEB Liabilities
 - d. Discussion/Possible Action Regarding Re-Allocation of \$4,650 for Swimming Pond Master Plan from the Operating Pool Budget to Come from the Designated Reserve
9. Safety & Ordinance Committee
- a. Discussion/Possible Action Regarding Ordinance 1155-Tourism Commission Membership (1st Reading)
 - b. Discussion/Possible Action Regarding Ordinance 1156-Fire Re-Inspection Fees (1st Reading)
10. Plan Commission
- a. Discussion/Possible Action Regarding Ordinance 1154-City of Clintonville Comprehensive Plan Update 2040 (2nd Reading)
11. Transit Commission
- a. Discussion/Possible Action on Safety Management Policy
 - b. Discussion/Possible Action on Debarment or Suspension of Service and Appeals Policy
12. Facilities Committee
- a. Discussion/Possible Action Regarding Approval of Funds for a Master Plan for the Riverwalk
 - b. Discussion/Possible Action Regarding Approval of Funds for a Structural Engineer to Evaluate the Pedestrian Bridge
 - c. Discussion/Possible Action Regarding Approval of Funds for the Design and Site Plan for a New Fire Barn
13. Appointment of District 5 Council Member
14. Clerk Swears in Council Member
15. Appointments
- a. Police and Fire Commission
 - b. Plan Commission
16. Adjournment

RB/pj



APPENDIX D
PLAN ADOPTION

APPENDIX D: PLAN ADOPTION

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NOTICE OF PUBLIC HEARING

CITY OF CLINTONVILLE

COMPREHENSIVE PLAN UPDATE 2040

PLEASE TAKE NOTICE THAT the City of Clintonville Plan Commission will hold a public open house and hearing on the proposed adoption of the City of Clintonville Comprehensive Plan Update 2040. The public open house will be held on Tuesday, April 9, 2019 at 4:30 P.M. at the Community Center, 30 S. Main Street, Clintonville, WI 54929; the public hearing will be held at 5:00 P.M. The Clintonville City Council of will take action on the proposed adoption of the City of Clintonville Comprehensive Plan Update 2040 at their monthly Council meeting on April 9, 2019.

The Comprehensive Plan Update is a statement of public policy concerning the conservation and development of the City. The plan provides a guide to where future growth and development should occur over the next 20 years. When the City makes future decisions concerning land use development, the plan will be consulted. The plan inventories and analyzes the City's physical setting, natural features, land use, population figures, economics, housing stock, transportation, and community facilities. Using these inventories and the plan's goals and strategies, a preferred land use plan for the City of Clintonville was developed.

For additional information, please contact Sharon Eveland, City Administrator at 715-823-7600 or by email at seveland@clintonvillewi.org. Written comments can be submitted to Sharon Eveland, City Administrator at 50 10th Street, Clintonville, WI 54929 before or at the public hearing.

Copies of the proposed City of Clintonville Comprehensive Plan Update 2040 are available for review at the following locations:

- Clintonville Public Library, 75 Hemlock St, Clintonville, WI 54929
- City Clerk's Office, 50 10th Street, Clintonville, WI 54929
- City's Website at <http://www.clintonvillewi.org/>

Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service contact Peggy Johnson, City Clerk-Treasurer at 715-823-7600.

Published: March 5, 2019

WNAXLP

RESOLUTION NO. 2019-04

**A RESOLUTION APPROVING THE UPDATE TO THE COMPREHENSIVE PLAN
OF THE CITY OF CLINTONVILLE, WISCONSIN**

WHEREAS, pursuant to section 62.23 (2) and (3) of the Wisconsin Statutes, the City of Clintonville is authorized to prepare and adopt a comprehensive plan as defined in sections 66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes; and

WHEREAS, according to the general purposes set forth in section 66.1001 of the Wisconsin Statutes, the City Council adopted said Comprehensive Plan for the City of Clintonville, Wisconsin in August 1, 2007; and

WHEREAS, section 66.1001, of the Wisconsin Statutes provides that a comprehensive plan shall be updated no less than once every 10 years, and

WHEREAS, the Plan Commission has prepared an update to that 2006 plan, titled the *City of Clintonville Comprehensive Plan Update 2040*, and

WHEREAS, the Plan Commission finds that the *City of Clintonville Comprehensive Plan Update 2040*, contains all the required elements specified in Section 66.1001(2) of the Wisconsin Statutes; and

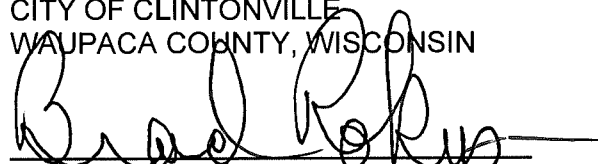
WHEREAS, the City has duly noticed and held a public hearing on the draft plan, following the procedures in Section 66.1001(4)(d) of the Wisconsin Statutes and the public participation procedures adopted by the City Council.

NOW, THEREFORE, BE IT RESOLVED, that the that pursuit to Section 66.1001(4)(b) of the Wisconsin Statutes, the City of Clintonville Plan Commission hereby approves the *City of Clintonville Comprehensive Plan Update 2040*.

BE IT FURTHER RESOLVED that the Plan Commission does hereby recommend that the City Council enact an Ordinance adopting the *City of Clintonville Comprehensive Plan Update 2040*.

Adopted this 9th day of April, 2019
Ayes 5 Nays 0 Absent 2

CITY OF CLINTONVILLE
WAUPACA COUNTY, WISCONSIN


Brad Rokus, Plan Chairperson

Attest: 
Mary Metoxen, Plan Recording Secretary

ORDINANCE NO.: 1154

INTRODUCED BY: Strey-Hirt

SECONDED BY: Huber

THE COMMON COUNCIL OF THE CITY OF CLINTONVILLE, WISCONSIN, DO ORDAIN that **CHAPTER 17, ZONING CODE**, is hereby amended to add the following subsection:

17.50 THE COMPREHENSIVE PLAN UPDATE OF THE CITY OF CLINTONVILLE

The Common Council of the City of Clintonville, Wisconsin, do ordain as follows:

SECTION 1. Pursuit to sections 62.23(2) and (3) of the Wisconsin Statutes, the City of Clintonville, is authorized to prepare, adopt and amend a comprehensive plan as defined in sections 66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes.

SECTION 2. The Common Council of the City of Clintonville, Wisconsin, has adopted written procedures designed to foster public participation in every stage of the preparation of a comprehensive plan as required by section 66.1001(4)(a) of the Wisconsin Statutes.

SECTION 3. The Plan Commission of the City of Clintonville by majority vote of the entire commission recorded in its official minutes, has adopted a resolution recommending to the Common Council the adoption of the document entitled *City of Clintonville Comprehensive Plan Update 2040*, containing all of the elements specified in sections 66.1001 (2) of the Wisconsin Statutes.

SECTION 4. The City of Clintonville has held at least one public hearing on this ordinance, in compliance with the requirements of section 66.1001(4)(d) of the Wisconsin Statutes.

SECTION 5. The Common Council of the City of Clintonville, Wisconsin, does, by the enactment of this ordinance, formally adopt the document entitled, *City of Clintonville Comprehensive Plan Update 2040*, pursuant to section 66.1001(4)(c) of the Wisconsin Statutes.

SECTION 6. This ordinance shall take effect upon passage by a majority vote of the member-elect of the Common Council and publication/posting as required by law.

This Ordinance shall take effect upon passage and publication as provided as law.
Ayes 7 Nays 0 Absent 2 Vacant 1

CITY OF CLINTONVILLE

By Richard K. Beggs
Richard K Beggs, Mayor

By Peggy L Johnson
Peggy L Johnson, Clerk

Adopted: 05/14/19
Published: 05/30/19



APPENDIX E

POLICIES AND PROGRAMS

APPENDIX E: POLICIES AND PROGRAMS

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APPENDIX E: POLICIES AND PROGRAMS

Growth and development patterns do not occur in a vacuum. Over time, federal, state and local policies have directed the amount and location of development. State transportation policies and state land use legislation such as NR121, farmland preservation, natural resource protection and real estate tax codes have influenced growth and settlement. Local attitudes towards growth and accompanying zoning legislation, transportation and utility investments and tax and land subsidies also influence the type and amount of growth and development which occurs in each community.

Policies which impact growth and development have been developed over time by different agencies and different levels of government with varying missions and objectives. The resulting policies and programs are sometimes complementary and sometimes contradictory. It is the interaction of these various policies and market influences that determine actual growth patterns. Although many current federal and state policies and subsidies still encourage expansion, other policies such as the 14 land use goals developed by the state also encourage communities to accommodate growth in perhaps a more efficient manner than they have in the past. The adopted comprehensive plan legislation encourages communities to develop comprehensive plans, but provides communities with the opportunity to determine their own growth patterns. As a result, the type of development which will occur in the future is still open to debate.

Appendix E provides policies and programs sorted by comprehensive planning element that can be utilized by the City of Clintonville to implement the goals, strategies and recommendations set forth in this plan.

E.1 Issues and Opportunities

E.1.1 Regional and County Policies

Regional Policies

East Central Wisconsin Regional Planning Commission

Milestone #3, Goals, Strategies, and a Plan for Action, Year 2030 Regional Comprehensive Plan “Shaping the 21st Century”. East Central adopted Milestone #3, its regional comprehensive plan in April 2008. The plan serves as an advisory document for counties and communities within the region. As part of this planning process, several key issues were identified:

- How do we plan for continued population growth, which will result in an increase in demand for services and land consumption in the region?
- How do we promote the recognition of the relationship between the density of settlement and amount and location of land consumed for housing, commercial, and industrial uses and the costs of services?
- How do we ensure the economic vitality of the agricultural and forestry sectors in the context of a decrease in the amount of open space?

- How do we address the conflicts that will arise given that the majority of future growth is expected to occur in the urban counties, which is where most of the region's more productive farmland is located? More specifically, how will we address the impact on the farm economy?
- How do we ensure that an increase in urbanization has a positive impact on rural communities?
- Urban counties in the region currently have greater social and economic capital, more government support due to a larger tax base, and greater access to nonprofit services than rural counties. Current trends show the educational and income gap between urban counties and rural counties widening. How do we plan to decrease this gap and promote a healthy, vibrant economy and quality of life for all residents throughout the region?

The core goal of the Issues and Opportunities section is:

- To promote communities that are better places to live. That is, communities that are economically prosperous, have homes at an affordable price, respect the countryside, enjoy well designed and accessible living and working environments, and maintain a distinct sense of place and community.

The intent of this goal is to minimize the negative effects of sprawl development and provide a cost-effective variety of services and infrastructure that will meet the changing demographics of the overall population.

E.1.2 Federal, State and Regional Programs

This section includes information on federal, state and regional programs which were used to develop this chapter. Other programs which influence growth and may impact future socio-economic conditions will be described in pertinent chapters within this appendix.

Federal Programs

United States Department of Commerce

Economics and Statistics Administration (ESA). The Economics and Statistics Administration collects, disseminates and analyzes broad and targeted socio-economic data. It also develops domestic and international economic policy. One of the primary bureaus within the ESA is the U.S. Census Bureau. The majority of information analyzed in this chapter was collected and disseminated by the Census Bureau, which is the foremost data source for economic statistics and demographic information on the population of the United States. The Census Bureau conducts periodic surveys and decennial censuses that are used by federal, state, and local officials and by private stakeholders to make important policy decisions. The Bureau produces a variety of publications and special reports regarding the current and changing socio-economic conditions within the United States. It develops national, state and county level projections and also provides official measures of electronic commerce (e-commerce) and evaluates how this technology will affect future economic activity.

State Programs

Wisconsin State Data Center (WSDC)

The Wisconsin State Data Center is a cooperative venture between the U.S. Bureau of the Census, DOA, the Applied Population Laboratory at the University of Wisconsin-Madison and 35 data center affiliates throughout the state.¹ The U.S. Bureau of the Census provides census publications, tapes, maps and other materials to the WSDC. In exchange, organizations within WSDC function as information and training resources. DOA is the lead data center and the Applied Population Laboratory functions as the coordinating agency throughout the state. Local data center affiliates, such as East Central, work more closely with communities and individuals within their region.

Wisconsin Department of Administration (DOA)

Demographic Services Center. The Wisconsin Department of Administration (DOA) Demographic Services Center is responsible for developing annual population estimates for all counties and all minor civil divisions (MCD) in the state. They develop annual estimates of the voting age population by MCD and population estimates by zip code. The Demographic Services Center also produces annual county level housing unit and household estimates. The Demographic Services Center also develops population projections by age and sex for all Wisconsin counties, and produces population projections of total population for all municipalities.

University of Wisconsin-Madison

Applied Population Laboratory (APL). The Applied Population Laboratory is located with the Department of Rural Sociology at the University of Wisconsin-Madison. They conduct socio-economic research, give presentations and publish reports and chartbooks. They will contract to do specific studies or school district projections. APL also functions as the coordinating agency for the WSDC and the lead agency for the Wisconsin Business/Industry Data Center (BIDC).

Regional Programs

East Central Wisconsin Regional Planning Commission

Planning for our Future Program. This program element promotes, builds awareness and coordinates the implementation of the Commission's Year 2030 Regional Comprehensive Plan and locally adopted comprehensive plans. It also includes the Commission's Health and Planning work element. Examples of work under this program element include: population information and projections, comprehensive planning and implementation assistance.

- **State Data Center Affiliate.** East Central receives census materials and Demographic Service Center publications from DOA, plus additional information and reports from other state agencies. This information is maintained within its library, used for planning purposes and published within East Central reports. Information and technical

¹ Wisconsin Department of Administration, <http://www.doa.state.wi.us/Divisions/Intergovernmental-Relations/Demographic-Services-Center/US-Census-State-Data-Centers/>. Accessed 10/15/15.

assistance regarding this data is also provided to local governments, agencies, businesses and the public upon request.

- **Official Regional Population Projections and Household Growth.** While DOA provides base level population projections for the state, local conditions such as zoning regulations, land-locked communities, and local decisions regarding land use development can influence the accuracy of these base line projections. As a result, East Central has the authority to produce official population projections for the region. East Central also estimates future household growth.

E.2 Housing

E.2.1 State, Regional, County, and Local Policies

State Policies

Wisconsin Department of Administration

Wisconsin Consolidated Housing Plan, 2015-2019. The *Wisconsin 2015-2019 Consolidated Plan*, developed by the Wisconsin Department of Administration, Division of Housing (DOH), details the Division's overall strategy for addressing housing, community, and economic development needs. The plan defines how the Division of Housing will distribute grant funds to local governments, public and private organizations, and businesses. Additional information is available at: <http://www.doa.state.wi.us/Divisions/Housing/Consolidated-Plan>.

Regional Policies

East Central Wisconsin Regional Planning Commission

Milestone #3, Goals, Strategies, and a Plan for Action, Year 2030 Regional Comprehensive Plan "Shaping the 21st Century". East Central adopted Milestone #3, its regional comprehensive plan in April 2008. The plan serves as an advisory document for counties and communities within the region. As part of this planning effort, East Central developed a vision for housing, which states:

In 2030 in the East Central Wisconsin region, a dynamic housing market fosters community and neighborhood cohesion. Varied types of quality housing are integrated with community facilities and various transportation alternatives. This housing market meets the needs of urban and rural households of all types, ages, income, cultures and mobility status.

The Milestone #3 report contains four housing plan guidelines, which contain goals, strategies, and recommendations for achieving this vision. The plan can be view at the following link: <http://www.eastcentralrpc.org/planning/compplan/milestone3/MS3Final/ms3final.htm>.

County Policies

Waupaca County

Waupaca County - Year 2030 Comprehensive Plan. The Waupaca County Comprehensive Plan was adopted in 2007. The plan's housing element provides the following goals:

- Encourage the maintenance of an adequate housing supply that will meet the needs of current and future residents on a county-wide scale.
- Support housing development that maintains the attractiveness and rural character of the county.
- Support the maintenance and rehabilitation of the county's existing housing stock.

Local Policies

City of Clintonville

Code of Ordinances. The City of Clintonville Code of Ordinances regulates housing standards.

Chapter 14 Building Code. This chapter provides certain minimum standards, provisions and requirements for safe and stable design, methods of construction and uses of materials in buildings and/or structures hereafter erected, constructed, enlarged, altered, repaired, moved, converted to other uses or demolished, and regulates the equipment, maintenance, use and occupancy of all such buildings and/or structures.

Chapter 15 Plumbing Code. This chapter adopts the state plumbing code.

Chapter 16 Electrical Code. This chapter adopts the state electrical code.

Chapter 22 Housing and Fair Housing. This chapter establishes minimum housing standards and eliminates and prevents the development of slum conditions, determines and establishes the responsibilities of owners and occupants of residential buildings and provides for administrative enforcement and penalties.

E.2.2 Federal, National Private, State, Regional and Local Programs

Funding and technical assistance for housing programs are available from several federal, state, and regional agencies. A listing of these programs follows.

Federal Programs

United States Department of Housing and Urban Development

Multi-Family Housing Programs. HUD offers a number of multi-family programs through the state. These programs fund facility purchases, construction, rehabilitation, lead based paint abatement, energy conservation and accessibility improvements. For more information, visit HUD's website at:

http://portal.hud.gov/hudportal/HUD?src=/program_offices/housing/mfh/grants.

Public Housing Programs. HUD offers a number of public housing programs for the development/redevelopment or management of public housing authorities, rental assistance through the Section 8 program and some limited homeownership opportunities. General information can be found at:

https://www.hud.gov/program_offices/public_indian_housing/programs/ph/programs.

Affordable Housing Program. The National Housing Trust Fund is a program designed to complement existing federal, state and local efforts to increase and preserve the supply of decent, safe, and sanitary affordable housing for extremely low-income and very low-income households, including homeless families. Grantees are required to use at least 80 percent of each annual grant for rental housing; up to 10 percent for homeownership housing; and up to 10 percent for the grantee's reasonable administrative and planning costs. Eligible activities include: real property acquisition; site improvements and development hard costs; related soft costs; demolition; financing costs; relocation assistance; operating cost assistance for rental housing (up to 30% of each grant); and reasonable administrative and planning costs. General information can be found at: <https://www.hudexchange.info/programs/htf/>.

Single Family Housing Programs. HUD offers a number of single family home programs, including homebuyer education and counseling, down payment assistance, rehabilitation, weatherization, mortgage insurance and reverse mortgages. For general information, visit HUD's website at: http://portal.hud.gov/hudportal/HUD?src=/program_offices/housing/sfh. Some of these products, such as FHA loans, are available through approved lending institutions. Access to HUD single family home programs can also be obtained through Wisconsin Housing and Economic Development Authority (WHEDA) or the Wisconsin Department of Administration (DOA) Division of Housing. Information about products WHEDA provides can be found on WHEDA's website at: <http://www.wheda.com/root/>. For information about products provided through the DOA, visit the Wisconsin Department of Administrations Division of Housing website at: <https://doa.wi.gov/Pages/AboutDOA/DEHCRMainPage.aspx>.

Special Needs Programs. HUD also funds programs for special need populations through the state. Information regarding emergency shelter/transitional housing programs or housing opportunities for people with AIDS can be found at the Wisconsin Department of Administration Division of Housing website at: <https://doa.wi.gov/Pages/AboutDOA/DEHCRMainPage.aspx>.

Federal Financial Institutions Examination Council

Community Reinvestment Act. Through the Community Reinvestment Act (CRA), banks/financial institutions help meet the credit/investment needs of their markets with the primary purpose of community development. This is in part accomplished through direct grants/investments or loans to nonprofits or agencies to develop affordable housing. Direct loans are also given to individual households of which a certain percentage must go to low to moderate income households. More information can be obtained from their website: <http://www.ffiec.gov/cra/default.htm> or from your local financial institution.

United States Department of Veterans Affairs

Home Loan Guaranty Service. The Veterans Administration provides a variety of benefits for eligible veterans and their dependents. Housing products include low cost loans for purchase, construction or repair of owner-occupied housing. General information can be obtained from the Veteran's Affairs at: <http://www.benefits.va.gov/homeloans/>.

Veteran Housing and Recovery Program. The Veteran Housing and Recovery Program (VHRP) help homeless veterans and veterans at risk of homelessness. This program is designed to help homeless veterans receive job training, education, counseling and rehabilitative services needed to obtain steady employment, affordable housing and the skills to sustain a productive lifestyle. General information on this program is available at: <http://dva.state.wi.us/Pages/benefitsClaims/VHRP.aspx>.

Waupaca County Veterans Service Office. Additional information for veterans and their dependents at the following website: http://www.co.waupaca.wi.us/departments/veterans_service_office/index.php.

National Private Programs

National Association of Home Builders (NAHB)

The National Association of Home Builders is a trade organization that represents the building industry. They provide information and education about construction codes and standards, national economic and housing statistics, a variety of housing issues, jobs within the housing industry and information about local builders who are members of their organization. Visit their website at: <http://www.nahb.org/> for more information.

National Low Income Housing Coalition (NLIHC)

NLIHC is a national advocacy group which conducts research on low income housing issues, provides information and data on a variety of housing or housing related issues affecting low income families and publishes reports and data regarding low income housing issues and legislation. Their mission is to end the affordable housing crisis for low income families. Information about NLIHC and its activities can be found at: <http://www.nlihc.org/>. NLIHC also has a number of state partners. Wisconsin has two State Coalition Partners, the Wisconsin Partnership for Housing Development, Inc. and Wisconsin Community Action Association. For information about the Wisconsin Partnership for Housing Development, visit their website at: <http://www.wphd.org/>. For information about Wisconsin Community Action Association, visit their website at: <http://wiscap.org/>.

State Programs

University of Wisconsin – Extension

Homeowner Resources. UW-Extension provides a number of publications and materials to aid homeowners. Topics include home care, home maintenance and repair, life skills, financial information, gardening, landscaping, pest control, etc. These publications may be accessed online at: <http://uwex.edu/resource-center/>.

Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP)

Consumer Protection. DATCP publishes a number of resources for renters, landlords and homeowners. These publications can be found on DATCP's website at: https://datcp.wi.gov/Pages/Programs_Services/ConsumerProtection.aspx.

Wisconsin Department of Administration - Division of Energy, Housing and Community Resources

The Department of Administration – Division of Housing helps to expand local affordable housing options and housing services by managing a number of federal and state housing programs and providing financial and technical assistance. Visit their website at: <http://doa.wi.gov/Divisions/Housing> for additional information.

Community Development Block Grant Emergency Assistance Program (CDBG-EAP). The CDBG-EAP program assists local units of government that have recently experienced a natural or manmade disaster. CDBG-EAP funds may be used to address damage, including: repair of disaster related damage to the dwelling unit, including repair or replacement of plumbing, heating, and electrical systems; acquisition and demolition of dwellings unable to be repaired; down payment and closing cost assistance for the purchase of replacement dwellings; assistance is limited to 50 percent of the pre-market equalized assessed value; publicly owned utility system repairs for streets, sidewalks and community centers. Additional information is available at: <https://doa.wi.gov/Pages/LocalGovtsGrants/AffordableHousingPrograms.aspx>.

Community Development Block Grant (CDBG) - Small Cities Housing Program. These funds are primarily used for rehabilitation of housing units, homebuyer assistance, and small neighborhood public facility projects. CDBG dollars are flexible and responsive to local needs.

Community Development Block Grant (CDBG) - Revolving Loan Fund. CDBG housing funds are loaned to low and moderate-income (LMI) households (households at or below 80% of county median income) to make needed repairs to their homes. These funds are also loaned to local landlords in exchange for an agreement to rent to LMI tenants at an affordable rate. CDBG housing funds are repaid to the community when the borrower moves or when the unit ceases to be the borrower's principal place of residence. Loan to landlords are repaid on a monthly basis. Loans repaid to the community are identified as CDBG-Revolving Loan Funds (CDBG-RLF).

Community Housing Development Organizations (CHDO). A CHDO is a private nonprofit housing development corporation which among its purposes is the development of decent housing that is affordable to low- and moderate-income persons. CHDO's may qualify for special project funds, operating funds and technical assistance support associated with the state's HOME Investment Partnership Program (HOME). Additional information on CHDO can be found at: <https://doa.wi.gov/Pages/LocalGovtsGrants/AffordableHousingPrograms.aspx>.

Housing Cost Reduction Initiative (HCRI). The HCRI program provides housing assistance to low- and moderate-income (LMI) households seeking to own or rent decent, safe, affordable housing. Funds are awarded to communities and local housing organizations to fund a range of activities that build, buy, and/or rehabilitate affordable housing for low income homeowners, homebuyers, and renters. Additional information on the HCRI program can be found at: <https://doa.wi.gov/Pages/LocalGovtsGrants/AffordableHousingPrograms.aspx>.

HOME-Homebuyer and Rehabilitation Program (HHR). The HHR program provides funding for (1) Homebuyer assistance to eligible homebuyers for acquisition (down payment and closing costs), acquisition and rehabilitation, or new construction; (2) Owner-occupied rehabilitation for essential improvements to single-family homes serving as the principal residence of LMI owners; and (3) Rental rehabilitation to landlords for making essential repairs to units rented to tenants at or below 60% of the county median income. Additional information on the HHR program can be found at <https://doa.wi.gov/Pages/LocalGovtsGrants/AffordableHousingPrograms.aspx>.

Neighborhood Stabilization Program (NSP). The Neighborhood Stabilization Program provides assistance to acquire and redevelop foreclosed properties that might otherwise become sources of abandonment and blight within their communities. Additional information on the NSP program can be found at: <https://doa.wi.gov/Pages/LocalGovtsGrants/AffordableHousingPrograms.aspx>.

Rental Housing Development (RHD). The Rental Housing Development (RHD) Program assists eligible housing organization, including Community Housing Development Organizations (CHDOs), with funds to develop affordable rental housing. Additional information on the RHD program can be found at: <https://doa.wi.gov/Pages/LocalGovtsGrants/AffordableHousingPrograms.aspx>.

Wisconsin Department of Health Services

Lead-Safe Wisconsin. Funds are available for individuals and organizations working toward reducing lead-based paint hazards through home renovation and repair. There are different grants available. Many focus on low and moderate-income homeowners or property owners with tenants with low to moderate incomes. Some funding opportunities are aimed at special groups, such as veterans and rural residents. Additional information on Lead-Safe Wisconsin can be found at: <https://www.dhs.wisconsin.gov/lead/index.htm>.

Wisconsin's Focus on Energy

Focus on Energy is Wisconsin utilities' statewide energy efficiency and renewable resource program. It offers a variety of services and energy information to energy utility customers throughout Wisconsin. To learn about the programs and services they offer, visit their website at: <http://www.focusonenergy.com>.

Wisconsin Historical Society

Historic Preservation. The Wisconsin Historical Society offers technical assistance and two tax credit programs for repair and rehabilitation of historic homes in Wisconsin. One tax credit program provides state tax credits; the other program provides federal tax credits. The Wisconsin Historic Society also provides grants to local governments and nonprofit organizations for conducting surveys and developing historic preservation programs. For additional information, visit: <http://www.wisconsinhistory.org/hp/>.

Wisconsin Housing and Economic Development Authority (WHEDA)

WHEDA Foundation. The WHEDA Foundation awards grants to local municipalities and nonprofit organizations through the Persons-in-Crisis Program Fund to support the development or improvement of housing facilities in Wisconsin for low-income persons with special needs. Special needs is defined as homeless, runaways, alcohol or drug dependent, persons in need of protective services, domestic abuse victims, developmentally disabled, low-income or frail elderly, chronically mentally ill, physically impaired or disabled, persons living with HIV, and individuals or families who do not have access to traditional or permanent housing. For more information, visit WHEDA's web site at <https://www.wheda.com/WHEDA-Foundation/>.

WHEDA Multi-Family Products. WHEDA offers a number of multi-family home products, including tax credits, tax exempt bond funding, construction, rehabilitation and accessibility loans, asset management and tax credit monitoring services. For information about this programs, visit WHEDA's web site at <https://www.wheda.com/WHEDA-Foundation/>.

WHEDA Single Family Products. WHEDA offers a number of single family home products, including home improvement or rehabilitation loans, homebuyer assistance and homebuyer education. For information about this programs, visit WHEDA's web site at <https://www.wheda.com/WHEDA-Foundation/>.

Wisconsin Affordable Assisted Living. The WI Department of Health and Family Services and the WI Housing and Economic Development Authority in partnership with NCB Development Corporation's Coming Home Program, a national program of the Robert Wood Johnson Foundation created Wisconsin Affordable Assisted Living. This website is a resource guide for providers, developers and consumers. Additional information on Affordable Assisted Living is available at <http://www.wiaffordableassistedliving.org/index.html>.

WIHousingSearch.org

The WIHousingSearch.org is a searchable statewide data base designed to help connect those looking for affordable housing with those providing housing and housing services. The website is searchable by location, unit size, availability, accessibility and cost of rent. Landlords and property managers can list their properties; they are also responsible for updating information about their properties. Renters can search for housing and services to fit their needs. WIHousingSearch.org is funded by Wisconsin Housing and Economic Development Authority, Wisconsin Department of Health Services and Wisconsin Division of Housing. Additional information on WIHousingSearch.org and to search the database can be found at <http://www.wihousingsearch.org/index.html>.

Regional Programs

East Central Wisconsin Regional Planning Commission

Community Development and Affordable Housing. This program element incorporates the Commission's ongoing efforts to help address regional land use and housing issues which have a strong relationship with the regional economic development strategy for the region. Examples of work under this program element relating to housing include: housing assessments and housing data, support for government, non-profit and for-profit agencies and they address housing issues.

CAP Services

CAP Services, a private non-profit organization offers nearly 3 dozen programs in housing and transportation, job skills and economic security, community and real estate development, child and family development, health and welfare and safety and advocacy and community engagement. Additional information on CAP Services can be found at: <https://capservices.org/>.

Local Programs

City of Clintonville

Clintonville Housing Authority is a public housing authority in Clintonville provides housing assistance to low income residents through the management of Low Rent Public Housing.

E.3 Transportation

E.3.1 State, Regional, County, and Local Policies

State Policies

Wisconsin Department of Transportation (WisDOT)

Wisconsin State Highway Plan 2020. Wisconsin's State Trunk Highway system, consisting of approximately 11,800 miles of roads, is aging and deteriorating while traffic congestion is increasing. In response to this critical issue, WisDOT, in partnership with its stakeholders, has developed the *Wisconsin State Highway Plan 2020*, a 21-year strategic plan that considers the highway system's current condition, analyzes future uses, assesses financial constraints and outlines strategies to address Wisconsin's preservation, traffic movement and safety needs. The plan is updated every six years to reflect changing transportation technologies, travel demand and economic conditions in Wisconsin. A copy of the plan is available at: <https://wisconsin.gov/Documents/projects/multimodal/hwy2020-plan.pdf>.

Connections 2030 Long Range Multimodal Transportation Plan. Connections 2030 addresses all forms of transportation; integrates transportation modes; and identifies policies and implementation priorities to aid transportation decision makers when evaluating program and project priorities over the next 20 years. The plan is organized around transportation themes rather than modes. The seven themes are to (1) Preserve and maintain Wisconsin's transportation system; (2) Promote transportation safety; (3) Foster Wisconsin's economic growth; (4) Provide mobility and transportation choice; (5) Promote transportation efficiencies; (6) Preserve Wisconsin's quality of life; and (7) Promote transportation security. The plans policies were written using the seven themes as a base. More information is available at <http://wisconsin.gov/Pages/projects/multimodal/c2030-plan.aspx>

Wisconsin State Bicycle Transportation Plan 2020. The *Wisconsin State Bicycle Transportation Plan (WSBTP) 2020* specifically addresses the future needs of bicycle transportation. The *WSBTP* provides suggestions for both intercity (rural) and urban/suburban bicycle facilities. The suitability of rural roads for bicycle traffic is primarily determined by the paved width of the road and the volume of traffic. To be bicycle accessible, high volume roads (greater than 1,000 vehicle trips per day) should have a paved shoulder. Most State Trunk Highways located on the Priority Corridor System meet these criteria. No improvements were

recommended for low volume roads (less than 1,000 vehicles per day). Finally, separated multi-use paths (trails) were also promoted as a viable option to increase bicycle transportation opportunities within rural areas. Urban improvements should include designated bicycle lanes within the street area, widened lanes, and paved shoulders. Larger urban parks often have both paved and unimproved multi-purpose trail systems, which commonly parallel rivers or other scenic corridors. More information is available at <http://wisconsindot.gov/Documents/projects/multimodal/bike/2020-plan.pdf>.

Wisconsin Pedestrian Policy Plan 2020. The *Wisconsin Pedestrian Policy Plan 2020* provides a long-range vision to address Wisconsin pedestrian needs. It offers basic descriptions of existing and emerging pedestrian needs over the next 20 years, with a set of recommendations to meet those needs. More information is available at <http://wisconsindot.gov/Documents/projects/multimodal/ped/2020-plan.pdf>.

Wisconsin Guide to Pedestrian Best Practices. The Wisconsin Guide to Pedestrian Best Practices provides detailed design, planning and program information for improving all aspects of the pedestrian environment. The guide serves as a companion document to the *Wisconsin Pedestrian Policy Plan 2020* to assist in the implementation of the goals, objectives and actions of the plan and serve as a reference or guidebook for state and local officials. More information is available at <http://wisconsindot.gov/Pages/projects/multimodal/ped.aspx>.

Wisconsin State Airport System Plan 2030. The *Wisconsin State Airport System Plan 2030* builds off the policies and issues identified in *Connections 2030*, Wisconsin's statewide long-range transportation plan adopted in October 2009. It provides an inventory and evaluation of the Wisconsin Airport System's 98 airports and an implementation plan to meet established goals and objectives. More information is available at <http://wisconsindot.gov/Pages/projects/multimodal/sasp/default.aspx>.

Wisconsin Rail Plan 2030. The Wisconsin Rail Plan 2030 is the statewide long-range rail transportation plan. It provides a vision for freight rail, intercity passenger rail and commuter rail, and identifies priorities and strategies that will serve as a basis for Wisconsin rail investments over the next 20 years. A copy of the plan is available at <http://wisconsindot.gov/Pages/projects/multimodal/railplan/default.aspx>.

Wisconsin State Freight Plan. The Wisconsin State Freight Plan was started in early 2014 and is anticipated to be completed in 2017. Once completed, it will provide a vision for multimodal freight transportation and position the state to be competitive in the global marketplace by ensuring critical connections to national freight systems remain, or become, efficient. More information on this planning effort is available at <http://wisconsindot.gov/Pages/projects/sfp/default.aspx>.

Access Management System Plan. The State Access Management Plan (SAMP) was adopted as part of the *Connections 2030* statewide long range multimodal transportation plan in October of 2009, and defines the vision and policy for appropriate access on Wisconsin's state trunk highway system. More information is available at: <https://wisconsindot.gov/rdwy/fdm/fd-07-05.pdf>.

Statewide Transportation Improvement Plan, 2018-2022. The Statewide Transportation Improvement Program (STIP) produces a four-year plan of highway and transit projects for the State of Wisconsin. Revised every year, the plan is a compilation of all highway (state or local) and transit (capital or operating) projects in urban and rural areas. The STIP plan adopts the Transportation Improvement Programs prepared by the state's 14 metropolitan planning organizations by reference. The STIP plan is approved by the Federal Highway Administration and the Federal Transit Administration. Additional information is available at: <https://wisconsindot.gov/Pages/doing-bus/local-gov/astnce-pgms/highway/stip.aspx>.

Six Year Highway Improvement Program: 2017-2022. This highway improvement program covers only the 11,746-mile state highway system which is administered and maintained by the Wisconsin Department of Transportation (WisDOT). Additional information is available at: <https://wisconsindot.gov/Pages/projects/6yr-hwy-impr/overview/default.aspx>.

Wisconsin's Strategic Highway Safety Plan (SHSP). SHSP is a statewide, comprehensive, and data-driven plan that implements the framework for supporting the safety goals. The SHSP examines a variety of issue areas that affect highway safety in Wisconsin. Additional information is available at: <https://wisconsindot.gov/Documents/safety/education/frms-pubs/strategichwy-17-20.pdf>.

Regional Policies

East Central Wisconsin Regional Planning Commission

Milestone #3, Goals, Strategies, and a Plan for Action, Year 2030 Regional Comprehensive Plan "Shaping the 21st Century". East Central adopted Milestone #3, its regional comprehensive plan in April 2008. The plan serves as an advisory document for counties and communities within the region. As part of this planning effort, East Central developed a vision for transportation, which states:

In 2030, the East Central region will have an efficient regional transportation network which provides options for the mobility needs of all people, goods, and services.

The Milestone #3 report contains five transportation "plan guidelines", which contain goals, strategies, and recommendations for achieving this vision. These plan guidelines are (1) Effects of Sprawl Development on Transportation, (2) Transportation Funding and Priority Plans and Projects, (3) Regional Connectivity, (4) Balance Between Transportation and the Environment, and (5) Alternative Modes of Transportation and Mobility. The plan can be view at the following link: <http://www.ecwrpc.org/programs/comprehensive-planning/2030-regional-comprehensive-plan-2030/>.

County Policies

Waupaca County

Waupaca County - Year 2030 Comprehensive Plan. The Waupaca County Comprehensive Plan was adopted in 2007. The plan's transportation element provides the following goals:

- Provide a safe, efficient, and cost-effective transportation system for the movement of people and goods.

- Support the development and use of multiple modes of transportation.
- Develop a transportation system that effectively serves existing land uses and meets anticipated demand.
- Provide leadership and coordination to highway and transportation planning throughout Waupaca County.

County Code of Ordinances. The Waupaca County Code of Ordinances regulates transportation facilities. Several chapters may be relevant to the City of Clintonville and/or the 1.5 mile extraterritorial area. These chapters, relating to transportation are summarized below.

Chapter 7 – Traffic Code. The Traffic Code regulates the speed limits on county highways within the unincorporated areas of the county.

Chapter 8 – Parking Regulations. The Parking Regulations controls parking, stopping, abandoned vehicles, etc.

Local Policies

City of Clintonville

Code of Ordinances. The City of Clintonville Code of Ordinances regulates transportation facilities.

Chapter 7 – Traffic Code. This chapter regulates the Official Traffic Map, through highways and controlled intersections, truck routes, etc.

Chapter 8 – Public Works. This ordinance regulates the Official Map, streets, house numbering system, etc.

Chapter 19 – Subdivisions and Platting. This chapter regulates the division of lands. It includes requirements for a conceptual plan, preliminary and final plat, and certified survey map. Design standards for lots, streets, etc.

Chapter 21 – Municipal Airport. This chapter regulates airport zoning, height restrictions, etc.

Official Map. The City of Clintonville has an official map. An official map is intended to implement a master plan for a city, village or town. The master plan helps direct development by designating areas for streets, highways, parkways, floodplains, and other pertinent land uses. Official maps direct development away from sensitive areas which are designated for future public use.

City of Clintonville Comprehensive Outdoor Recreation Plan 2019-2023. The City of Clintonville's Comprehensive Park and Recreation Plan, describes existing conditions, projects future growth, and offer recommendations to guide the future growth and development of recreational facilities in the City of Clintonville.

E.3.2 Federal, State, Regional and Local Programs

Federal Programs

Department of Transportation (DOT)

Surface Transportation Program - Rural STP-R. The objective of the STP-R is to improve federal-aid-eligible highways outside of urban areas. Projects must meet federal and state requirements. Communities are eligible for funding on roads classified as major collector or higher. More information can be found at: <http://wisconsin.gov/Pages/doing-bus/local-gov/astnce-pgms/highway/stp-rural.aspx>.

Transportation Alternatives Program (TAP). The TAP allocates federal Fixing America's Surface Transportation (FAST) Act funds to transportation improvement projects that "expand travel choice, strengthen the local economy, improve the quality of life, and protect the environment. Projects that met eligibility criteria for the Safe Routes to School Program, Transportation Enhancements, and/or the Bicycle and Pedestrian Facilities Program will be eligible TAP projects. More information on the TAP can be found at <http://wisconsin.gov/Pages/doing-bus/local-gov/astnce-pgms/aid/tap.aspx>.

State Programs

Wisconsin Department of Transportation (DOT)

WisDOT is responsible for planning, building and maintaining Wisconsin's network of state highways and interstate highway system. The department shares the costs of building and operating county and local transportation systems - from highways to public transit and other modes. WisDOT plans, promotes and financially supports statewide air, rail and water transportation, as well as bicycle and pedestrian facilities. A few of the funding opportunities are listed below; more information on other WisDOT associated funding opportunities (various programs) is available at:

<http://wisconsin.gov/Pages/doing-bus/local-gov/astnce-pgms/highway/default.aspx>.

Local Bridge Improvement Assistance Program. This program helps counties, cities, villages, and towns rehabilitate or replace existing bridges on Wisconsin's local highway system based on the sufficiency rating. The program operates on a cost-shared basis with federal and state funds accounting for 80% of the total eligible project costs. More information on the Local Bridge Improvement Assistance Program can be found at <http://wisconsin.gov/Pages/doing-bus/local-gov/astnce-pgms/highway/localbridge.aspx>.

General Transportation Aid. Road maintenance is partially funded by disbursement of the state transportation fund. The largest portion of the fund is from General Transportation Aids. The state provides an annual payment to each county and municipality that funds a portion of the local governments' costs for activities such as road construction, filling potholes, snow removal, and other related transportation maintenance. Disbursements from the account are determined by the total mileage of local roads within the municipality or by a formula based on historic spending. This information must be reported annually. More information can be found at <http://wisconsin.gov/Pages/doing-bus/local-gov/astnce-pgms/highway/gta.aspx>.

Local Roads Improvement Program (LRIP). This program provides funding to improve or replace seriously deteriorating county highways, town roads, and city or village streets. New roads are not eligible. LRIP funds pay up to 50% of total eligible costs while the remaining amounts must be matched by the local government. The program has three basic programs: County Highway Improvement (CHIP); Town Road Improvement (TRIP); and Municipal Street Improvement (MSIP). Additional discretionary funds are available for high cost projects. More information can be found at <http://wisconsindot.gov/Pages/doing-bus/local-gov/astnce-pgms/highway/lrip.aspx>.

Bicycle and Pedestrian Facilities Program. This program provides funding for projects that construct or plan for bicycle or bicycle/pedestrian facilities. More information can be found at <http://wisconsindot.gov/Pages/doing-bus/local-gov/astnce-pgms/highway/gta.aspx>.

Disaster Damage Aids. Towns, villages, cities or counties may apply for financial aid due to disaster damage to any public highway under its jurisdiction that is not on the State Trunk or Connecting Highway systems. More information can be found at <http://wisconsindot.gov/Pages/doing-bus/local-gov/astnce-pgms/highway/disaster.aspx>.

Wisconsin Employment Transportation Assistance Program (WETAP). This program is designed to provide transportation for low-income workers to jobs, training centers, and childcare facilities through enhanced local transportation services. Funding is provided by a combination of federal, state, and local funds. This program provides a crucial link to allow low-income workers to remain in the workforce. More information can be found at <http://wisconsindot.gov/Pages/doing-bus/local-gov/astnce-pgms/transit/wetap.aspx>.

Local Transportation Enhancement Program (TE). This program provides funds that increase multi-modal transportation within a region while enhancing the community and the environment. Eligible projects include multi-use recreational trails, landscaping, or the preservation of historic transportation structure. Funds cover up to 80% of the total eligible project costs. More information can be found at <http://wisconsindot.gov/Pages/doing-bus/local-gov/astnce-pgms/aid/te.aspx>.

Transportation Economic Assistance Grant Program (TEA Grant). This program provides a 50% state grant to local governments, private businesses, and consortiums for road, rail, harbor, and airport projects that are necessary to help attract employers to Wisconsin. These grants have a performance based incentive and successful funding requires that businesses and industries created by the grant program retain and expand local economies in Wisconsin. More information can be found at <http://wisconsindot.gov/Pages/doing-bus/local-gov/astnce-pgms/aid/tea.aspx>.

Regional Programs

East Central Wisconsin Regional Planning Commission

East Central Wisconsin Regional Safe Routes to School (SRTS). The SRTS is a national and international movement to create safe, convenient and fun opportunities for children to bicycle and walk to and from schools. The goal of the program is to enable and encourage children K-8th grade, including those with disabilities, to walk and bike to school. The East Central Wisconsin Regional SRTS Program focuses on empowering local communities and school districts with the resources and knowledge needed to implement SRTS activities.

E.4 LAND USE

E.4.1 State, Regional, County, and Local Policies

State Policies

Zoning Ordinances

Wisconsin State Statutes 66.1001 requires that if a local governmental unit enacts or amends any of the following ordinances, the ordinance shall be consistent with that local governmental unit's comprehensive plan:

- Official mapping ordinances enacted or amended under Wisconsin State Statutes 62.23 (6).
- Local subdivision ordinances enacted or amended under Wisconsin State Statutes 236.45 or 236.46.
- County zoning ordinances enacted or amended under Wisconsin State Statutes 59.69.
- City or village zoning ordinances enacted or amended under Wisconsin State Statutes 62.23 (7).
- Town zoning ordinances enacted or amended under Wisconsin State Statutes 60.61 or 60.62.
- Shorelands or wetlands in shorelands zoning ordinances enacted or amended under Wisconsin State Statutes 59.692, 61.351 or 62.231.

Regional Policies

East Central Wisconsin Regional Planning Commission

Milestone #3, Goals, Strategies, and a Plan for Action, Year 2030 Regional Comprehensive Plan “Shaping the 21st Century”. East Central adopted Milestone #3, its regional comprehensive plan in April 2008. The plan serves as an advisory document for counties and communities within the region. As part of this planning effort, East Central developed a vision for land use, which states:

East Central will promote land use patterns which foster healthy communities, preserve individual community identity, enhance personal mobility, reduce the cost of services and protect our natural environment.

The Milestone #3 report contains four land use “plan guidelines” which contain goals, strategies, and recommendations for achieving this vision. “Plan guidelines” include: LU-1: Land Consumption and Development, LU-2: Regional and Community Character, LU-3: Balancing Community Interests and Property Rights, and LU-4: Regional and Local Sustainability.

County Policies

Waupaca County

Waupaca County - Year 2030 Comprehensive Plan. The Waupaca County Comprehensive Plan was adopted in 2007. The plan's land use element provides the following goals:

- Plan for land use in a way that integrates and harmonizes the future vision of Waupaca County with those of its towns, cities, and villages.
- Plan for a desirable pattern of land use that contributes to the realization of the county's, towns', cities', and villages' goals and objectives.

County Code of Ordinances. The Waupaca County Code of Ordinances regulates private on-site wastewater treatment systems, land divisions, land uses and other ordinances that may be relevant to the City of Clintonville and / or the 1.5 mile extraterritorial area. Several chapters that relate to land use are summarized below.

Chapter 32 – Shoreland Protection Ordinance. This chapter regulates lands in the unincorporated areas of Waupaca County which are: (1) Within one thousand (1,000) feet of the ordinary high-water mark of navigable lakes, ponds, or flowages; (2) Within three hundred (300) feet of the ordinary high-water mark of navigable rivers, bayous, or streams, or to the landward side of the floodplain, whichever distance is greater; and (3) Wetlands depicted on Wisconsin Wetland Inventory Maps for Waupaca County or on the Department of Natural Resources Surface Water Data Viewer and which are at least partially within the shoreland area. Such wetlands and adjacent contiguous wetlands shall be regulated as if they were entirely within the shoreland area.

Chapter 36 – Floodplain Ordinance. This chapter regulates all areas that would be covered by the regional flood or base flood as shown on the Flood Insurance Rate Map (FIRM) or other maps approved by DNR.

Chapter 37 – Subdivision Ordinance. The ordinance facilitates division of larger parcels of land into smaller parcels of land through two methods: Certified Survey Maps (CSMs) and Plats. Certified Survey Maps create up to four new lots, parcels or tracts from the parent parcel. Plats are required for land subdivisions that create five or more lots created from the parent parcel. The ordinance also contains design standards for streets, blocks, setbacks and utility easements.

Chapter 38 – Non-metallic Mining Ordinance. This chapter regulates the location construction, installation, alteration, design, operation, and use of all Nonmetallic Mining Sites.

Chapter 39 – Non-metallic Mining Reclamation Ordinance. This chapter establishes a local program to ensure the effective reclamation of nonmetallic mining sites on which nonmetallic mining takes place in Waupaca County.

Waupaca County Farmland Preservation Plan, adopted November, 2014. The 12 identified goals of the Waupaca County Farmland Preservation Plan are (1) Preserve the rural character of large areas of Waupaca; (2) Preserve a strong agricultural economy; (3) Preserve a healthy natural environment; (4) Promote a strong balance of landowner rights and community benefit;

(5) Foster effective, cooperative government units; (6) Support agriculturally related businesses; (7) Respect local comprehensive plans and encourage development that is consistent with those plans; (8) Identify areas of Waupaca County suitable for long term preservation and viability of diverse agriculture enterprises and resources. Protect or encourage protection of those areas for the benefit and use of current and future generations; (9) Maintain Waupaca County as a productive and economically viable agricultural area. Keep farming economically viable in Waupaca County through the 21st century; (10) Encourage compact, economically and environmentally sustainable development in Non-Farm Areas; (11) Maintain the viability, operational efficiency and productivity of the county's agriculture resources for current and future generations; and (12) Balance the protection of farmland with the exercise of development rights in rural areas.

Waupaca County Land and Water Resource Management (LWRM) Plan, April 2012.

The LWRM) addresses soil and water quality concerns using local, state and federal programs. The goals of the Waupaca County Land and Water Resource Management Plan are to: Protect and improve the quality of surface water resources; Improve surface water quality by implementing erosion control and other stormwater management standards and Practices; Conserve and protect productive agricultural lands in Waupaca County; Protect Groundwater Quality and Quantity; Effectively administer ordinances under LWCD jurisdiction, permits issued by LWCD and programs the LWCD is financially responsible to maintain and monitor; Maintain, protect and improve Waupaca County surface water resources; Establishment of point/nonpoint nutrient trading program in Waupaca County in the future; Demonstrate program effectiveness; Spend local and state cost-share and staffing dollars effectively; and Improve forest management on private lands in Waupaca County; Inform and Educate the public about the mission, goals and objectives of the Waupaca County LWCD.

Waupaca County 5 Year Outdoor Recreation Plan, 2013 -2017. The *Waupaca County 5 Year Outdoor Recreation Plan, adopted in 2015*, describes existing conditions, projects future growth, and offers recommendations to guide the future growth and development of recreational facilities in Waupaca County. The plan identifies six goals: (1) Provide sufficient park and recreation facilities to meet the demand of Waupaca County residents and guest without adversely affecting existing natural resources; (2) Preserve for posterity the characteristics and diversity of the natural resources of Waupaca County; (3) Provide access to the diverse water resources of the county by various means; (4) Promote healthy lifestyles by providing well maintained recreational facilities and trails; (5) Provide a planned system of parks and recreation areas that contain a diversity of recreational activities; and (6) To link major county and community recreation areas by utilizing trails, natural watercourses and transportation or utility rights-of-ways.

Local Policies

City of Clintonville

Code of Ordinances. The City of Clintonville's Code of Ordinances regulates land divisions and land uses. Several chapters that relate to land use are summarized below.

Chapter 17 - Zoning Code. This chapter regulates 15 zoning districts including: R1 Single-Family Residence; R2 Single and Two-Family Residence; R3 Multifamily Residence; MH Planned Community Mobile Home; RT Rural Transitional; B1 Downtown Commercial; B2 Neighborhood Convenience Retail; B3 Highway Commercial Overlay; I1 Industrial; I2 Industrial;

IP Industrial Park; AM Airport Municipal; AI Airport Industrial; C Conservancy; and PUD Planned Unit Development.

Chapter 18 – Shoreland, Wetland and Flood Plain. This chapter regulates floodplain and shoreland-wetland zoning. Floodplain zoning regulates all areas that would be covered by the regional flood or base flood. Shorelands area defined as lands which are within: 1,000 feet from the ordinary high water elevation mark of navigable lakes, ponds, or flowages; or 300 feet from the ordinary high water elevation mark of navigable rivers or streams or to the landward side of the floodplain whichever distance is greater. The Shoreland-Wetland District includes all wetlands in the City which are 5 acres or more in size and are shown on the final Wetland Inventory Map.

Chapter 19 – Subdivisions and Platting. This chapter regulates the division of lands. It includes requirements for a conceptual plan, preliminary and final plat, and certified survey map. Design standards for lots, streets, etc.

Chapter 26 – Historic Preservation. This ordinance creates the Historic Preservation Commission; the designation of historic districts; designation and recognition of historic structures and sites.

City of Clintonville Comprehensive Outdoor Recreation Plan 2019-2023. The City of Clintonville's Comprehensive Park and Recreation Plan, describes existing conditions, projects future growth, and offer recommendations to guide the future growth and development of recreational facilities in the City of Clintonville.

Official Map. The City of Clintonville has an official map. An official map is intended to implement a master plan for a city, village or town. The master plan helps direct development by designating areas for streets, highways, parkways, floodplains, and other pertinent land uses. Official maps direct development away from sensitive areas which are designated for future public use.

Existing Comprehensive Plans. This plan is an update to City of Clintonville Comprehensive Plan that was adopted in September 2007. Waupaca County and the adjacent communities have smart grow comprehensive plans that have been developed and adopted in compliance with SS. 66.1001. The following is a listing of the adopted comprehensive plans: Waupaca County (adopted 2007), Town of Larrabee (adopted July 2007) and Town of Matteson (adopted September 2007). These plans should be taken into consideration when decisions along an adjoining border are being made.

E.4.2 State and Regional Programs

State Programs

Land and Water Resource Management Planning Program (LWRM). The land and water resource management planning program (LWRM) was established in 1997 by Wisconsin Act 27 and further developed by Wisconsin Act 9 in 1999.² Although both Acts are designed to reduce non-point pollution, Wisconsin Act 27 regulates rural and agricultural sources while Wisconsin Act 9 regulates urban sources. Counties are required to develop LWRM plans and revise these

² Wisconsin Department of Agriculture, Trade and Consumer Protection. <http://datcp.wi.gov> .

plans every five years. Only counties with DATCP approved LWRM plans are eligible to receive annual funding through the soil and water resource management grant program. Plans must be developed through a locally led process that identifies local needs and priorities and describes how a county will implement runoff control standards for farms and urban areas. All LWRM plans must be approved by the Wisconsin Department of Agriculture, Trade, and Consumer Protection.

Regional Programs

East Central Wisconsin Regional Planning Commission

Community Development and Affordable Housing. This program element incorporates the Commission's ongoing efforts to help address regional land use and housing issues which have a strong relationship with the regional economic development strategy for the region. Examples of work under this program element relating to land use include: neighborhood planning, zoning ordinance assistance, urban/rural development strategies, downtown redevelopment, waterfront/riverfront planning, subdivision ordinance assistance, and historic preservation.

E.5 ECONOMIC DEVELOPMENT

E.5.1 Regional and County Policies

Regional Policies

East Central Wisconsin Regional Planning Commission

Milestone #3, Goals, Strategies, and a Plan for Action, Year 2030 Regional Comprehensive Plan "Shaping the 21st Century". East Central adopted Milestone #3, its regional comprehensive plan in April 2008. The plan serves as an advisory document for counties and communities within the region. As part of this planning effort, East Central developed a vision for economic development, which states:

The East Central Region has diversified employment opportunities including well paid knowledge based jobs. The regional economy benefits from advances in research and technology and supports entrepreneurialism and local business ownership. The region conducts collaborative economic development efforts across jurisdictional boundaries of governments, educational institutions, and other economic development entities. The preservation of natural resource amenities supports tourism opportunities, assists in attracting an educated workforce and enhances the quality of place for residents in the region.

The Milestone #3 report contains five economic development "plan guidelines", which contain goals, strategies, and recommendations for achieving this vision. More Information is available at: <http://www.ecwrpc.org/programs/comprehensive-planning/>.

Comprehensive Economic Development Strategy (CEDS) Report

The East Central Wisconsin Regional Planning Commission annually creates a Comprehensive Economic Development Strategy (CEDS) report, which evaluates local and regional population and economic activity. Economic development trends, opportunities, and needs are identified within the CEDS report. All communities, which are served by the Commission, are invited to identify future projects for economic development that the community would like to undertake. Those projects are included within the CEDS and may become eligible for federal funding through the Economic Development Administration (EDA) Public Works grant program. Additional information can be found at <http://www.ecwrpc.org/programs/economic-development-housing/ceds/>.

County Policies

Waupaca County

Waupaca County - Year 2030 Comprehensive Plan. The Waupaca County Comprehensive Plan was adopted in 2007. The plan's economic development element provides the following goals:

- Support the organizational growth of economic development programs in the county and region.
- Maintain the utility, communication, and transportation infrastructure systems that promote economic development.
- Balance the retention and expansion of existing business with entrepreneurial development and new business attraction efforts.
- Maintain a quality workforce to strengthen existing businesses and maintain a high standard of living.

Local Policies

City of Clintonville

Market Analysis, Downtown Clintonville, September 2017. The market analysis establishes a broad understanding of the City's trade area, demographics, and market potential.

Downtown Clintonville Revitalization Plan, May 2018

The goal of the plan is to develop a strategy for revitalizing the downtown.

E.5.2 Federal, State, Regional, Local and Private Programs

Federal Programs

Occupation Safety and Health Administration (OSHA)

Susan Harwood Training Grants Program. These training grants are awarded to nonprofit organizations for training and education. They can also be used to develop training materials for employers and workers on the recognition, avoidance, and prevention of safety and health hazards in their workplaces. Grants fall into two categories; Target Topic Training and Training Materials Development. The Target Topic Training grants are directed towards specific topics

chosen by OSHA. Follow-up is required to determine the extent to which changes were made to eliminate hazards associated with the chosen topic. The Training Materials Development grants are specifically aimed at creating classroom quality training aids. Aids which are developed under the grant program must be ready for immediate self-study use in the workplace. Information regarding the Susan Harwood Training Grant Program can be found at <https://www.osha.gov/dte/sharwood/>.

Small Business Administration (SBA)

7(a) Loan Guaranty Program. This is SBA's primary and most flexible loan program, with financing guaranteed for a variety of general business purposes. It is designed for start-up and existing small businesses, and is delivered through commercial lending institutions. The major types of 7(a) loans are: Express Programs, Export Loan Programs and Special Purpose Loans Program. More information is available at: <https://www.sba.gov/offices/headquarters/ofa/resources/11421>.

CDC/504 Loan Program. This program provides long-term, fixed-rate financing to acquire fixed assets (such as real estate or equipment) for expansion or modernization. It is designed for small businesses requiring "brick and mortar" financing, and is delivered by CDCs (Certified Development Companies)—private, non-profit corporations set up to contribute to the economic development of their communities. More information is available at: <https://www.sba.gov/offices/headquarters/ofa/resources/11421>.

Microloan Program. This program provides small (up to \$35,000) short-term loans for working capital or the purchase of inventory, supplies, furniture, fixtures, machinery and/or equipment. It is designed for small businesses and not-for-profit child-care centers needing small-scale financing and technical assistance for start-up or expansion, and is delivered through specially designated intermediary lenders (nonprofit organizations with experience in lending and technical assistance). More information is available at: <https://www.sba.gov/offices/headquarters/ofa/resources/11421>.

Disaster Assistance Loan Program. This program provides low-interest loans to homeowners, renters, businesses of all sizes and most private non-profit organizations to repair or replace real estate, personal property, machinery and equipment, inventory and business assets that have been damaged or destroyed in a declared disaster. More information is available at: <https://www.sba.gov/offices/headquarters/ofa/resources/11421>.

United States Department of Agriculture (USDA)

Rural Business Investment Program. This program provides a Rural Business Investment Company (RBIC) license to newly formed venture capital organizations to help meet the equity capital investment needs in rural communities. More information is available at: <https://www.rd.usda.gov/programs-services/rural-business-investment-program>.

United States Department of Labor

The Employment and Training Administration (ETA) administers federal government job training and worker dislocation programs, federal grants to states for public employment service programs, and unemployment insurance benefits. These services are primarily provided through

state and local workforce development systems. More information on grant opportunities can be found at: https://www.doleta.gov/grants/find_grants.cfm.

United States Environmental Protection Agency (EPA)

One Cleanup Program. The One Cleanup Program is EPA's vision for how different cleanup programs at all levels of government can work together to meet that goal and ensure that resources, activities, and results are effectively coordinated and communicated to the public. The EPA has entered into a memorandum of understanding with the Wisconsin DNR to provide a single, consolidated approach to environmental cleanup. More information regarding the program can be found at: <http://dnr.wi.gov/topic/brownfields/rrprogram.html>.

United States Economic Development Administration (EDA)

The City of Clintonville qualifies for economic distress criteria (for Public Works or Economic Adjustment investments) based on per capita income which is less than 80% of the national average per capita income.³ More information is available at: <https://www.eda.gov/programs/eda-programs/>.

Public Works Program. This program empowers distressed communities to revitalize, expand, and upgrade their physical infrastructure to attract new industry, encourage business expansion, diversify local economies, and generate or retain long-term, private sector jobs and investment. A 50-50 match is required.

Economic Adjustment Program. This program assists state and local interests in designing and implementing strategies to adjust or bring about change to an economy. The program focuses on areas that have experienced or are under threat of serious structural damage to the underlying economic base. Under Economic Adjustment, EDA administers its Revolving Loan Fund (RLF) Program, which supplies small businesses and entrepreneurs with the gap financing needed to start or expand their business.

Local Technical Assistance. This program helps fill the knowledge and information gaps that may prevent leaders in the public and nonprofit sectors in distressed areas from making optimal decisions on local economic development issues.

State Programs

There are many state programs that communities can consider utilizing to meet their stated goals and objectives. While not an all-inclusive list, there are several programs that the City of Clintonville should consider and are addressed below.

Wisconsin Department of Administration

Community Development Block Grant for Economic Development (CDBG-ED). CDBG-ED grant funds are awarded to local governments to assist businesses to create or retain jobs for individuals with low and moderate income. Additional information regarding the CDBG-ED program can be found at <http://doa.wi.gov/Divisions/Housing/Bureau-of-Community-Development>.

³ U.S. Census Tract 55135101100; U.S. Bureau of Census, Labor Statistics, and Economic Analysis calculations generated by StatsAmerica.

CDBG Public Facilities Funds (CDBG-PF). CDBG-PF funds help support infrastructure and facility projects for communities. Some examples of eligible projects include streets, drainage systems, water and sewer systems, sidewalks, and community centers. Additional information regarding the CDBG-PF program can be found at <http://doa.wi.gov/Divisions/Housing/Bureau-of-Community-Development>.

CDBG Planning Funds. CDBG Planning grant funds support community efforts to address improving community opportunities and vitality. Grants are limited to projects that, if implemented, are CDBG eligible activities. Additional information regarding the CDBG Planning funds program can be found at <http://doa.wi.gov/Divisions/Housing/Bureau-of-Community-Development>.

CDBG Public Facility - Economic Development (CDBG PF-ED). CDBG PF-ED grants are awarded to local government for public infrastructure projects that support business expansion or retention. Additional information regarding the PF-ED funds program can be found at <http://doa.wi.gov/Divisions/Housing/Bureau-of-Community-Development>.

CDBG Emergency Assistance (EAP). The CDBG-EAP program assists communities to recover from a recent natural or manmade disaster. Eligible activities include repair of disaster related damage to dwellings, assistance to purchase replacement dwellings, and repair and restore public infrastructure and facilities. <http://www.doa.state.wi.us/Divisions/Housing/CDBG-EAP>.

Venture Capital Investment Program. The venture capital investment program was created as part of 2013 Wisconsin Act 41. This program will help create jobs and promote economic growth in Wisconsin by identifying new investors for Wisconsin, bringing new capital to Wisconsin investments, and cultivating Wisconsin entrepreneurship. Additional information is available at: <https://www.swib.state.wi.us/wisconsin-venture-capital>.

Wisconsin Department of Revenue

Tax Incremental Financing (TIF). TIF is a means of financing costs incurred by units of government to promote development within a defined area or “district”. The unit of government establishes boundaries for the TIF district, and the taxes on the increased property value within that district are used to pay the costs incurred to make the development possible.

Wisconsin Department of Transportation

Transportation Economic Assistance (TEA) Program. The Transportation Economic Assistance (TEA) program provides 50% state grants to governing bodies, private businesses, and consortiums for road, rail, harbor and airport projects that help attract employers to Wisconsin, or encourage business and industry to remain and expand in the state. Additional information regarding the TEA program can be found at the following website <https://wisconsin.gov/Pages/doing-business/local-government/astnce-programs/aid/default.aspx>.

State Infrastructure Bank Program. This program is a revolving loan program that helps communities provides transportation infrastructure improvements to preserve, promote, and encourage economic development and/or to promote transportation efficiency, safety, and mobility. Loans obtained through SIB funding can be used in conjunction with other programs.

Additional information regarding the State Infrastructure Bank Program can be found <https://wisconsin.gov/Pages/doing-bus/local-gov/astnce-pgms/aid/default.aspx>.

Wisconsin Department of Natural Resources

Remediation and Redevelopment Program (RR). The WDNR Remediation and Redevelopment program oversees the investigation and cleanup of environmentally contaminated sites (e.g. "brownfields." The program is comprehensive, streamlined, and aims to consolidate state and federal cleanups into one program. More information can be found at <http://dnr.wi.gov/topic/Brownfields/>.

Regional Programs

East Central Wisconsin Regional Planning Commission

Economic Growth and Resiliency Program. The primary focus of this program element is to coordinate and promote the federal Economic Development Administration's (EDA's) programs with public and private stakeholders throughout the region. East Central also coordinates and communicates with State of Wisconsin economic development agencies and programs, including the Wisconsin Economic Development Corporation (WEDA). Examples of work under this program element relating to economic development include: access to EDA grants for eligible projects, development of the Comprehensive Economic Development Strategy (CEDS 5-year update) and subsequent CEDS annual reports, database of industrial parks, facilitation of joint economic development efforts, industrial site plans, industrial site data, ESRI Business Analyst Market Assessments/Profiles, EMSI Economic Impact Scenario Modeling, tourism development and marketing, local economic development strategy process/reports, global trade/exporting information, heritage tourism planning, maintain/update the "Farm Fresh Atlas" map, GDBG grant assistance/administration, business development grants, tourism grants and historic preservation grants. Additional information on some of the programs is provided below:

- **EMSI Developer.** EMSI Developer is used by ECWRPC to provide economic data to requesting economic development entities or municipalities in the East Central WI Region as a service of WEDC. EMSI data is composed of comprehensive information on industries, occupations, demographics - as well as things like occupational skills, education, training, and even the names and size of companies in your region broken down by industry. EMSI links more than 90 data sources from federal sources like the Bureau of Labor Statistics to state and private sources. Additional information on EMSI Analyst is available at <http://www.ecwrpc.org/programs/economic-development-housing/economic-data-resources/>.
- **Global Trade Strategy.** As part of the Economic Development Administration's Community Trade Adjustment Assistance Program, ECWRPC developed a study to increase exports for small to medium size companies in NE Wisconsin. This program assists communities impacted by trade with economic adjustment through the: (1) coordination of federal, state, and local resources; (2) creation of community-based development strategies; and (3) development and provision of programs that help communities adjust to trade impacts. The Community TAA Program is designed to provide a wide range of technical, planning, and infrastructure assistance and respond adaptively to pressing trade impact issues. Fond du Lac County was one of nine counties identified by the Department of Labor as being significantly impacted by global

trade. More information on the Global Trade Strategy is available at <http://www.ecwrpc.org/programs/economic-development-housing/economic-data-resources/>.

New North, Inc.

New North’s mission is “to harness and promote the region’s resources, talents and creativity for the purposes of sustaining and growing our regional economy.” New North maintains a number of regionally based economic development committees charged with addressing the following initiatives:

- Fostering regional collaboration
- Focusing on targeted growth opportunities
- Supporting an entrepreneurial climate
- Encouraging educational attainment
- Encouraging and embracing diverse talents
- Promoting the regional brand

For more information on the New North, visit <http://www.thenewnorth.com/>.

Fox Valley Workforce Development (FWWDB)

FWWDB functions as a catalyst between public and private partnerships. By anticipating and developing solutions for tomorrow, our goal is to achieve an environment of accessible, high quality, efficient and affordable training or employment opportunities for today.

CAP Services

CAP Services, a private non-profit organization offers nearly 3 dozen programs in housing and transportation, job skills and economic security, community and real estate development, child and family development, health and welfare and safety and advocacy and community engagement. Additional information on CAP Services can be found at: <https://capservices.org/>.

County Programs

Waupaca County Economic Development Corporation

The Waupaca County Economic Development Corporation assists in the retention and expansion of local businesses, as well as helping businesses relocate in Waupaca County. The WCEDC also markets the county for business and industrial development, takes an active role in entrepreneurial and workforce development, and assists the county and municipalities with grants, loans and other economic development programs.

- **Waupaca County’s Revolving Loan Fund (RLF).** RLF has been established through its participation in the Wisconsin Community Development Block Grant (CDBG) Program. This fund is designed to make direct business loans on a companion basis with other funding sources (private sector loans, government loans/grants, equity investments, etc.) for the purposes of acquisition of land, buildings, equipment and fixed assets, new construction, expansion or remodeling of buildings, working capital, buy-

outs by purchase of assets or stock. More information is available at:
<https://www.wcedc.org/financial-resources/>.

Local Programs

City of Clintonville

Revolving Loan Fund. The purpose of the revolving loan fund is to make loans to businesses wishing to expand or locate in the City of Clintonville. Eligible activities include: (1) Acquisition of land, buildings, and fixed equipment; (2) Site preparation and the construction or reconstruction of buildings or the installation of fixed equipment; (3) Clearance, demolition or the removal of structures or the rehabilitation of buildings and other such improvements; (4) The payment of assessments for sewer, water, street, and other public utilities if the provision of the facilities will directly create or retain jobs; and (5) Working capital (inventory and direct labor costs only).

More information is available at:

http://www.clintonvillewi.org/economic_development/revolving_loan_fund.

Clintonville Area Chamber of Commerce

The Clintonville Area Chamber of Commerce mission is “To be the unified voice of the local businesses. Our job is to retain and attract business by developing and maintaining close relationships with the owners, managers and employees. We are responsible for cultivating a competitive and positive culture, educating our businesses and providing the necessary connections in order to grow and prosper”.

Private Programs

Wisconsin Economic Development Corporation

WEDC is a quasi-public agency and is the state’s lead economic development agency. It works collaboratively with more than 600 regional and local partner organizations, educational institutions and other government offices to help businesses, communities and individuals take advantage of new opportunities for growth and job creation through innovative market-driven programs.

Main Street Program. The Main Street program assists communities ranging from towns with populations of less than 1,000 to large neighborhoods in Milwaukee and Green Bay. Communities selected to participate in the Wisconsin Main Street Program initially receive five years of free, intensive technical assistance. The end goal is to enable participating communities to professionally manage a downtown or historic commercial district that is stable, physically attractive, competitive and visible. Additional information can be found at <http://inwisconsin.com/community-development/programs/main-street-program/>.

Connect Communities Program. The Connect Communities Program helps local planners leverage the unique assets of their downtowns and urban districts, providing technical assistance and networking opportunities to local leaders interested in starting a downtown revitalization effort. It also provides access to additional financial and technical assistance programs. Additional information on the Connect communities Program is available at: <http://inwisconsin.com/community-development/programs/connect-communities-program/>.

Capacity Building Grant Program. Capacity Building (CAP) Grant funds are designed to help strengthen Wisconsin's economic development network by assisting organizations and local and regional economic development groups to further the goals of WEDC in its efforts to foster an advanced economic development network within the State of Wisconsin. . Additional information regarding the CAP grants can be found at <https://wedc.org/programs-and-resources/capacity-building-grants/>.

Brownfield Program. Wisconsin's Brownfield Program provides grant funds to assist local governments, businesses, non-profits and individuals with redeveloping commercial and industrial sites that have been adversely impacted by environmental contamination documented in Phase I and II Environmental Reports. Additional information regarding the Brownfield Program can be found at <https://wedc.org/programs-and-resources/brownfields-grant-program/>.

Entrepreneurial Micro-Grant (EMG) Program. The EMG Program provides early-stage technology-based companies with services and funding to support their efforts in obtaining significant federal grant funding. Additional information is available at: <https://wedc.org/programs-and-resources/entrepreneurial-micro-grant/>.

Enterprise Zone Tax Credit. The program supports job creation, job retention, capital investment, training and Wisconsin supply chain investment by providing companies with refundable tax credits that can help to reduce their Wisconsin state income tax liability or provide a refund, thereby helping to enhance their cash flow to expand the expansion project's scope, accelerate the timing of the project or enhance payroll. Additional information regarding the Enterprise Zone Tax Credit program can be found at <https://wedc.org/programs-and-resources/enterprise-zone-tax-credit/>.

Industrial Revenue Bond (IRB). IRBs are tax-exempt bonds that can be used to stimulate capital investment and job creation by providing private borrowers with access to financing at interest rates that are lower than conventional bank loans. The IRB process involves five separate entities – the borrower, lender, bond attorney, issuer, and WEDC. WEDC allocates the bonding authority or the volume cap for the program under Wis. Stat. §238.10 and the Policy on the Allocation of Volume Cap. The municipalities and counties sell the IRBs and loan the proceeds to eligible businesses undertaking eligible projects. Additional information regarding the Industrial Revenue Bond program can be found at <https://wedc.org/programs-and-resources/industrial-revenue-bond/>.

Wisconsin Manufacturing and Agriculture Credit. The manufacturing and agriculture tax credit is available to individuals and entities for taxable years that begin on or after January 1, 2013, for manufacturing and agricultural activities in Wisconsin. The tax credit is available for income derived from manufacturing or agricultural property located in Wisconsin and will offset a significant share of Wisconsin income taxes. The credit is a percentage of "eligible qualified production activities income. Additional information regarding the Wisconsin Manufacturing and Agriculture Credit program can be found at <http://inwisconsin.com/grow-your-business/programs/wisconsin-manufacturing-and-agriculture-credit/>.

Training Grants. Rodrigues Training grants are available to any business making a firm commitment to locate a new facility in Wisconsin or expand an existing facility within the state, and are upgrading a product, process or service that requires training in new technology and industrial skills. Grants fund business upgrades to improve the job-related skills of its full-time

employees. Additional information regarding Training Grants can be found at <http://inwisconsin.com/grow-your-business/programs/training-grants/>.

Minority Business Development Revolving Loan Fund. The Minority Business Development Revolving Loan Fund Program (MRLF) is designed to support minority business development through business creation, business expansion and minority community business attraction. This is accomplished through direct grant assistance to qualifying minority business associations in Wisconsin. Grant assistance is provided to minority business associations for Revolving Loan Funds, technical assistance and used as a pass through to fund training. Additional information is available at <http://inwisconsin.com/inside-wedc/transparency/programs/minority-business-rff/>.

Wisconsin Housing & Economic Development Authority (WHEDA)

Small Business Loan Guarantees. WHEDA small business loan guarantees help reduce the financial risk to small business lenders and ensure that qualified Wisconsin small businesses have access to funding. More information is available at: <https://www.wheda.com/Business-Lending/Financing-Products/>.

Agriculture Loan Guarantees. Farms and agricultural businesses play a major role in our state's economy and continued growth. Since 1985, WHEDA has supported agricultural based businesses through its loan guarantee products. More information is available at: <https://www.wheda.com/Business-Lending/Financing-Products/>.

WHEDA Participation Lending Program (WPLP). The WPLP is intended to provide Wisconsin businesses with financing that could not otherwise be secured through traditional lending. The program partners WHEDA with local community Participating Lenders, banks, credit unions, economic development corporations, community development financial institutions, small business investment corporations, and other entities that provide commercial loans in the state. More information is available at: <https://www.wheda.com/Business-Lending/Financing-Products/>.

E.6 UTILITIES AND COMMUNITY FACILITIES

E. 6.1 Federal, State, Regional, County, and Local Policies

Federal Policies

Water Pollution Control Act. The Federal Water Pollution Control Act (1977), more commonly known as the Clean Water Act, established the basic structure for regulating discharges of pollutants into surface waters. Effluent standards for wastewater treatment plants and other industrial facilities were established by this landmark legislation. The legislation also provided grants to communities to assist with planning and construction of upgraded facilities. Today, increasing levels of growth and changing treatment standards have caused more recent expansions and improvements of these systems.

Safe Drinking Water Act (SDWA). Drinking water standards are set by the USEPA. The Safe Drinking Water Act (SDWA) requires the USEPA to set primary standards, while individual public water systems must ensure that they are met. Drinking water standards apply to public water systems which supply at least 15 connections or 25 persons at least 60 days of a

calendar year. Standards have been set for 90 chemical, microbiological, radiological, and physical contaminants. Non-enforceable guidelines are also set for secondary standards for contaminants that may cause cosmetic effects such as poor taste or odors.

State Policies

Wisconsin Administrative Code

Chapter SPS 383 Private Onsite Wastewater Treatment Systems. Formally COMM 83, Chapter SPS 383 establishes uniform standards and criteria for the design, installation, inspection and management of a private onsite wastewater treatment system, POWTS, so that the system is safe and will protect public health and the waters of the state.

Chapter 287 Solid Waste Reduction, Recovery and Recycling. Chapter 287 regulates solid waste reduction, recovery and recycling the state, as well as littering and enforcement requirements. The law requires that every citizen in Wisconsin must have residential recycling service or drop-off centers within easy access and should be provided with recycling education and outreach.

Chapter NR-110 Sewerage Systems. Chapter NR-110 regulates site-specific facility planning and sanitary sewer extensions. Decisions regarding the extension or expansion of wastewater collection facilities are made primarily at the local level.

Chapter NR-809 Safe Drinking Water. Drinking water standards are also maintained at a state level. NR-809 regulates the design, construction, and proper operation of public water systems. The WDNR also assures that regulated contaminants are adequately monitored.

Regional Policies

East Central Wisconsin Regional Planning Commission

Milestone #3, Goals, Strategies, and a Plan for Action, Year 2030 Regional Comprehensive Plan “Shaping the 21st Century”. East Central adopted Milestone #3, its regional comprehensive plan in April 2008. The plan serves as an advisory document for counties and communities within the region. As part of this planning effort, East Central developed a vision for utilities and community facilities, which states:

Efficient, cost effective community facilities are provided, which enhance the quality of life and ensure prosperity and economic stability for all. The emphasis in service provision is on cooperative planning, fostering collaboration, enhancing partnerships, sharing resources and transcending boundaries, as appropriate. In 2030, there are regional opportunities for the sustainable and safe management of solid waste and recycling, collection, processing and disposal activities. A well-managed and planned public and private water supply provides for the region’s citizens and industry. The region is served by a variety of well-functioning public and private wastewater treatment systems, which are capable of accommodating future growth, while limiting the inherent conflicts caused by both urban and rural development patterns. Adequate, cost effective, environmentally conscientious utility infrastructure exists to support industry and the general population. There are cost effective, efficient, quality emergency and non-emergency services to ensure public safety. A variety of meaningful educational options and opportunities exist for all students. Children and

adults in the region are provided with accessible educational, informational and recreational library services and materials in an economically efficient and timely manner. There is a collaborative regional forum to create and implement a strategic framework for the continuum of care for the health and wellbeing of the residents of the region. Through cooperative efforts, park, open space, and recreational facilities and programs are protected and preserved and there are plans for new facilities. There are community facilities which meet the needs of various groups, including youth, elderly, and minorities, in a balanced and financially responsible manner.”

The Milestone #3 report contains nine utilities and community facilities “plan guidelines”, which contain goals, strategies, and recommendations for achieving this vision. The plan guidelines are (1) Waste: Garbage and Recycling, (2) Public and Private Wastewater Treatment, (3) Public and Private Water Supply, (4) Electric, Gas and Telecommunications, (5) Public Safety, (6) Education and Libraries, (7) Health and Childcare, (8) Local Parks and Recreational Facilities, and (8) Wind Energy. The plan can be view at the following link:
<http://www.eastcentralrpc.org/planning/compplan/milestone3/MS3Final/ms3final.htm>.

County Policies

Waupaca County

Waupaca County - Year 2030 Comprehensive Plan. The Waupaca County Comprehensive Plan was adopted in 2007. The plan’s utilities and community facilities element provides the following goals:

- Support the efficiency, quality, and coordinated planning of county government, community facilities and services, and utilities.
- Provide quality and accessible parks and recreational facilities.
- Ensure proper disposal of wastewater to protect groundwater and surface water resources.
- Ensure that the county’s water supply has sufficient capacity, remains drinkable, and is available to meet the needs of residents, businesses, industry, and agriculture.
- Ensure that roads, structures, and other improvements are reasonably protected from flooding.
- Promote effective solid waste disposal and recycling services that protect the public health, natural environment, and general appearance of land use in the county.
- Ensure the provision of reliable, efficient, and well-planned utilities to adequately serve existing and planned development.
- Support access to quality health and child care facilities.
- Ensure a level of police protection, fire protection, and emergency services that meets the needs of existing and planned future development patterns.
- Promote quality schools and access to educational opportunities.

County Code of Ordinances. The Waupaca County Code of Ordinances regulates private on-site wastewater treatment systems. Several chapters may be relevant to the City of Clintonville and/or the 1.5 mile extraterritorial area. These chapters, relating to Utilities and Community Facilities are summarized below.

Chapter 35 – Sanitary Ordinance. This ordinance regulates the location, construction, installation, alteration, design, and use of all private sewage disposal systems.

Chapter 48 - Mobile Service Facilities and Support Structures Ordinance. This ordinance regulates by conditional use permit the siting and construction of any new mobile service support structure and facilities.

Waupaca County 5 Year Outdoor Recreation Plan, 2013 -2017. The *Waupaca County 5 Year Outdoor Recreation Plan, adopted in 2015*, describes existing conditions, projects future growth, and offers recommendations to guide the future growth and development of recreational facilities in Waupaca County. The plan identifies six goals: (1) Provide sufficient park and recreation facilities to meet the demand of Waupaca County residents and guest without adversely affecting existing natural resources; (2) Preserve for posterity the characteristics and diversity of the natural resources of Waupaca County; (3) Provide access to the diverse water resources of the county by various means; (4) Promote healthy lifestyles by providing well maintained recreational facilities and trails; (5) Provide a planned system of parks and recreation areas that contain a diversity of recreational activities; and (6) To link major county and community recreation areas by utilizing trails, natural watercourses and transportation or utility rights-of-ways.

Local Policies

City of Clintonville

Code of Ordinances. The City of Clintonville Code of Ordinance contains numerous chapters that address utilities and community facilities. These chapters are found below:

Chapter 4 – Police Department. This chapter regulates the police department, alarm systems and disposal of abandoned property.

Chapter 5 – Fire Department. This chapter regulates the fire department, including personal, control and care of apparatus, fire inspectors, flammable materials, etc.

Chapter 8 – Public Works. This chapter regulates the official map, street grades, street and sidewalk excavations and openings, contracts, obstructions and encroachments, snow and ice removal, public improvements and assessments, driveways and culverts, house numbering system, etc.

Chapter 11 – Health and Sanitation. This chapter regulates garbage and rubbish collection, ambulance service, etc.

Chapter 13 – Municipal Utilities. This chapter regulates the Clintonville Water and Light Utility, the Clintonville Sewer Utility and wellhead protection.

Chapter 20 – Parks and Parkways. This chapter regulates parks, trees and shrubs, etc.

Chapter 21 – Municipal Airport. This chapter regulates airport zoning, height restrictions, etc.

Chapter 23 – Cable TV Franchise. This chapter regulates cable tv franchises.

Chapter 27 – Joint Municipal Court. This chapter regulates the joint municipal court.

City of Clintonville Comprehensive Outdoor Recreation Plan 2014-2018. The City of Clintonville Comprehensive Park and Recreation Plan, adopted in 2014, describe existing conditions, projects future growth, and offer recommendations to guide the future growth and development of recreational facilities in the City of Clintonville.

E.6.2 Federal, State, and Regional Programs

Federal Programs

United States Environmental Protection Agency (USEPA)

- **National Pollutant Discharge Elimination System (NPDES) Storm Water Program.** The Clean Water Act also established the National Pollutant Discharge Elimination System (NPDES) Storm Water Program. The comprehensive two-phased program addresses the non-agricultural sources of stormwater discharges which adversely affect surface water quality. A NPDES permitting mechanism requires the implementation of controls designed to reduce the volume of stormwater runoff and the level of harmful pollutants in stormwater runoff.

Federal Emergency Management Administration (FEMA)

FEMA offers several annual grant awards to fire departments. Eligible project costs include equipment, supplies, training, emergency work (evacuations, shelters, etc.), and mobilization/demobilization activities. All municipal jurisdictions with a population of less than 50,000 are eligible to receive funding. Recipients must provide a 10 percent match for all project costs. Additional information on FEMA grants is available at <http://www.fema.gov/grants>.

Other Federal Agencies

Federal regulation of telecommunications, radio, and television towers is currently under the auspices of the **Federal Communications Commission (FCC)**, the **Federal Aviation Administration (FAA)**, and the **Occupational Safety and Health Administration (OSHA)**. The FCC issues licenses for new telecommunication facilities by determining the overall need, coordinates frequencies, and regulates tower placement. Communication towers must be located at the most central point at the highest elevation available. The FAA regulates tower height, coloring, and lighting to ensure aircraft safety. OSHA regulates the occupational exposure to non-ionizing electromagnetic radiation emitted from radio, microwave, television, and radar facilities.

State Programs

Public Service Commission (PSC)

Public utilities in Wisconsin are regulated by the PSC, an independent regulatory agency. The PSC sets utility rates and determines levels for adequate and safe service. More than 1,400 utilities are under the agency's jurisdiction. PSC approval must be obtained before instituting new rates, issuing stock or bonds, or undertaking major construction projects such as power plants, water wells, and transmission lines. Additional information on the Public Service Commission is available at <http://psc.wi.gov/>.

Wisconsin Department of Administration

- **Community Development Block Grant – Public Facilities (CDBG – PF).** CDBG-PF funds help support infrastructure and facility projects for communities. Some examples of eligible projects include streets, drainage systems, water and sewer systems, sidewalks, and community centers. Additional information regarding the CDBG-PF program can be found at <https://doa.wi.gov/Pages/LocalGovtsGrants/CDBGPublicFacilitiesProgram.aspx>.

Wisconsin Department of Natural Resources

- **Wisconsin Solid Waste Management Program.** Begun in the 1970s, the Wisconsin Solid Waste Management Program regulates the collection, storage, transportation, treatment and disposal of solid waste. The solid waste administrative codes are extensive and include Chapter 502, Solid Waste Storage, transportation, transfer, incineration, air curtain destructors, processing, wood burning, composting and municipal solid waste combustors; Chapter 518, Land spreading of solid waste; and ATCP 34, Clean sweep program. More information is available at: <http://dnr.wi.gov/topic/waste/solid.html>.
- **Knowles-Nelson State Stewardship.** The Knowles-Nelson State Stewardship Fund is a land acquisition program for the State of Wisconsin. Created by the state legislature in 1989, \$60 million dollars per year is utilized to purchase lands for parks and other recreational purposes. An important component of the program is the cooperation between the DNR and local governments and non-profit organizations. The program offers a 50 percent grant match to create parks, hiking trails, hunting grounds, and other facilities. The funds can also be utilized for facilities improvements such as road construction and capital acquisition projects (picnic equipment, playgrounds, etc.). More information is available at: <http://dnr.wi.gov/topic/stewardship/>.
- **Clean Water Fund Program (CWFP).** The Clean Water Fund Program (CWFP) is one of two Environmental Improvement Fund (EIF) loans that are jointly managed and administered by the Department of Natural Resources and the Department of Administration. It offers loans and hardship grants to any town, village, city, county utility district, public inland lake protection and rehabilitation district, metropolitan sewerage district or federally recognized American Indian tribe or band to construct or modify municipal wastewater systems or construct urban storm water best management practices. More information is available at: <http://dnr.wi.gov/aid/eif.html>.

- **Safe Drinking Water Loan Program (SDWLP).** The Safe Drinking Water Loan Program (SDWLP) is one of two Environmental Improvement Fund (EIF) loans that are jointly managed and administered by the Department of Natural Resources and the Department of Administration offers loans to any city, village, town, county, sanitary district, public inland lake protection and rehabilitation district, or municipal water district to construct or modify public water systems to comply with public health protection objectives of the Safe Drinking Water Act. More information is available at: <http://dnr.wi.gov/aid/eif.html>.
- **Wisconsin Pollutant Discharge Elimination System (WPDES) Program.** The Department regulates the discharge of pollutants to waters of the state through the WPDES program. Individual (e.g., site-specific) WPDES permits are issued to municipal and industrial facilities discharging to surface water and/or groundwater. As of 2012, approximately 358 industrial facilities require individual WPDES permits and approximately 649 municipalities held individual WPDES permits. WPDES general permits are issued by the Wisconsin Department of Natural Resources for specific categories of industrial, municipal and other wastewater discharges. More information is available at: <http://dnr.wi.gov/topic/wastewater/permits.html>.
- **Wisconsin Pollutant Discharge Elimination System (WPDES) Storm Water Program.** The NPDES program is administered by the WDNR through NR-216. The Wisconsin Pollutant Discharge Elimination System (WPDES) Storm Water Program regulates stormwater discharge from construction sites, industrial facilities, and selected municipalities. Recent Phase II requirements will require six minimum control measures to be addressed by communities and other local entities: public education, public participation, illicit discharges, construction site pollutant control (≥ 1 acre in size), post construction site stormwater management, and pollution prevention. More information is available at: <http://dnr.wi.gov/topic/wastewater/dischargeypes.html>.

Department of Public Instruction (DPI)

The Wisconsin Constitution as it was adopted in 1848 provided for the establishment of district schools that would be free to all children age 4 to 20. Subsequent laws allowed a property tax to be collected to fund school programs. Today, the Department of Public Education (DPI) oversees the operations of school systems and sets state standards for educational curricula, teacher certification standards, and other educational programs.

Wisconsin Department of Transportation

State Trunk Highway Fire Call Claim program. Wisconsin law provides a mechanism for local governments to recover up to \$500 of their costs for responding to fire calls on highways maintained by the state. More information about the State Trunk Highway Fire Call Claim program is available at: <https://wisconsindot.gov/Pages/doing-bus/local-gov/astnce-pgms/aid/default.aspx>.

Wisconsin Community Action Program Association (WISCAP)

The Wisconsin Community Action Program Association (WISCAP) is the statewide association for Wisconsin's sixteen (16) Community Action Agencies and three single-purpose agencies with statewide focus. CAP Services, a member of WISCAP covers Waupaca County.

Board of Commissioners of Public Lands (BCPL)

- **State Trust Fund Loan Program.** The State Trust Fund Loan Program offers loans to municipalities, lake districts, metropolitan sewerage districts and town sanitary districts for a wide variety of municipal purposes.

Regional Programs

East Central Wisconsin Regional Planning Commission (ECWRPC)

Sustainable and Efficient Community Services and Facilities Program. This program element implements the requirements of the "Smart Growth" planning legislation for the Community Facilities and Utilities plan element and incorporates the Commission's ongoing NR-121 sewer service area (SSA) planning function. In addition to SSA planning, the Commission provides assistance in the following areas: electric transmission line project reviews, capital improvement programs, resource recovery and recycling/composting and solid waste management planning.

- **Sewer Service Area Planning.** This function is derived from ECWRPC being designated by the WDNR as the 208 Water Quality Management Planning Agency for the region. The Commission acts in an advisory and regulatory role for Sewer Service Area (SSA) Plans and has prepared detailed long range plans for 26 wastewater treatment plants to address growth and ensure water quality within the region. In addition, the Commission acts in an advisory capacity to WDNR and provides recommendations on various plan updates, amendments, facilities plans, and sewer extensions. Additionally the Commission provides population and development projections for facility siting and sewer service area planning.

Recreation and Heritage Opportunities Program. The Recreation and Heritage Opportunities work program element encompasses planning activities associated with meeting the open space and recreational needs of the region as a whole, as well as plans for individual governmental jurisdictions. Examples of work under this program element include: park and open space plans, park site plans, park funding and programming information, recreation inventories, recreation surveys, park needs assessments, water trail planning and ADA accessibility issues.

Natural Resource Management. The Natural Resource Management planning element ensured that the region's natural resources and unique environmental features are identified and managed as an integral part of planning and development throughout the region. This program element includes hazard mitigation planning, stormwater and watershed management and the NR-135 Non-Metallic Mining Reclamation Program Administration.

E.7 AGRICULTURAL, CULTURAL, AND NATURAL RESOURCES

E.7.1 Federal, State, Regional, County, and Local Policies

Federal Policies

Clean Water Act (1977). The Clean Water Act established the basic structure for regulating discharges of pollutants into the waters of the United States.

State Policies

Wisconsin State Statutes

- **Chapter 91 Farmland Preservation.** This chapter requires the county to adopt a farmland preservation plan. It addresses Farmland Preservation zoning and agricultural enterprise areas.

Wisconsin Administrative Code

- **Chapter SPS 383, Private Onsite Wastewater Treatment Systems.** Formally COMM 83, Chapter SPS 383 establishes uniform standards and criteria for the design, installation, inspection and management of a private onsite wastewater treatment system, POWTS, so that the system is safe and will protect public health and the waters of the state.
- **Chapter NR-103, Water Quality Standards for Wetlands.** Chapter NR-103 establishes water quality standards for wetlands.
- **Chapter NR-115, Wisconsin's Shoreland Management Program.** Chapter NR-115 requires counties to adopt zoning and subdivision regulations for the protection of all shorelands in unincorporated areas.
- **Chapter NR-116, Wisconsin's Floodplain Management Program.** Chapter NR-116 requires municipalities to adopt reasonable and effective floodplain zoning ordinances.
- **Chapter NR-135, Nonmetallic Mining Reclamation.** Chapter NR-135 was established to ensure that non-metallic mining sites are properly abandoned. This law promotes the removal or reuse of non-metallic mining refuse, removal of roads no longer in use, grading of the non-metallic mining site, replacement of topsoil, stabilization of soil conditions, establishment of vegetative groundcover, control of surface water flow and groundwater withdrawal, prevention of environmental pollution, development and reclamation of existing non-metallic mining sites, and development and restoration of plant, fish and wildlife habitat if needed to comply with an approved reclamation plan.
- **Chapter ATCP 49, Farmland Preservation.** This chapter implements Wisconsin's farmland preservation program under ch. 91, Stats. The purposes of the farmland preservation program are to preserve agricultural lands, to promote soil and water conservation, to promote orderly land use planning and development, and to provide tax credits for owners of farmland covered by the program.

Regional Policies

East Central Wisconsin Regional Planning Commission

Milestone #3, Goals, Strategies, and a Plan for Action, Year 2030 Regional Comprehensive Plan “Shaping the 21st Century”. East Central adopted Milestone #3, its regional comprehensive plan in April 2008. The plan serves as an advisory document for counties and communities within the region. As part of this planning effort, East Central developed three separate chapters for agriculture, natural and cultural resources:

Agricultural Resources Vision: *In 2030, agriculture is an important feature of the economy and lifestyle of the East Central region. Development pressures have been diverted away from prime farmland and ample, un-fragmented agricultural districts exist. Farming is practiced on the most productive soils. A variety of farm types and sizes are operating successfully. The region’s farming community supplies both local and global markets. Citizens, local officials, and farmers are aware of and continuously address interrelated economic and land use issues. The viable and stable farm economy, in terms of farm income and prosperity, reflects concerted efforts by the private and public sectors to balance free market forces and government programs for land conservation.*

Natural Resources Vision: *In 2030, the importance of natural resources, including their link to the regional economy, quality of life, and cost effective service provision is recognized. Natural resource planning is sustainable, consistent and coordinated in order to protect and build a strong sense of ecological place. The Winnebago Pool Lakes and the Fox/Wolf River systems are recognized as the backbone of the region’s ecological resources. Geologic resources that are significant from an aesthetic, scientific, cultural, historic, educational, or commercial extraction purpose, have been identified, inventoried, preserved and protected to meet the development and societal needs of the region. The region has proactively addressed public access, recreation, open space, and trail facilities in order to meet the needs of its citizens; enhance the quality of life and environment; realize tax savings and other economic benefits; and to maintain and improve the region’s tourism economy. The region is comprised of well-defined urban and rural spaces which improve the individual’s perception of ‘sense of place’, while communities within the region have maintained their individual character and identity. Within the region, surface water resources are planned for in a watershed-based manner that embraces and encourages the use of ‘green infrastructure’ concepts. The proactive protection of natural features not only contributes to water quality, but also to the long term sustainability and economic benefit of the region.*

Cultural Resources Vision: *In the year 2030, the region is recognized as a leader in the state for preservation of its cultural resources. It provides public access to resource protection tools and the political advocacy necessary to ensure protection for, and appreciation of, our diverse ethnic heritage, both historic and prehistoric.*

The Milestone #3 report contains four agricultural, five natural, and five cultural resources “plan guidelines”, which contain goals, strategies, and recommendations for achieving each vision. The plan can be view at the following link:
<http://www.eastcentralrpc.org/planning/compplan/milestone3/MS3Final/ms3final.htm>.

County Policies

Waupaca County

Waupaca County - Year 2030 Comprehensive Plan. The Waupaca County Comprehensive Plan was adopted in 2007. The plan's agricultural, natural and cultural resource element provides the following goals:

- Maintain the viability, operational efficiency, and productivity of the county's agricultural resources for current and future generations.
- Balance the protection of farmland with the exercise of development rights in rural areas.
- Balance future development with the protection of natural resources.
- Protect groundwater and surface water quality and quantity.
- Protect air quality.
- Preserve green space for the purpose of protecting related natural resources including wildlife habitat, wetlands, and water quality.
- Preserve and protect woodlands and forest resources for their economic, aesthetic, and environmental values.
- Balance future needs for the extraction of mineral resources with potential adverse impacts on Waupaca County.
- Provide leadership and coordination to natural resource protection efforts throughout Waupaca County.
- Preserve rural character as defined by scenic beauty, a variety of landscapes, attractive design of buildings and landscaping, undeveloped lands, farms, small town atmosphere, small businesses, and quiet enjoyment of these surroundings.
- Preserve significant historical and cultural lands, sites, neighborhoods, and structures that contribute to community identity and character.
- Strengthen opportunities for youth in Waupaca County including youth-oriented activities and facilities and additional job opportunities.

County Code of Ordinances. The Waupaca County Code of Ordinances regulates shoreland protection, floodplains and non-metallic mining and reclamation and other ordinances that may be relevant to the City of Clintonville and its planning area. Several chapters that relate to agricultural, natural and cultural resources are summarized below.

Chapter 32 – Shoreland Protection Ordinance. This chapter regulates lands in the unincorporated areas of Waupaca County which are: (1) Within one thousand (1,000) feet of the ordinary high-water mark of navigable lakes, ponds, or flowages; (2) Within three hundred (300) feet of the ordinary high-water mark of navigable rivers, bayous, or streams, or to the landward side of the floodplain, whichever distance is greater; and (3) Wetlands depicted on Wisconsin Wetland Inventory Maps for Waupaca County or on the Department of Natural Resources Surface Water Data Viewer and which are at least partially within the shoreland area. Such wetlands and adjacent contiguous wetlands shall be regulated as if they were entirely within the shoreland area.

Chapter 36 – Floodplain Ordinance. This chapter regulates all areas that would be covered by the regional flood or base flood as shown on the Flood Insurance Rate Map (FIRM) or other maps approved by DNR.

Chapter 38 – Non-Metallic Mining Ordinance. This chapter regulates the location construction, installation, alteration, design, operation, and use of all Nonmetallic Mining Sites.

Chapter 39 – Non-Metallic Mining Reclamation Ordinance. This chapter establishes a local program to ensure the effective reclamation of nonmetallic mining sites on which nonmetallic mining takes place in Waupaca County.

Waupaca County Farmland Preservation Plan, adopted November, 2014. The 12 identified goals of the Waupaca County Farmland Preservation Plan are (1) Preserve the rural character of large areas of Waupaca; (2) Preserve a strong agricultural economy; (3) Preserve a healthy natural environment; (4) Promote a strong balance of landowner rights and community benefit; (5) Foster effective, cooperative government units; (6) Support agriculturally related businesses; (7) Respect local comprehensive plans and encourage development that is consistent with those plans; (8) Identify areas of Waupaca County suitable for long term preservation and viability of diverse agriculture enterprises and resources. Protect or encourage protection of those areas for the benefit and use of current and future generations; (9) Maintain Waupaca County as a productive and economically viable agricultural area. Keep farming economically viable in Waupaca County through the 21st century; (10) Encourage compact, economically and environmentally sustainable development in Non-Farm Areas; (11) Maintain the viability, operational efficiency and productivity of the county’s agriculture resources for current and future generations; and (12) Balance the protection of farmland with the exercise of development rights in rural areas.

Waupaca County Land and Water Resource Management (LWRM) Plan, April 2012.

The LWRM) addresses soil and water quality concerns using local, state and federal programs. The goals of the Waupaca County Land and Water Resource Management Plan are to: Protect and improve the quality of surface water resources; Improve surface water quality by implementing erosion control and other stormwater management standards and practices; Conserve and protect productive agricultural lands in Waupaca County; Protect groundwater quality and quantity; Effectively administer ordinances under LWCD jurisdiction, permits issued by LWCD and programs the LWCD is financially responsible to maintain and monitor; Maintain, protect and improve Waupaca County surface water resources; Establishment of point/nonpoint nutrient trading program in Waupaca County in the future; Demonstrate program effectiveness; Spend local and state cost-share and staffing dollars effectively; and Improve forest management on private lands in Waupaca County; Inform and educate the public about the mission, goals and objectives of the Waupaca County LWCD.

Local Policies

City of Clintonville

Code of Ordinances. The City of Clintonville’s Code of Ordinances regulates land divisions and land uses. Several chapters that relate to agricultural, natural and cultural resources are summarized below.

Chapter 18 – Shoreland, Wetland and Flood Plain. This chapter regulates floodplain and shoreland-wetland zoning. Floodplain zoning regulates all areas that would be covered by the regional flood or base flood. Shorelands area defined as lands which are within: 1,000 feet from the ordinary high water elevation mark of navigable lakes, ponds, or flowages; or 300 feet from the ordinary high water elevation mark of navigable rivers or streams or to the landward side of

the floodplain whichever distance is greater. The Shoreland-Wetland District includes all wetlands in the City which are 5 acres or more in size and are shown on the final Wetland Inventory Map.

Chapter 26 – Historic Preservation. This ordinance creates the Historic Preservation Commission; the designation of historic districts; designation and recognition of historic structures and sites.

E.7.2 Federal, State, Regional and Local Programs

Federal Programs

US Environmental Protection Agency

- **National Pollution Discharge Elimination System (NPDES) Storm Water Program.** The Clean Water Act established the National Pollutant Discharge Elimination System (NPDES) Storm Water Program. The comprehensive two–phased program addresses the non-agricultural sources of stormwater discharges and industrial/municipal effluents which adversely affect surface water quality. A NPDES permitting mechanism requires the implementation of controls designed to reduce the volume of stormwater runoff and the level of harmful pollutants in stormwater runoff. More information is available at: <http://www.epa.gov/npdes>.

State Programs

Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP)

DATCP has a number of programs related to agricultural development, conservation assistance, farm and rural services, farmland preservation, etc. A few of the programs are highlighted below:

Working Land Initiative. The Wisconsin Working Lands Initiative was signed into law in 2009 and is comprised of the following three programs Farmland Preservation Program, Agricultural Enterprise Program, Purchase of Agricultural Conservation Easement (PACE) Program (note the PACE program is currently not funded.). More information is available: <https://datcp.wi.gov/Pages/Homepage.aspx>.

- **Farmland Preservation Program.** Counties are required to revise their farmland preservation plans to meet the new requirements which are designed to better protect farmland. A grant that covers up to 50 percent of the cost of preparing a farmland preservation plan is available to all counties.
- Local governments may choose to adopt and have certified a farmland preservation zoning ordinance to ensure that landowners covered by the ordinance are eligible to claim farmland preservation tax credits.
- **Agricultural Enterprise Area (AEA) Program.** AEA's are part of Wisconsin's Working Lands Initiative. An AEA is an area where the local community has prioritized preservation of farmland and agricultural development. Once an area is officially designated as an AEA, eligible farmers owning land within the area may enter into a

farmland preservation agreement with the state. This enables the landowners to receive tax credits in exchange for agreeing to keep their farm in agricultural use for at least 15 years.

Wisconsin Department of Natural Resources (WDNR)

- **Wisconsin Pollutant Discharge Elimination System (WPEDS) Storm Water Program.** The NPDES program is administered by the WDNR through NR-216. The Wisconsin Pollutant Discharge Elimination System (WPEDS) Storm Water Program regulates stormwater discharge from construction sites, industrial facilities, and selected municipalities. Recent Phase II requirements will require six minimum control measures to be addressed by communities and other local entities: public education, public participation, illicit discharges, construction site pollutant control (1 or more acres in size), post construction site stormwater management, and pollution prevention. More information is available at: <http://dnr.wi.gov/topic/wastewater/permits.html>.
- **Knowles-Nelson Stewardship Local Assistance Grant Programs.** The Knowles-Nelson State Stewardship Fund is a land acquisition program for the State of Wisconsin. Four Stewardship grant programs are available: Acquisition and Development of Local Parks (ADLP), Urban Green Space (UGS) grants, Urban Rivers (UR) grants, and Acquisition of Development Rights (ADR). The program offers a 50 percent grant match to create parks, hiking trails, hunting grounds, and other facilities. The funds can also be utilized for facilities improvements such as road construction and capital acquisition projects (picnic equipment, playgrounds, etc.). More information is available at: <http://dnr.wi.gov/topic/stewardship/grants/applylug.html>.
- **Wisconsin Shoreland Management Program.** Shoreland zoning can enhance the quality of surface water, protect wildlife habitat, and improve its aesthetic appearance. The Wisconsin Shoreland Management Program is a cooperative effort between state and local governments. Local governments are allowed to adopt shoreland and floodplain zoning to direct development in compliance with state minimum standards. Specific ordinances regulate zoning for wetlands (NR-103), shorelands (NR – 115), and floodplains (NR – 116). Cities and villages can adopt similar zoning ordinances under NR – 117. More information is available at: <http://dnr.wi.gov/topic/ShorelandZoning/Programs/program-management.html>.
- **Forest Crop Law and Managed Forest Law.** In 1927, the Wisconsin Legislature enacted the Forest Crop Law (FCL), a voluntary forest practices program to encourage sound forestry on private lands. It has promoted and encouraged long-term investments as well as the proper management of woodlands. This law allowed landowners to pay taxes on timber only after harvesting, or when the contract is terminated. Since the program expired in 1986, participants are not allowed to re-enroll in the program. Since 1986, the Managed Forest Law has replaced the Forest Crop Law. More information is available at: <http://dnr.wi.gov/topic/forestlandowners/tax.html>.
- **The Managed Forest Law (MFL),** enacted in 1985, encourages the growth of future commercial crops through sound forestry practices. To be eligible, a landowner must own at least 10 contiguous acres of woodlands. The landowner must implement a forestry management plan for future commercial harvests on the land. Contracts can be entered for a period of either 25 or 50 years. Portions of the land enrolled are open to

public access for hunting, fishing, cross-country skiing, sight-seeing, and hiking. The program recognizes individual property owners' objectives while providing for society's need for compatible recreational activities, forest aesthetics, wildlife habitat, erosion control, and protection of endangered resources. More information is available at: <http://dnr.wi.gov/topic/forestlandowners/tax.html>.

- **Urban Forestry Grants.** Urban Forestry Grants are provide to cities, villages, towns, counties, tribes and 501(c)(3) nonprofit organizations. More information is available at: <http://dnr.wi.gov/topic/urbanforests/grants/index.html>. These grants fall into three categories:
 - Regular grants are competitive cost-share grants of up to \$25,000. Grants are to support new, innovative projects that will develop sustainable urban and community forestry programs, not to subsidize routine forestry activities.
 - Startup grants are competitive cost-share grants of up to \$5,000. These simplified grants are available to communities that want to start or restart an urban forestry program.
 - Catastrophic storm grants are used to fund tree repair, removal or replacement within urban areas following a catastrophic storm event for which the governor has declared a State of Emergency under s. 166.03, Wis. Stats.

Wisconsin Historical Society

The Wisconsin Historical Society (WHS) Division of Historic Preservation (DHP) provides funds for conducting surveys to identify and evaluate historical, architectural, and archaeological resources, nominating properties and districts to the National Register, and carrying out a program of comprehensive historic preservation planning and education. These are available to local units of government and non-profit organizations. Although funding is limited, the DHP identified target communities during each funding cycle. In recent years the DHP has favored underrepresented communities: unincorporated communities or villages or fourth-tier cities with a population less than 5,000. A set of funds is also designated for use by Certified Local Government (CLG) status communities. In addition, many private funding sources specifically target smaller communities in the more rural parts of the state. Other specific programs are listed below.

- **Wisconsin Historic Preservation Fund Subgrants.** The Wisconsin Historic Preservation Fund Subgrants provide funds for surveys to identify and evaluate historical, architectural and archaeological resources, nominating properties to the National Register of Historic Places, and for carrying out a program of historic preservation planning and education. More information is available at: <http://www.wisconsinhistory.org/Content.aspx?dsNav=Ro:20,N:4294963828-4294963805&dsNavOnly=N:1210&dsRecordDetails=R:CS3314>.
- **Historic Homes Tax Credit Program.** The Historic Homes Tax Credit Program offers a 25 percent Wisconsin income tax credit for homeowners who rehabilitate historic, non-income-producing personal residences <http://www.wisconsinhistory.org/Content.aspx?dsNav=Ro:40,N:4294963828-4294963805&dsNavOnly=N:1210&dsRecordDetails=R:CS3136>.

- **Federal Historic Preservation Tax Credit.** This program returns 20 percent of the cost of rehabilitating historic buildings to owners as a direct reduction in the federal income taxes. To qualify, buildings must be income producing historic buildings, must be listed on the National Register of Historic Places, or contribute to the character of a National Register Historic District. More information is available at:
<http://www.wisconsinhistory.org/Content.aspx?dsNav=Ny:True,Ro:0,N:4294963828-4294963805&dsNavOnly=N:1210&dsRecordDetails=R:CS3215&dsDimensionSearch=D:%E2%80%A2%09Wisconsin+Supplemental+Historic+Preservation+Credit.,Dxm:All,Dxp:3&dsCompoundDimensionSearch=D:%E2%80%A2%09Wisconsin+Supplemental+Historic+Preservation+Credit.,Dxm:All,Dxp:3>
- **Wisconsin Historic Preservation Tax Credit Program.** This program returns 20 percent of the cost of rehabilitating historic buildings to owners as a Wisconsin income tax credit. More information is available at:
<http://www.wisconsinhistory.org/Content.aspx?dsNav=Ny:True,Ro:0,N:4294963828-4294963805&dsNavOnly=N:1210&dsRecordDetails=R:CS3215&dsDimensionSearch=D:%E2%80%A2%09Wisconsin+Supplemental+Historic+Preservation+Credit.,Dxm:All,Dxp:3&dsCompoundDimensionSearch=D:%E2%80%A2%09Wisconsin+Supplemental+Historic+Preservation+Credit.,Dxm:All,Dxp:3>

Regional Programs

East Central Wisconsin Regional Planning Commission (ECWRPC)

Recreation and Heritage Opportunities. The Recreation and Heritage Opportunities work program element encompasses planning activities associated with meeting the open space and recreational needs of the region as a whole, as well as plans for individual governmental jurisdictions. This program element also includes historic and agricultural preservation. Examples of work under this program element include: park and open space plans, park site plans, park funding and programming information, recreation inventories, recreation surveys, park needs assessments, water trail planning and ADA accessibility issues.

Natural Resource Management. The Natural Resource Management planning element ensured that the region's natural resources and unique environmental features are identified and managed as an integral part of planning and development throughout the region. Examples of work under this element include: Niagara Escarpment planning, air quality management, aquatic invasive species, environmental impact review, endangered resources reviews, groundwater resource management, green infrastructure planning, floodplain management, hazard mitigation planning, lakes management planning, the NR-135 Non-Metallic Mining Reclamation Program Administration, water quality management, stormwater and watershed management and wetlands protection/management.

Local Programs

Clintonville Area Historical Society

The mission of the Clintonville Area Historical Society is collect, preserve and disseminates materials and information relating to the history of Clintonville and the surrounding area. The historical society has been building its collection for over 40 years. Many of these items are on display at the buildings in Pioneer Park and the Museum on Main.



APPENDIX F

POPULATION AND HOUSING

APPENDIX F: POPULATION AND HOUSING

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Table F-1: Household Type Characteristics, 2000 and 2010

	Total Households	Family Households				Non-Family Household			Households with Individuals 65+	Average Household Size	
		Total Family Housholds	Married-couple Family	Male Householder, no wife present	Female Householder, no husband present	Total Nonfamily Households	Householder Living Alone	Households Age 65+ Living Alone			
2000											
C. Clintonville	#	2,010	1,229	953	79	197	781	688	378	701	2.30
	%	100.0%	61.1%	47.4%	3.9%	9.8%	38.9%	34.2%	18.8%	34.9%	(X)
Waupaca County	#	19,863	13,877	11,593	809	1,475	5,986	5,001	2,317	5,246	2.51
	%	100.0%	69.9%	58.4%	4.1%	7.4%	30.1%	25.2%	11.7%	26.4%	(X)
Wisconsin	#	2,084,544	1,386,815	1,108,597	77,918	200,300	697,729	557,875	207,206	479,787	2.50
	%	100.0%	66.5%	53.2%	3.7%	9.6%	33.5%	26.8%	9.9%	23.0%	(X)
2010											
	Total Households	Total Family Housholds	Husband-Wife Family	Male Householder, no wife present	Female Householder, no husband present	Total Nonfamily Households	Householder Living Alone	Households Age 65+ Living Alone	Households with Individuals 65+	Average Household Size	
C. Clintonville	#	2,002	1,154	829	125	200	848	738	354	624	2.24
	%	100.0%	57.6%	41.4%	6.2%	10.0%	42.4%	36.9%	17.7%	31.2%	(X)
Waupaca County	#	21,387	14,274	11,520	1,014	1,740	7,113	5,983	2,683	6,106	2.37
	%	100.0%	66.7%	53.9%	4.7%	8.1%	33.3%	28.0%	12.5%	28.6%	(X)
Wisconsin	#	2,279,768	1,468,917	1,131,344	103,625	233,948	810,851	642,507	232,251	547,650	2.43
	%	100.0%	64.4%	49.6%	4.5%	10.3%	35.6%	28.2%	10.2%	24.0%	(X)

Source: U.S. Census 2000 & 2010, DP-1

Table F-2: Age of Structure by Year Built, 2012-2016 ACS 5-Yr Estimate

Year	C. Clintonville				Waupaca County				Wisconsin			
	Number	MOE+/-	Percent	MOE +/-	Number	MOE+/-	Percent	MOE +/-	Number	MOE+/-	Percent	MOE +/-
2014 or later	0	9	0	0.8	36	24	0.10%	0.1%	6516	474	0.2%	0.1%
2010 to 2013	14	21	0.7%	1.0%	408	86	1.60%	0.3%	37,368	915	1.4%	0.1%
2000 to 2009	135	99	6.4%	4.7%	3,053	253	12.0%	1.0%	344,300	2,868	13.0%	0.1%
1990 to 1999	335	158	16.0%	7.2%	4,155	352	16.3%	1.4%	372,022	2,992	14.0%	0.1%
1980 to 1989	108	69	5.1%	3.3%	2,603	248	10.2%	1.0%	263,304	3,049	9.9%	0.1%
1970 to 1979	169	76	8.1%	3.6%	3,619	303	14.2%	1.2%	392,006	3,291	14.8%	0.1%
1960 to 1969	256	86	12.2%	3.9%	2,284	211	9.0%	0.8%	259,547	2,878	9.8%	0.1%
1950 to 1959	331	124	15.8%	6.0%	2,216	228	8.7%	0.9%	297,525	2,235	11.2%	0.1%
1940 to 1949	215	90	10.2%	4.2%	1,360	179	5.3%	0.7%	153,101	2,251	5.8%	0.1%
1939 or earlier	536	164	25.5%	7.6%	5,722	355	22.5%	1.4%	523,908	3,148	19.8%	0.1%
Total	2,099	151	100%		25,456	148	100%		2,649,597	606	100%	

Source: U.S. Census 2012-2016 ACS 5-Year Estimate, DP04

Table F-3. City of Clintonville Vacancy Status, 2000

	Number	Percent
Total housing units	2,147	100.0%
Occupied housing units	2,010	93.6%
Vacant housing units	137	6.4%
For rent	53	2.5%
For sale only	26	1.2%
Rented or sold, not occupied	20	0.9%
For seasonal, recreational, or occasional use	19	0.9%
For migrant workers	0	0.0%
Other vacant	19	0.9%

Source: U.S. Census 2000 SF-1

Table F-4. City of Clintonville Vacancy Status, 2010

	Number	Percent
Total housing units	2,227	100.0%
Occupied housing units	2,002	89.9%
Vacant housing units	225	10.1%
For rent	77	3.5%
Rented, not occupied	6	0.3%
For sale only	72	3.2%
Sold, not occupied	34	1.5%
For seasonal, recreational, or occasional use	21	0.9%
All other vacants	15	0.7%

Source: U.S. Census 2010 SF-1, DP-1

Table F-5: Housing Units by Structure, 2012-2016 ACS 5-Yr Estimates

Units	C. Clintonville			Waupaca County			Wisconsin		
	Est.	MOE+/-	%	Est.	MOE+/-	%	Est.	MOE+/-	%
Total Units	2,099	151	100%	25,456	148	100%	2,649,597	606	100%
1-unit, detached	1,398	159	66.6%	19,792	337	77.7%	1,763,711	4201	66.6%
1-unit attached	14	21	0.7%	552	134	2.2%	114,870	2061	4.3%
2 units	79	68	3.8%	781	187	3.1%	172,510	2560	6.5%
3 or 4 units	133	99	6.3%	422	133	1.7%	99,520	2068	3.8%
5 to 9 units	214	108	10.2%	1040	204	4.1%	130,486	2206	4.9%
10 to 19 units	62	63	3.0%	786	180	3.1%	89,778	1759	3.4%
20 or more units	143	92	6.8%	736	151	2.9%	183,978	2086	6.9%
Mobile home	56	39	2.7%	1339	169	5.3%	94,171	1571	3.6%
Boat, RV, van, etc.	0	9	0.0%	8	10	0.0%	573	126	0.0%

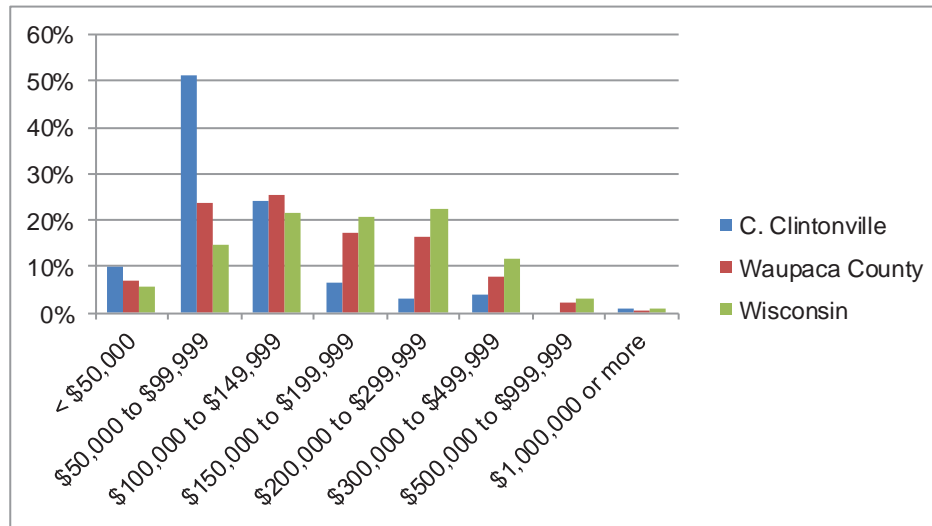
Source: 2012-2016 ACS 5-Yr Estimates, DP04

Table F-6: Owner Occupied Housing Stock Value, 2012-2016 ACS 5-Yr Estimate

Value	C. Clintonville				Waupaca County				Wisconsin			
	Estimate	MOE+/-	Percent	MOE+/-	Estimate	MOE+/-	Percent	MOE+/-	Estimate	MOE+/-	Percent	MOE+/-
Owner-Occupied Units	1,300	170			16,073	421			1,547,633	6,877		
< \$50,000	127	62	9.8%	4.7	1,120	171	7.0%	1.0	86,375	1,718	5.6%	0.1
\$50,000 to \$99,999	669	156	51.5%	9.3	3,787	283	23.6%	1.6	223,636	2,240	14.5%	0.1
\$100,000 to \$149,999	315	115	24.2%	8.8	4,079	282	25.4%	1.6	336,079	3,363	21.7%	0.2
\$150,000 to \$199,999	87	75	6.7%	5.6	2,798	231	17.4%	1.4	319,874	3,312	20.7%	0.2
\$200,000 to \$299,999	41	50	3.2%	3.7	2,661	223	16.6%	1.3	343,677	2,688	22.2%	0.2
\$300,000 to \$499,999	50	65	3.8%	4.9	1,217	149	7.6%	0.9	178,229	1,623	11.5%	0.1
\$500,000 to \$999,999	0	9	0.0%	1.3	321	71	2.0%	0.4	49,351	938	3.2%	0.1
\$1,000,000 or more	11	19	0.8%	1.4	90	37	0.6%	0.2	10,412	457	0.7%	0.1
Median (\$)	\$88,000	\$7,619			\$137,700	\$3,344			\$167,000	\$359		

Source: U.S. Census 2012-2016 ACS 5-Year Estimates, DP04

Figure F-1: Owner Occupied Housing Stock Value, 2012-2016 ACS 5-Yr Estimate



Source: U.S. Census 2012-2016 ACS 5-Year Estimates, DP04



APPENDIX G

TRANSPORTATION

APPENDIX G: TRANSPORTATION

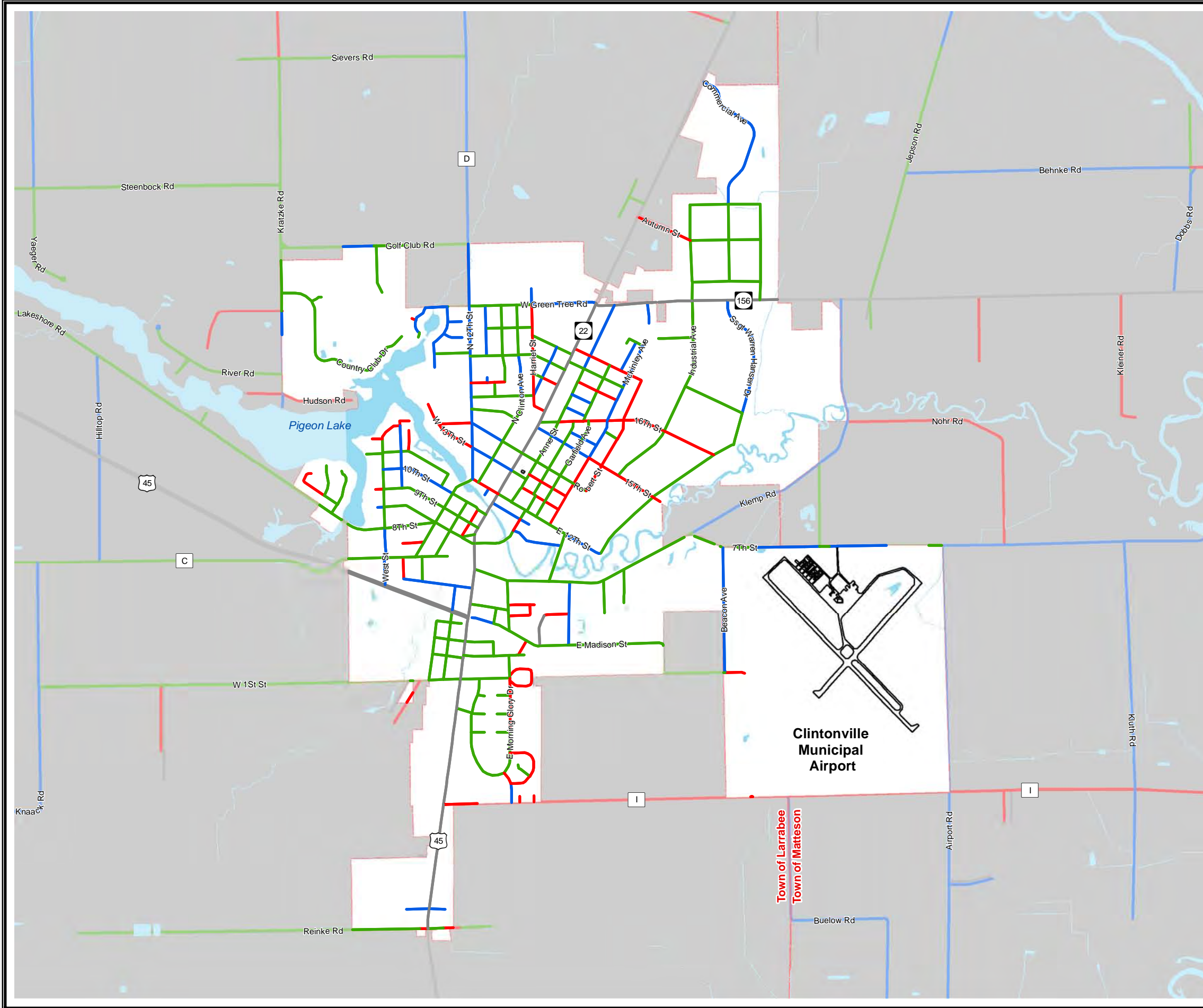
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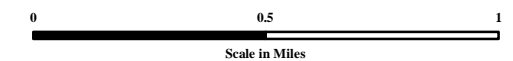
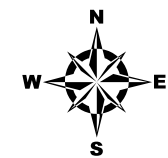
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Map G-1 City of Clintonville PASER Ratings, 2017

- Fair to Fail (4-1) - 12.73 Miles
- Good to Fair (7-5) - 41.74 Miles
- Excellent to Very Good (10-8) - 18.16 Miles
- Not Rated - 0.25 Miles



Source:
PASER Data: WisDOT, 2017
Base Data: Waupaca County, 2017

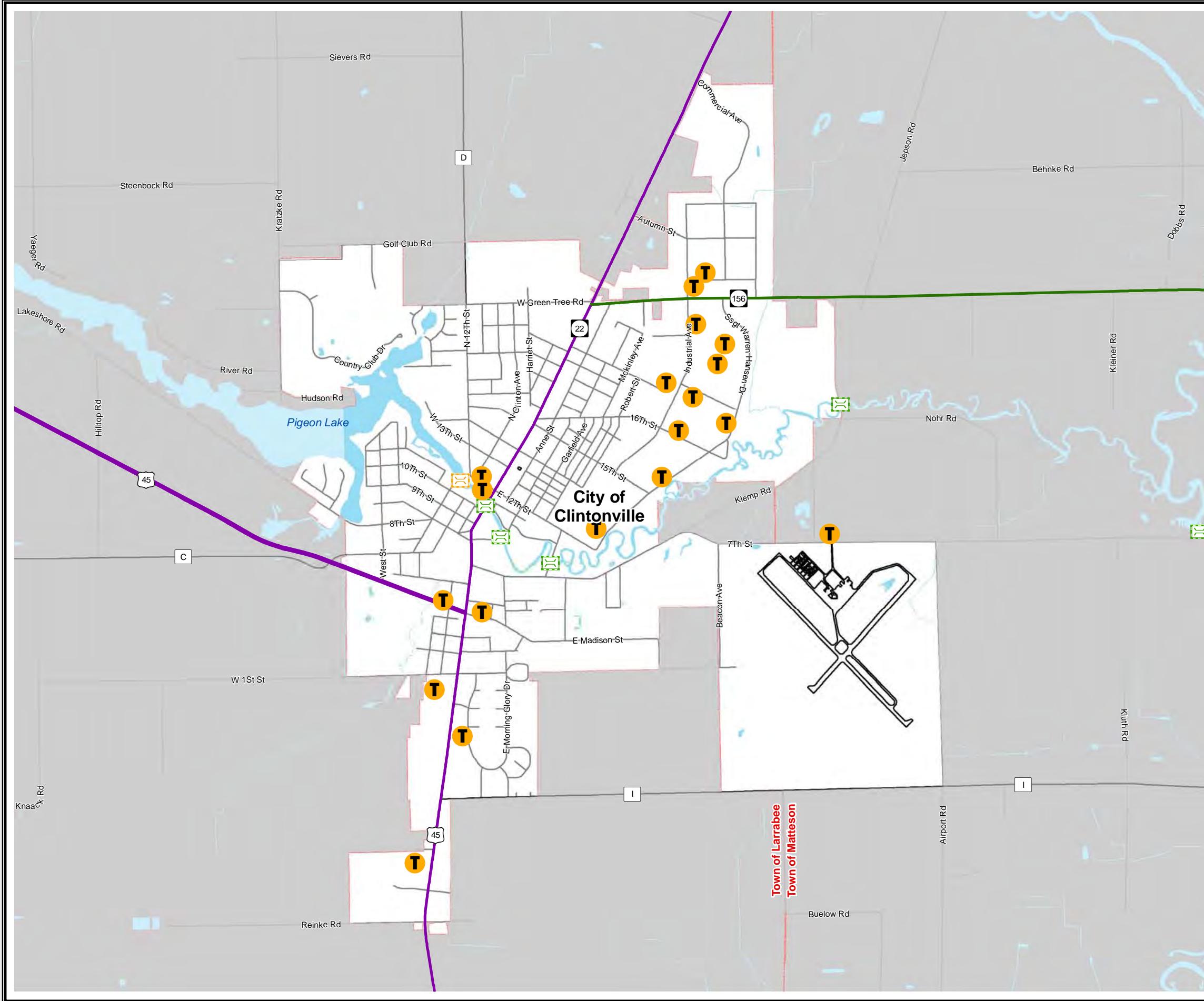


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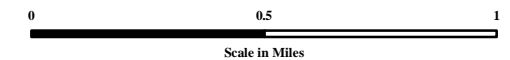
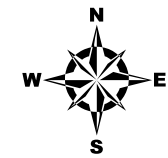


Map G-2 City of Clintonville Trucking & Freight



- Freight Terminals
- Bridge Replace Eligible
- Bridge Rehabilitation Eligible
- Sufficient Bridge Rating
- Designated
- 65' Restricted Truck Route

Source:
Truck Route and Bridge data provided by WI DOT 2017
Base data provided by Waupaca County 2017

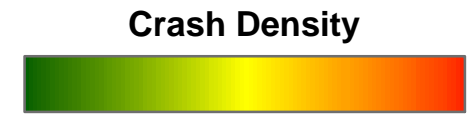


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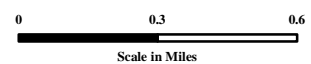


Map G-3 City of Clintonville Crash Density 2013 - 2017



Less Crashes More Crashes

Source:
Crash Data provided by the UW TOPSLab 2017.
Base data provided by Waupaca County 2018.

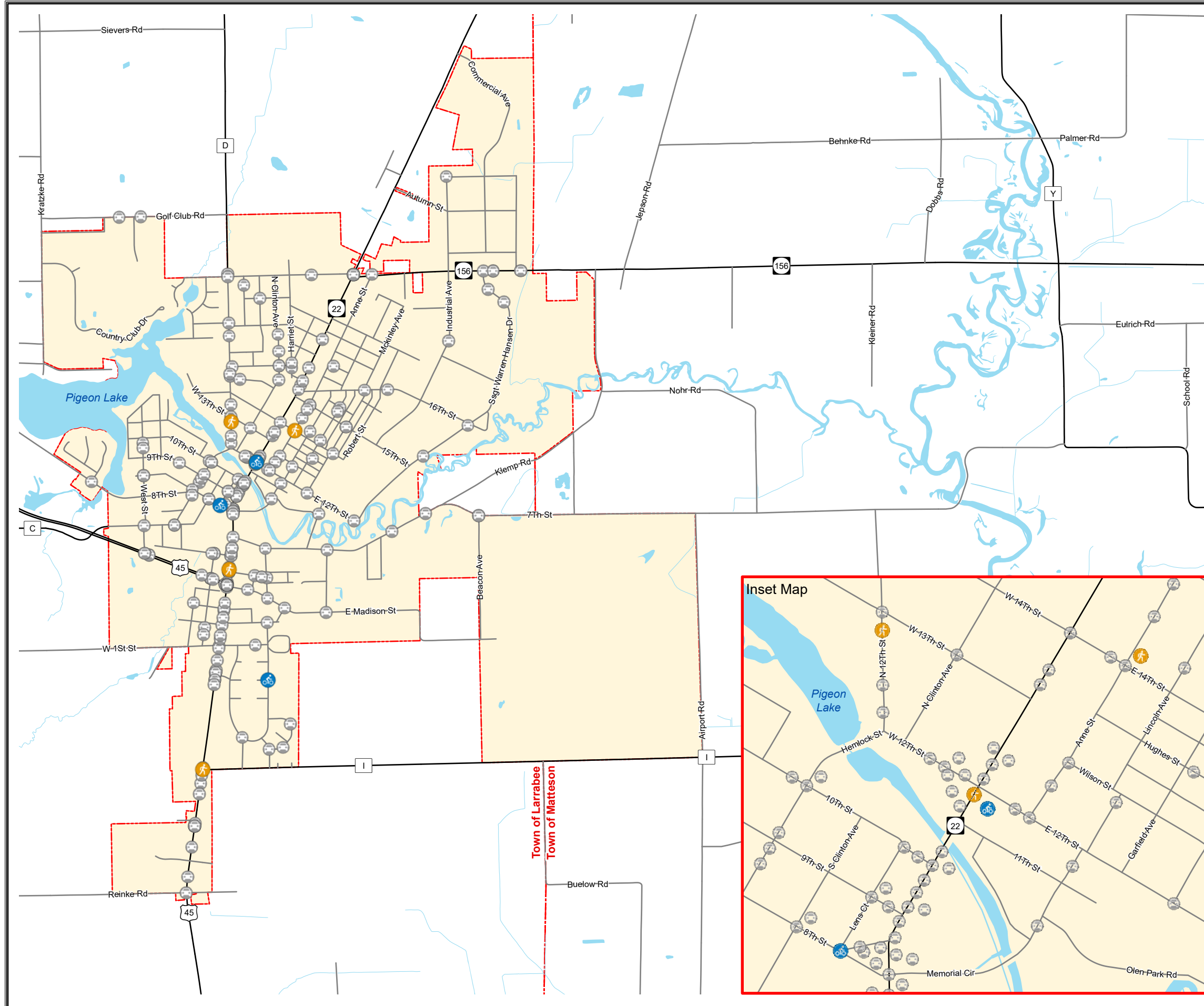


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PREPARED MAY 2019 BY:



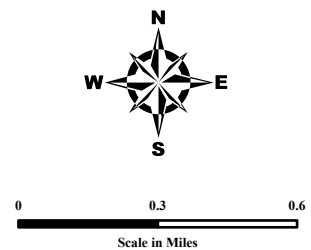
Map G-4 City of Clintonville Crash Locations 2013 - 2017



Mode

-  Bicyclist (3)
-  Pedestrian (5)
-  Motorist (263)

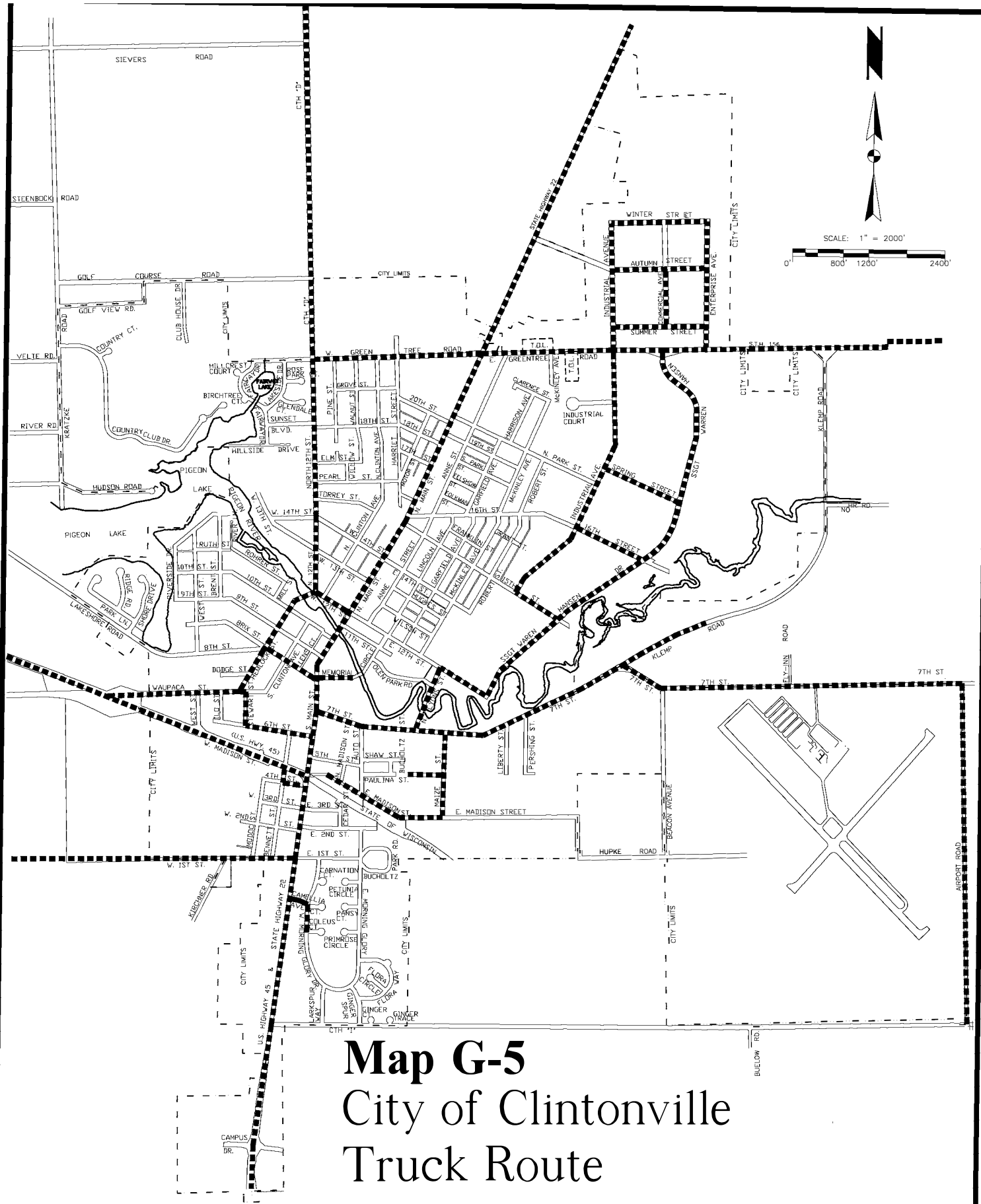
Source:
Crash Data provided by the UW TOPSLab 2017.
Base data provided by Waupaca County 2018.



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PREPARED MAY 2019 BY:





Map G-5 City of Clintonville Truck Route

TRUCK ROUTE
 CITY LIMITS

JULY 30, 2009

MAP PREPARED BY:
 NORDIN DESIGN GROUP, INC.
 45841 HWY 49-55 SHAWANG WI 54166
 (715)526-2827



APPENDIX H

UTILITIES AND COMMUNITY FACILITIES

APPENDIX H: UTILITIES AND COMMUNITY FACILITIES

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Table H-1: Forecasted Utilities and Community Facilities Needs H-1

Table H-1: Forecasted Utilities and Community Facilities Needs

Department	Need	Approximate Timeframe	Comments
Administrative Facilities & Services	Expansion or Relocation of City Hall	Short-Term	
Administrative Facilities & Services	Updated security system.	Long-Term	
Police Services	record storage, office space & a secure interrogation room. Additional staffing.	Short-Term	Complete a space needs and staffing study. Expansion of Police Station.
Fire Protection and EMT/Rescue Services	Additional storage space for equipment & vehicles, locker room with showers, proper ventilation, and a large space that can be used for training.	Short-Term	Complete a space needs study. Expansion or Relocation of Fire Station.
Schools	Replacement of Rexford-Longfellow Elementary School	Short-Term	Building has outlived its usefulness
Library	Designated meeting and programing space.	Short-Term	Complete a space needs study. Expansion/reconfiguration of library.
Cemeteries	Long Range Plan	Short-Term	99 year lease is expiring
Parks and Recreation	Clintonville Recreation Center	NA	Closed, fate unknown
Parks and Recreation	Clintonville Pool	NA	Closed, fate unknown
Parks and Recreation	General maintenance of park & recreational facilities	Varies	See CORPS
Parks and Recreation	Community Center	Short-Term	Sidewalk repairs.
Parks and Recreation	Municipal Garage/New Park Shop	Short-Term	New Park Shop needed.
Parks and Recreation/Public Works	Secure storage for outside equipment & vehicles, exclusive use of parking lot, heated interior space for equipment & vehicle storage & repair, breakroom, updated HVAC, correction of structural deficiencies.	Long-Term	New municipal garage.
Public Works	Inadequate storage, roof leaks (Quonset Hut).	Short-Term	Old Quonset hut (age unknown), moved to municipal airport and used for cold storage.
Public Works	Inadequate storage, door height not high enough to accommodate City equipment.	Long-Term	Salt Shed, would be part of new municipal garage.
Solid Waste and Recycling	None identified	NA	Continue eval. of ex. prog.
Electric Utility	Substation Upgrades, as needed	Short to Mid-Term	Upgrade to one substation in 2018, another upgrade in 5 years
Electric Utility	Utility Building/Parking lots upgrades	Short-Term	65 E. 12th Street
Sanitary Sewer Service	None identified	NA	Lift Station may be needed north of STH 22, in the future.
Private On-Site Wastewater Treatment Systems (POWTS)	None identified	NA	
Public Water	Lead lateral/aging infrastructure replacement	Short-Term/Long-Term	May need additional storage capacity, in future, if expand north.
Stormwater Management	Ongoing maintenance of catch basins and storm sewer mains	Long-Term	
Stormwater Management	Work on TMDL Requirements	Long-Term	Pigeon Lake Protection and Rehabilitation District
Health Care and Child Care Facilities	None identified	NA	

Short-Term: Approximately 1-4 yrs., Mid-Term: Approximately 5-8 yrs., Long-Term: 9 yrs. or more.



APPENDIX I

AGRICULTURAL, NATURAL AND CULTURAL RESOURCES

APPENDIX I: AGRICULTURAL, NATURAL AND CULTURAL RESOURCES

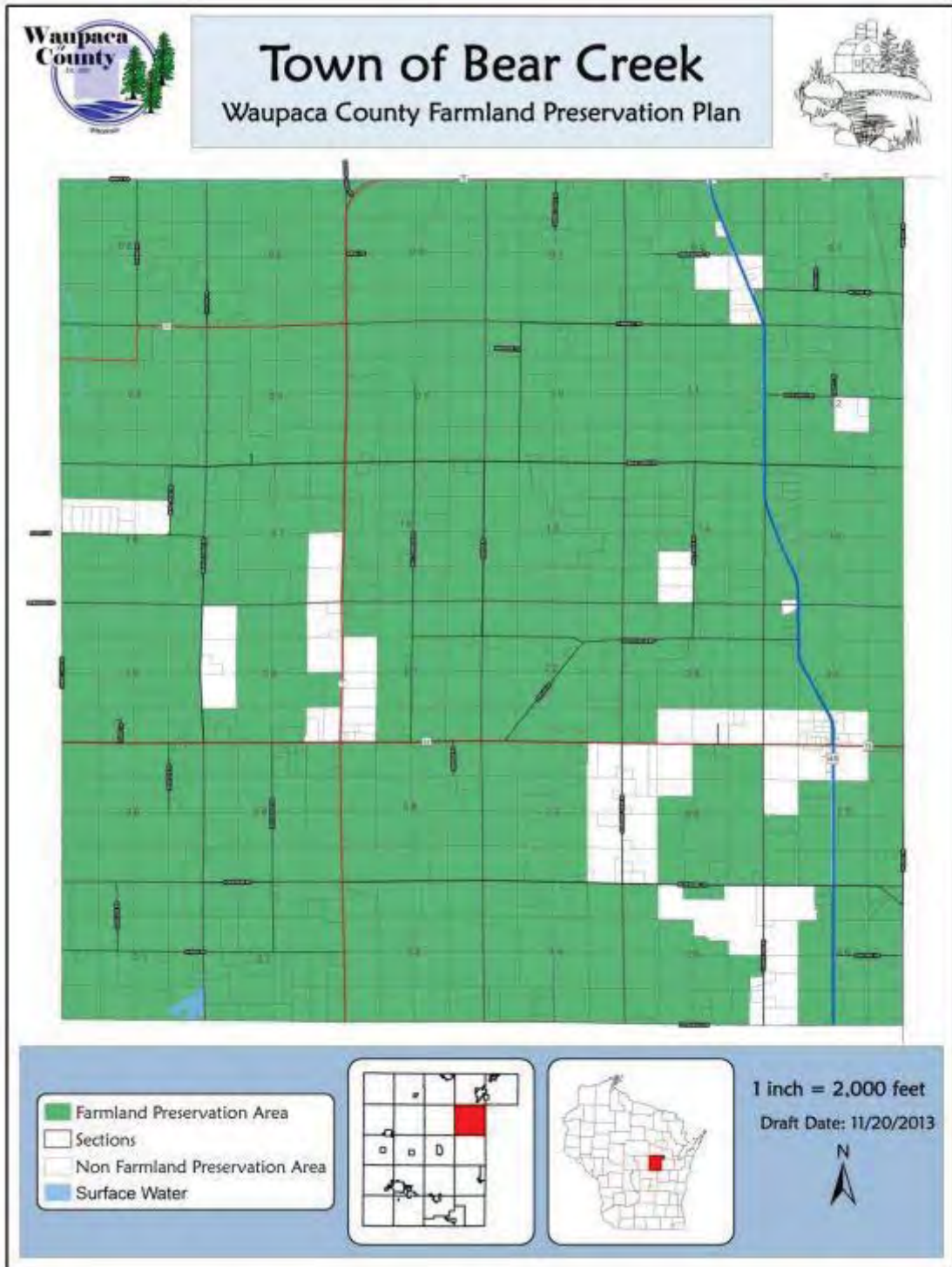
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Town of Bear Creek Farmland Preservation Plan I-1
Town of Matteson Farmland Preservation Plan I-2



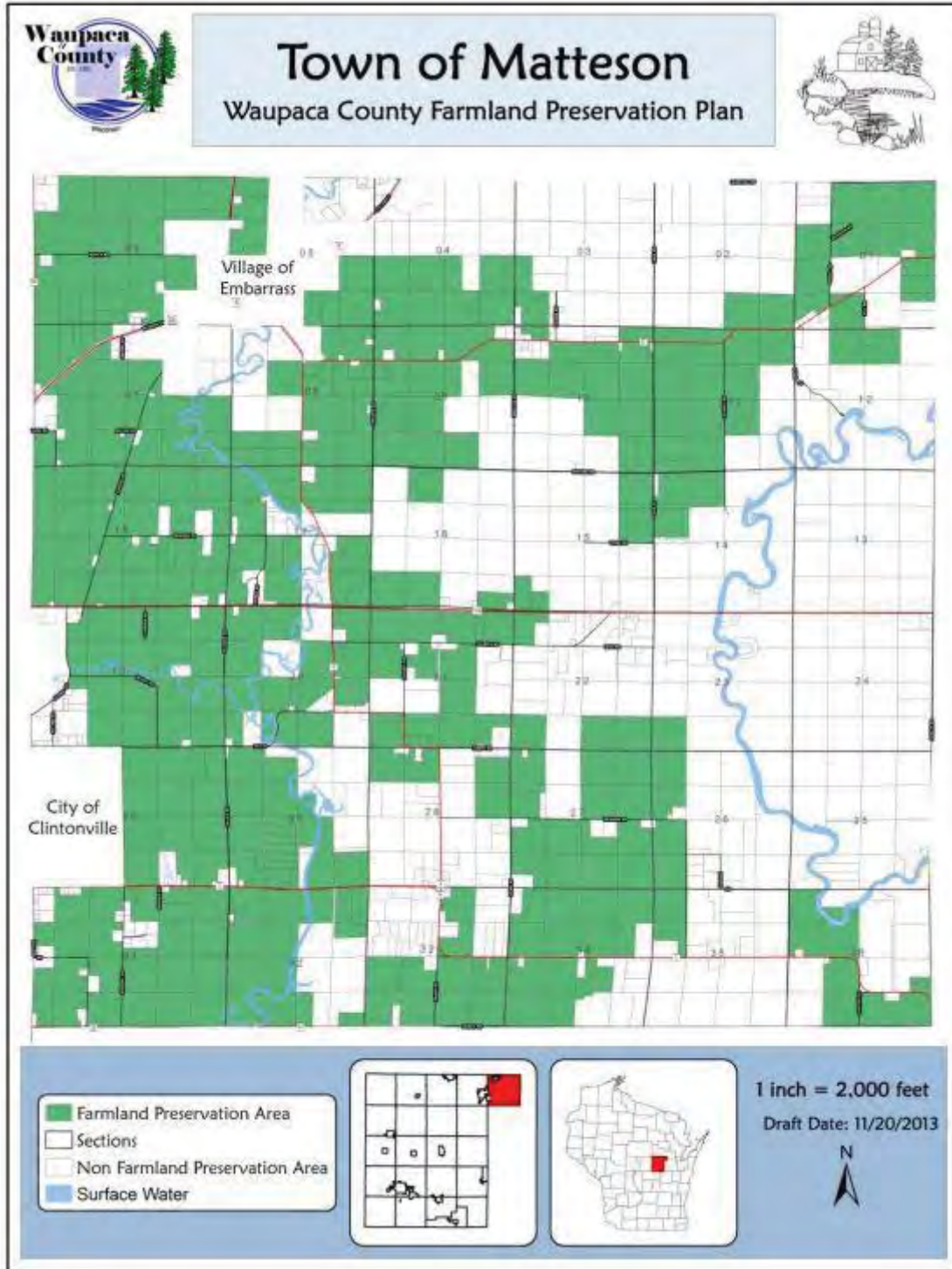


Table I-1: WDNR Natural Heritage Inventory

Scientific Name	Common Name	WI Status	Federal Status	Group
T25N R15E - Town of Matteson				
Acipenser fulvescens	Lake Sturgeon	SC/H		Fish
Agabetes acuductus	A Water Scavenger Beetle	SC/N		Beetle
Alasmidonta marginata	Elktoe	SC/P		Mussel
Alasmidonta viridis	Slippershell Mussel	THR		Mussel
Buteo lineatus	Red-shouldered Hawk	THR		Bird
Emydoidea blandingii	Blanding's Turtle	SC/P	SOC	Turtle
Epioblasma triquetra	Snuffbox	END	LE	Mussel
Floodplain forest	Floodplain Forest	NA		Community
Moxostoma carinatum	River Redhorse	THR		Fish
Northern sedge meadow	Northern Sedge Meadow	NA		Community
Plautidius cestus	A Small Minnow Mayfly	SC/N		Mayfly
Protonotaris citrea	Prothonotary Warbler	SC/M		Bird
Quadrula quadrula	Mapleleaf	SC/P		Mussel
Setophaga cerulea	Cerulean Warbler	THR		Bird
Simpsonaias ambigua	Salamander Mussel	THR	SOC	Mussel
Stenelmis antennalis	A Riffle Beetle	SC/N		Beetle
Stenelmis fuscata	A Riffle Beetle	SC/N		Beetle
Trachyrhachys kiowa	Ash-brown Grasshopper	SC/N		Grasshopper
Tritogonia verrucosa	Buckhorn	THR		Mussel
T25N R14E - Town of Larrabee				
Emydoidea blandingii	Blanding's Turtle	SC/P		Turtle
Glyptemys insculpta	Wood Turtle	THR		Turtle
Lythrurus umbratilis	Redfin Shiner	THR		Fish
Northern wet-mesic forest	Northern Wet-mesic Forest	NA		Community
Southern mesic forest	Southern Mesic Forest	NA		Community
T24N R15E - Town of Deer Creek (Outagamie County)				
Acipenser fulvescens	Lake Sturgeon	SC/H		Fish
Bird rookery	Bird Rookery	SC		Other
Buteo lineatus	Red-shouldered Hawk	THR		Bird
Floodplain forest	Floodplain Forest	NA		Community
Northern Tamarack Swamp	Northern Tamarack Swamp	NA		Community
Nycticorax nycticorax	Black-crowned Night-Heron	SC/M		Bird
Open bog	Open Bog	NA		Community

Source: WDNR Natral Heritage Inventory Township/Range Search Tool,
<http://dnr.wi.gov/topic/NHI/Data.asp?tool=township&mode=detail>



APPENDIX J

ECONOMIC DEVELOPMENT

APPENDIX J: ECONOMIC DEVELOPMENT

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Table J-1: Employment Status, 16 Years and Older, 2000

	Total Civilian Labor Force			Employed Persons					
				Total		Male		Female	
	Total	Men	Women	Number	Percent	Number	Percent	Number	Percent
C. Clintonville	2,161	1,132	1,029	2,032	94.0%	1,068	94.3%	964	93.7%
Waupaca County	26,326	14,212	12,114	25,370	96.4%	13,642	96.0%	11,728	96.8%
Wisconsin	2,869,236	1,505,853	1,363,383	2,734,925	95.3%	1,428,493	94.9%	1,306,432	95.8%

Source: U.S. Census 2000, DP-3

Table J-2: Employment Status, 16 Years and Older, 2012-2016 ACS 5-Year Estimates

	Total Civilian Labor Force			Employed Persons								
				Total			Male			Female		
	Total	Male	Female	Estimate	MOE+/-	Percent	Estimate	MOE+/-	Percent	Estimate	MOE+/-	Percent
C. Clintonville	2,307	1,099	1,208	2,175	193	94.3%	1,056	265	96.1%	1,119	181	92.6%
Waupaca County	27,186	14,432	12,754	25,950	403	95.5%	13,781	502	95.5%	12,169	300	95.4%
Wisconsin	3,079,765	1,602,749	1,477,016	2,910,339	5,714	94.5%	1,506,975	7,016	94.0%	1,403,364	4,072	95.0%

Source: U.S. Census 2012-2016 ACS 5-Year Estimates, DP03

Table J-3: Travel Time to Work, 2000 Census

	C. Clintonville		Waupaca County		Wisconsin	
	Number	Percent	Number	Percent	Number	Percent
Total:	2,027	100.0%	24,979	100.0%	2,585,309	100.0%
Less than 10 minutes	871	43.0%	6,910	27.7%	533,891	20.7%
10 to 14 minutes	207	10.2%	4,321	17.3%	476,569	18.4%
15 to 19 minutes	78	3.8%	2,813	11.3%	440,637	17.0%
20 to 24 minutes	130	6.4%	2,235	8.9%	372,180	14.4%
25 to 29 minutes	121	6.0%	1,106	4.4%	159,448	6.2%
30 to 34 minutes	172	8.5%	2,008	8.0%	248,714	9.6%
35 to 44 minutes	65	3.2%	1,396	5.6%	120,661	4.7%
45 to 59 minutes	150	7.4%	1,477	5.9%	120,028	4.6%
60 to 89 minutes	154	7.6%	930	3.7%	68,071	2.6%
90 or more minutes	40	2.0%	459	1.8%	45,110	1.7%
Worked at Home	39	1.9%	1,324	5.3%	105,395	3.9%
Mean Travel Time (in minutes)	20.7	-	21	-	20.8	-

Source: U.S. Census 2000, QT-P23; SF3

J-4: Travel Time to Work, 2012-2016 ACS 5-Year Estimates

	C. Clintonville			Waupaca County			Wisconsin		
	Estimate	MOE+/-	Percent	Estimate	MOE+/-	Percent	Estimate	MOE+/-	Percent
Total:	2,154	193	100.0%	25,411	404	100.0%	2,862,898	5,784	100.0%
Less than 5 minutes	209	104	9.7%	1,790	247	7.0%	124,795	2,257	4.4%
5 to 9 minutes	711	176	33.0%	4,440	377	17.5%	378,076	4,322	13.2%
10 to 14 minutes	209	104	9.7%	3,512	301	13.8%	459,468	4,379	16.0%
15 to 19 minutes	73	47	3.4%	2,883	190	11.3%	454,165	3,898	15.9%
20 to 24 minutes	117	98	5.4%	2,472	235	9.7%	404,030	3,517	14.1%
25 to 29 minutes	216	128	10.0%	1,615	206	6.4%	183,515	2,425	6.4%
30 to 34 minutes	202	117	9.4%	2,450	208	9.6%	293,579	3,026	10.3%
35 to 39 minutes	26	41	1.2%	1,024	155	4.0%	76,412	1,364	2.7%
40 to 44 minutes	44	39	2.0%	930	142	3.7%	84,701	1,586	3.0%
45 to 59 minutes	216	116	10.0%	1,994	203	7.8%	153,765	2,347	5.4%
60 to 89 minutes	34	38	1.6%	847	119	3.3%	85,766	1,711	3.0%
90 or more minutes	0	9	0.0%	444	93	1.7%	45,239	1,238	1.6%
Worked at Home	97	77	4.5%	1,010	130	4.0%	119,387	2,034	4.2%
Mean Travel Time (in minutes)	17.7	2.7	-	22.8	0.8	-	21.9	0.1	-

Source: U.S. Census 2012-2016 ACS 5-Year Estimates, B08303, DP03

Table J-5: Employment by Occupation, 2012-2016 ACS 5-Year Estimates

	C. Clintonville			Waupaca County			Wisconsin		
	Estimate	MOE+/-	Percent	Estimate	MOE+/-	Percent	Estimate	MOE+/-	Percent
Management, business, science, and arts occupations	438	155	20.1%	6,707	368	25.8%	1,019,630	6,536	35.0%
Service occupations	528	190	24.3%	4,829	319	18.6%	493,769	3,627	17.0%
Sales and office occupations	514	191	23.6%	5,046	286	19.4%	664,898	4,594	22.8%
Natural resources, construction, and maintenance occupations	246	140	11.3%	2,951	259	11.4%	245,727	2,688	8.4%
Production, transportation, and material moving occupations	449	138	20.6%	6,417	343	24.7%	486,315	3,097	16.7%
Employed civilian population 16 years and over	2,175	193	100%	25,950	403	100%	2,910,339	5,714	100%

Source: U.S. Census 2012-2016 ACS 5-Year Estimates, DP03

Table J-6: Employment by Industry, ACS 2012-2016 5-Year Estimates

	City of Clintonville			Waupaca County			Wisconsin		
	Estimate	MOE+/-	Percent	Estimate	MOE+/-	Percent	Estimate	MOE+/-	Percent
Agriculture, forestry, fishing and hunting, and mining	68	85	3.1%	1,200	149	4.6%	71,071	1,282	2.4%
Construction	101	85	4.6%	1,668	198	6.4%	155,081	1,647	5.3%
Manufacturing	541	167	24.9%	7,248	376	27.9%	536,806	3,382	18.4%
Wholesale trade	0	9	0.0%	468	115	1.8%	77,724	1,435	2.7%
Retail trade	268	125	12.3%	2,271	248	8.8%	330,945	3,546	11.4%
Transportation and warehousing, and utilities	102	88	4.7%	1,159	189	4.5%	124,870	2,355	4.3%
Information	55	49	2.5%	358	79	1.4%	47,931	1,186	1.6%
Finance, insurance, real estate, and rental and leasing	85	80	3.9%	1,020	135	3.9%	177,499	2,578	6.1%
Professional, scientific, management, administrative, and waste management services	73	52	3.4%	1,335	243	5.1%	236,958	2,999	8.1%
Educational, health and social services	477	160	21.9%	5,357	353	20.6%	677,098	5,016	23.3%
Arts, entertainment, recreation, accommodation and food services	244	132	11.2%	1,968	228	7.6%	252,787	3,243	8.7%
Other services (except public administration)	80	54	3.7%	980	139	3.8%	120,714	2,104	4.1%
Public administration	81	55	3.7%	918	190	3.5%	100,855	1,737	3.5%
Civilian employed population 16 years and over	2,175	193	100%	25,950	403	100%	2,910,339	5,714	100%

Source: U.S. Census 2012-2016 ACS 5-Year Estimates, DP03

Table J-7: Largest Employers for City of Clintonville, 2017/2018

Rank	Employer Name	Location	Industry	Employees (FT)	Employees (PT)
1	Creative Converting, Inc.	255 Spring Street	Manufacturing	400	0
2	Walker Forge	250 Spring Street	Manufacturing	400	0
3	Seagrave Fire Apparatus LLC	105 E. 12th Street	Manufacturing	206	0
4	Clintonville Public Schools	45 W. Green Tree Rd	Educational Services	179	20
5	Specialized Products LTD	200 Summer St.	Manufacturing	136	2
6	Schutt Industries	185 Industrial Avenue	Manufacturing	85	0
7	H& S Manufacturing Co., Inc	N11651 St. Rd. 22	Manufacturing	80	0
8	City of Clintonville	50 Tenth Street	Municipalities	48	21
9	Fleet Farm	500 S. Main Street	Service	40	50
10	Greentree Health & Rehab Center	70 W. Green Tree Rd	Health Care & Social Assistance	39	25
11	First State Bank	60 S. Main Street	Financial Institution	37	0
12	Tadych's Econofoods	278 S. Main Street	Retail	36	60
13	Bank First National	135 S. Main Street	Financial Institution	33	0
14	Klein Auto	111 W. Madison St.	Retail	30	3
15	AHT Wisconsin Windows	71 S. Main Street	Retail	26	8
16	Shopko Hometown	291 S. Main Street	Retail	25	25
17	ThedaCare	370 S. Main Street	Professionals	24	0
18	Krueger Sign & Electric	300 Industrial Avenue	Service	20	0
19	Clintonville Lumber	10 Fifth Street	Construction	17	0
20	Clintonville Elevator	215 Autumn Street	Agri-Business	13	2

Source: Clintonville Area Chamber of Commerce, 4th quarter 2017 -1st quarter 2018

Table J-8: Educational Attainment, 2012-2016 ACS 5-Year Estimates

	City of Clintonville			Waupaca County			Wisconsin		
	Population	MOE	Percent	Population	MOE	Percent	Population	MOE	Percent
Population 25 years and over	3,004	165	100%	37,188	72	100%	3,891,252	702	100%
Less than 9th grade	209	113	7.0%	943	139	2.5%	115,960	2,135	3.0%
9th to 12th grade, no diploma	251	110	8.4%	2,458	230	6.6%	220,136	3,314	5.7%
High school graduate	1,014	244	33.8%	16,014	491	43.1%	1,233,220	5,865	31.7%
Some college, no degree	683	217	22.7%	7,467	404	20.1%	816,540	4,916	21.0%
Associate's degree	377	183	12.5%	3,737	355	10.0%	401,314	3,398	10.3%
Bachelor's degree	427	177	14.2%	4,818	367	13.0%	729,499	5,520	18.7%
Graduate or professional degree	43	38	1.4%	1,751	196	4.7%	374,583	3,788	9.6%
Percent high school graduate or higher	-	-	84.7%	-	-	90.9%	-	-	91.4%
Percent bachelor's degree or higher	-	-	15.6%	-	-	17.7%	-	-	28.4%

Source: U.S. Census, 2012-2016 American Community Survey 5-Year Estimates, DP02

Table J-9: City of Clintonville Industry Employment Projections, 2018-2028

NAICS	Description	2018 Jobs	2028 Jobs	2018 - 2028 Change	2018 - 2028 % Change	2018 Location Quotient	2028 Location Quotient	2017 Total Earnings
11	Agriculture, Forestry, Fishing and Hunting	0	0	0	0%	0.00	0.00	\$0
21	Mining, Quarrying, and Oil and Gas Extraction	0	0	0	0%	0.00	0.00	\$0
22	Utilities	0	0	0	0%	0.00	0.00	\$0
23	Construction	57	42	-15	-26%	0.27	0.19	\$35,952
31	Manufacturing	1,795	1,978	183	10%	5.84	6.76	\$62,336
42	Wholesale Trade	48	49	1	2%	0.33	0.32	\$60,248
44	Retail Trade	345	332	-13	-4%	0.85	0.81	\$29,825
48	Transportation and Warehousing	111	90	-21	-19%	0.80	0.62	\$29,383
51	Information	40	29	-11	-28%	0.55	0.40	\$71,494
52	Finance and Insurance	46	45	-1	-2%	0.30	0.29	\$50,658
53	Real Estate and Rental and Leasing	15	<10	Insf. Data	Insf. Data	0.22	0.14	\$25,256
54	Professional, Scientific, and Technical Services	37	39	2	5%	0.15	0.14	\$36,942
55	Management of Companies and Enterprises	0	0	0	0%	0.00	0.00	\$0
56	Administrative and Support and Waste Management and Remediation Services	59	75	16	27%	0.24	0.29	\$26,746
61	Educational Services	73	69	-4	-5%	0.71	0.62	\$15,760
62	Health Care and Social Assistance	419	451	32	8%	0.83	0.79	\$35,334
71	Arts, Entertainment, and Recreation	11	10	-1	-9%	0.16	0.14	\$13,443
72	Accommodation and Food Services	248	228	-20	-8%	0.73	0.64	\$13,763
81	Other Services (except Public Administration)	139	142	3	2%	0.74	0.73	\$23,986
90	Government	508	514	6	1%	0.85	0.86	\$55,920
99	Unclassified Industry	0	0	0	0%	0.00	0.00	\$0
	Total/Average	3,951	4,102	151	4%			\$47,924

Source: Emsi Q2 2018 Data Set, All Industries, June 2018

Table J-10: WDNR BRRTS on the Web Search Results 06/28/2018 15:06

Municipality begins with CLINTONVILLE

Waupaca County

BRRTS No	Activity Name	Address	Municipality	Start Date	End Date	Status	Activity Type
02-69-524451	UTILITY TOOL & BODY CO INC	151 E 16TH ST	CLINTONVILLE	2004-04-13	2008-12-15	CLOSED	ERP
02-69-099523	F W D CORP - CHLORINATED	105 E 12TH ST	CLINTONVILLE	1996-04-24	2011-04-20	CLOSED	ERP
02-69-551019	SEAGRAVE FIRE APPARATUS - CYMENE	105 E 12TH ST	CLINTONVILLE	2008-02-25	2011-04-20	CLOSED	ERP
02-69-520419	METSO MINERALS INDUSTRIES INC	325 E 15TH ST	CLINTONVILLE	2004-01-15	2004-05-03	CLOSED	ERP
02-69-546993	CLINTONVILLE CLOCK (FORMER) - LGU	70 E 7TH ST	CLINTONVILLE	2006-05-23	2008-07-23	CLOSED	ERP
02-69-544345	CONVERTING INC	255 SPRING ST	CLINTONVILLE	2005-11-02	2006-01-10	CLOSED	ERP
02-69-000314	WI DOT - COONEN SHELL INC (FORMER)	195 S MAIN ST	CLINTONVILLE	1992-02-10	1992-08-31	CLOSED	ERP
02-69-000523	WI DOT - COONEN SHELL TANKS (FORMER)	195 S MAIN ST	CLINTONVILLE	1993-08-25	1994-05-10	CLOSED	ERP
02-69-551284	WI ARMY NATL GUARD CLINTONVILLE	201 INDUSTRIAL CT	CLINTONVILLE	2008-04-02	2009-06-17	CLOSED	ERP
02-69-535796	TOMORROW VALLEY COOP-CLINTONVILLE	219 CEDAR ST	CLINTONVILLE	1994-02-23	2004-11-29	CLOSED	ERP
02-69-000172	SCHROEDER OIL	E SIDE OF 3RD ST S OF RR	CLINTONVILLE	1990-04-30	2004-04-14	CLOSED	ERP
02-69-000470	COONEN OIL - FILL AREA SPILL	85 E 2ND ST	CLINTONVILLE	1993-07-26	1994-05-10	CLOSED	ERP
02-69-000619	COONEN BULK PLANT	85 E 2ND ST	CLINTONVILLE	1995-04-13	2010-01-22	CLOSED	ERP
02-69-232782	MURPHY CONCRETE & CONST READY MIX PLT 12	101 E MADISON ST	CLINTONVILLE	1999-08-31	1999-11-05	CLOSED	ERP
02-69-527917	UTILITY TOOL & BODY CO INC PLT #6	190 INDUSTRIAL AVE	CLINTONVILLE	2004-06-25	2006-02-02	CLOSED	ERP
02-69-547933	ANR-CLINTONVILLE METERING STATION	171 16TH ST	CLINTONVILLE	2006-08-16	2008-05-30	CLOSED	ERP
02-69-552781	STANDARD SERVICE STATION (FORMER)	209 S MAIN ST	CLINTONVILLE	2008-11-03	2010-10-04	CLOSED	ERP
07-69-544695	WISCONSIN CLOCK FACTORY CLEANUP	70 E 7TH ST	CLINTONVILLE			GEN PROP	GP
03-69-000820	STEINBERG MFG CO	N11651 HWY 22	CLINTONVILLE	1991-05-02	2000-05-30	CLOSED	LUST
03-69-524452	UTILITY TOOL & BODY CO INC	151 E 16TH ST	CLINTONVILLE	2004-04-13	2009-03-03	CLOSED	LUST
03-69-001371	F W D CORP - PETROLEUM	105 E 12TH ST	CLINTONVILLE	1992-12-15	2008-08-06	CLOSED	LUST
03-69-001021	CLINTONVILLE MOTORS	27 W 12TH ST	CLINTONVILLE	1991-11-07	1993-10-19	CLOSED	LUST
03-69-558655	KWIK TRIP #884 (FRMR KLEIN AUTO)	162 S MAIN ST	CLINTONVILLE	2012-04-25	2012-05-02	CLOSED	LUST
03-69-000317	WI DOT - COONEN SHELL	195 S MAIN ST	CLINTONVILLE	1990-02-15	1992-08-11	CLOSED	LUST
03-69-000920	CLINTONVILLE COMMUNITY HOSPITAL	35 N ANNE ST	CLINTONVILLE	1991-08-05	1993-04-26	CLOSED	LUST
03-69-001555	NATIONAL GUARD ARMORY	201 INDUSTRIAL CT	CLINTONVILLE	1993-07-30	1994-08-26	CLOSED	LUST
03-69-001312	CLINTONVILLE MUNICIPAL GARAGE	160 BENNETT ST	CLINTONVILLE	1992-10-22	2002-11-22	CLOSED	LUST
03-69-001102	RAYS SPUR STATION	281 S MAIN ST	CLINTONVILLE	1992-01-29	1999-08-17	CLOSED	LUST
03-69-001620	RAYS SPUR STATION	281 S MAIN ST	CLINTONVILLE	1993-10-18	1995-08-22	CLOSED	LUST
03-69-000488	CLINTONVILLE MUNICIPAL AIRPORT	400 7TH ST	CLINTONVILLE	1990-06-26	1997-06-30	CLOSED	LUST
03-69-000554	CLINTONVILLE CTY (FORMER WPL BLDG)	12TH ST	CLINTONVILLE	1990-09-14	2002-10-25	CLOSED	LUST
03-69-000796	ZABELS MOBIL	11 S MAIN ST	CLINTONVILLE	1991-03-13	2001-06-05	CLOSED	LUST
03-69-001131	TOMORROW VALLEY COOP	219 CEDAR ST	CLINTONVILLE	1992-02-24	2004-11-04	CLOSED	LUST
03-69-001146	MANSKE RESIDENCE	243 HARRIET ST	CLINTONVILLE	1992-04-21	1992-07-13	CLOSED	LUST
03-69-001273	WAUPACA CNTY HWY DEPT	N070 USH 45 N	CLINTONVILLE	1992-10-02	2002-10-10	CLOSED	LUST
03-69-001765	CITGO GAS STATION	117 S MAIN ST	CLINTONVILLE	1994-03-10	2002-12-27	CLOSED	LUST
03-69-002085	ONE-STOP	287 S MAIN ST	CLINTONVILLE	1995-06-02	1998-12-15	CLOSED	LUST

BRRTS No	Activity Name	Address	Municipality	Start Date	End Date	Status	Activity Type
03-69-002178	CLINTONVILLE INDUSTRIAL DEVELOPMENT	18 6TH ST	CLINTONVILLE	1995-10-09	1995-11-10	CLOSED	LUST
03-69-100375	PAGE ROGER	16 W 3RD ST	CLINTONVILLE	1996-05-07	1996-08-02	CLOSED	LUST
03-69-125864	CLINTONVILLE 76 STATION	206 S MAIN ST	CLINTONVILLE	1997-05-13	2005-08-24	CLOSED	LUST
03-69-178181	HARDEES	105 S MAIN ST	CLINTONVILLE	1997-12-11	1998-09-14	CLOSED	LUST
03-69-001228	MILLS FLEET FARM	500 S MAIN ST	CLINTONVILLE	1992-07-27	1993-03-02	CLOSED	LUST
03-69-216051	JIMS ELECTRONICS	169 MAIN ST	CLINTONVILLE	1999-02-22	2001-05-18	CLOSED	LUST
03-69-560483	100 BLOCK N MAIN ROW LUST - WI DOT	100 BLOCK N MAIN	CLINTONVILLE	2013-03-28	0000-00-00	OPEN	LUST
09-69-535665	REXNORD INC	325 E 15TH ST	CLINTONVILLE	1989-05-30	1989-06-19	NAR	NAR
09-69-545267	CLINTONVILLE CLOCK CO (FORMER)	70 E 7TH ST	CLINTONVILLE	2006-04-12	2006-04-12	NAR	NAR
09-69-291403	A & W FAMILY RESTAURANT	271 S MAIN ST	CLINTONVILLE	1990-11-28	1990-11-28	NAR	NAR
09-69-291550	COONEN SHELL (FORMER)	195 S MAIN ST	CLINTONVILLE	1993-08-25	1993-08-25	NAR	NAR
09-69-291542	CLINTONVILLE HOSPITAL	35 N ANNE ST	CLINTONVILLE	1991-04-30	1991-04-30	NAR	NAR
09-69-420770	CLINTONVILLE COMMUNITY HOSPITAL	35 N ANNE ST	CLINTONVILLE	2003-03-05	2003-03-05	NAR	NAR
09-69-291543	CLINTONVILLE SENIOR HIGH SCHOOL	255 N MAIN ST	CLINTONVILLE	1992-07-01	1992-07-01	NAR	NAR
09-69-293322	CLINTONVILLE MUNICIPAL AIRPORT	400 7TH ST	CLINTONVILLE	1992-10-16	1992-10-16	NAR	NAR
09-69-293321	CLINTONVILLE AIRPORT	400 7TH ST	CLINTONVILLE	1995-09-11	1995-09-11	NAR	NAR
09-69-550560	CLINTONVILLE MUNICIPAL AIRPORT	400 7TH ST	CLINTONVILLE	2007-11-26	2007-11-26	NAR	NAR
09-69-555616	AUTO SERVICE PLUS	11 S MAIN ST	CLINTONVILLE	2010-06-28	2010-06-28	NAR	NAR
09-69-293212	MANTINE CAROLINE ESTATE	104 N MAIN	CLINTONVILLE	1991-06-19	1991-06-19	NAR	NAR
09-69-294364	LUEBKE PLUMBING	9 E 3RD ST	CLINTONVILLE	1990-04-26	1990-04-26	NAR	NAR
09-69-294741	SERVICE STATION - OLD	8TH ST	CLINTONVILLE	1995-08-15	1995-08-15	NAR	NAR
09-69-294848	PICCOLO SALES & SERVICE	E 7TH ST	CLINTONVILLE	1990-04-26	1990-04-26	NAR	NAR
09-69-295036	SIPIORSKI ROBERT PROPERTY	9 11TH ST	CLINTONVILLE	1994-10-20	1994-10-20	NAR	NAR
09-69-295282	ST MARTINS LUTHERAN CHURCH	100 S CLINTON	CLINTONVILLE	1992-08-14	1992-08-14	NAR	NAR
09-69-295584	URBAN TELEPHONE	26 W 12TH ST	CLINTONVILLE	1990-10-25	1990-10-25	NAR	NAR
09-69-296475	FRONTIER COMMUNICATIONS	26 W 12TH ST	CLINTONVILLE	1997-12-30	1997-12-30	NAR	NAR
09-69-295705	WAUPACA CNTY HWY DEPT - LARRABEE	N11070 USH 45 N	CLINTONVILLE	1995-06-02	1995-06-02	NAR	NAR
09-69-295816	WISCONSIN GAS CO	166 16TH ST	CLINTONVILLE	1990-09-27	1990-09-27	NAR	NAR
09-69-295918	BUS GARAGE	167 WAUPACA ST	CLINTONVILLE	1996-12-06	1996-12-06	NAR	NAR
09-69-296417	CLINTONVILLE SCHOOL DIST BUS GARAGE	26 NINTH ST	CLINTONVILLE	1996-12-06	1996-12-06	NAR	NAR
09-69-297294	IVORY COAST TAVERN	9A 11TH ST	CLINTONVILLE	2000-05-18	2000-05-18	NAR	NAR
09-69-543607	EVERSON ESTATE	106 N MAIN ST	CLINTONVILLE	2005-07-20	2005-07-20	NAR	NAR
09-69-551137	SHOPPERS GUIDE PROPERTY	17 NINTH ST	CLINTONVILLE	2008-03-20	2008-03-20	NAR	NAR
09-69-558542	KWIK TRIP #884 (FRMR GALAXY VIDEO)	149 BENNETT ST	CLINTONVILLE	2012-03-26	2012-03-26	NAR	NAR
09-69-560396	ROW - 8 S MAIN ST-WI DOT	ROW - 8 S MAIN ST	CLINTONVILLE CTY	2013-04-22	2013-04-22	NAR	NAR
09-69-560397	ROW - 77 N MAIN ST-WI DOT	ROW - 77 N MAIN ST	CLINTONVILLE CTY	2013-04-22	2013-04-22	NAR	NAR
04-69-560834	CLINTONVILLE MIDDLE SCHOOL SPILL	255 N MAIN ST	CLINTONVILLE	2013-07-30	2013-08-14	CLOSED	SPILL
04-69-543408	CLINTONVILLE CTY	160 BENNETT ST	CLINTONVILLE	2005-03-05	2005-10-26	CLOSED	SPILL
04-69-461083	FLEET FARM STORE	291 S MAIN ST	CLINTONVILLE	1986-09-20	1986-09-22	CLOSED	SPILL
04-69-040135	219 CEDAR ST	219 CEDAR ST	CLINTONVILLE	1985-02-01	1985-02-03	CLOSED	SPILL
04-69-108173	TOMORROW VALLEY COOP	219 CEDAR ST	CLINTONVILLE	1996-07-23	1996-08-13	CLOSED	SPILL
04-69-226690	TOMORROW VALLEY COOP	219 CEDAR ST	CLINTONVILLE	1998-10-27	1998-11-10	CLOSED	SPILL
04-69-515892	SCHROEDER OIL INC	E SIDE OF 3RD ST S OF RR	CLINTONVILLE	1975-03-25	2004-04-14	CLOSED	SPILL

BRRTS No	Activity Name	Address	Municipality	Start Date	End Date	Status	Activity Type
04-69-414993	SCHROEDER OIL INC	E SIDE OF 3RD ST S OF RR	CLINTONVILLE	1990-04-30	2004-04-14	CLOSED	SPILL
04-69-449209	COONEN OIL INC	85 E 2ND ST	CLINTONVILLE	1993-07-26	2010-01-22	CLOSED	SPILL
04-69-050574	LYON & 2ND ST	85 E 2ND ST	CLINTONVILLE	1995-04-14	1995-04-14	CLOSED	SPILL
04-69-045342	HEAT-DIP BLDG @ FACTORY	HEAT-DIP BLDG AT FACTORY	CLINTONVILLE	1990-12-28	1991-01-07	CLOSED	SPILL
04-69-045455	PIGEON RIVER - 1ST ST & BENNETT ST	GEON RIVER - 1ST ST & BENNETT ST	CLINTONVILLE	1991-02-09	1991-02-09	CLOSED	SPILL
04-69-048366	E 2ND ST & LYON ST	E 2ND ST AND LYON ST	CLINTONVILLE	1993-04-28	1993-04-30	CLOSED	SPILL
04-69-048986	USH 45 1/3 MI S OF CTH I	USH 45 1/3 MI S OF LTH I	CLINTONVILLE	1993-10-05	1993-10-19	CLOSED	SPILL
04-69-049116	2.5 MI OF ROADWAY - USH 45	USH 45 - 2.5 MI OF ROADWAY	CLINTONVILLE	1993-11-16	1993-11-19	CLOSED	SPILL
04-69-050252	KORTH PROPERTY @ DRIVEWAY	ORTH PROPERTY @ DRIVEWAY	CLINTONVILLE	1995-01-09	1995-04-26	CLOSED	SPILL
04-69-050990	USH 45 100 YRDS E OF CTH C	USH 45 100 YDS E OF CTH C	CLINTONVILLE	1995-07-14	1995-07-19	CLOSED	SPILL
04-69-052512	ALIN KIRCHNER FARM YARD	KIRCHNER ALIN FARM YARD	CLINTONVILLE	1994-06-23	1994-06-30	CLOSED	SPILL
04-69-039580	ROHAN GERRY PROPERTY - HENN RD	HENN RD	CLINTONVILLE	1984-02-22	1984-03-12	CLOSED	SPILL
04-69-181365	PIGEON RIVER @ RIVER ST PIPE	PIGEON RIVER - RIVER ST PIPE	CLINTONVILLE	1997-04-29	1997-05-02	CLOSED	SPILL
04-69-197655	Y GO BY TAVERN	N3215 CTH Y	CLINTONVILLE	1996-02-05	1996-05-30	CLOSED	SPILL
04-69-197664	MALLIET JOHN RESIDENCE	11-1/2 E 12TH ST	CLINTONVILLE	1996-02-10	1996-02-15	CLOSED	SPILL
04-69-224978	OHARROWS FARM SERVICE	STH 156 .3 MILES E OF CTH C	CLINTONVILLE	1997-05-10	1997-10-21	CLOSED	SPILL
04-69-272966	SCHROEDER OIL CO	CEDAR ST & 3RD ST NW CNR	CLINTONVILLE	2000-09-01	2000-10-06	CLOSED	SPILL
04-69-380105	UNITED METHODIST CHURCH	24 W 13TH ST	CLINTONVILLE	2002-01-15	2002-01-28	CLOSED	SPILL
04-69-449149	TROY T SPIERING	W A OLEN PARK	CLINTONVILLE	1996-08-12	1996-08-12	CLOSED	SPILL
04-69-455342	MURPHY CONSTRUCTION CO	2ND ST & MAIN ST	CLINTONVILLE	1994-07-26	1994-08-02	CLOSED	SPILL
04-69-455585	EMIL KUEHL	14 N MAIN ST	CLINTONVILLE	1989-11-29	1989-11-29	CLOSED	SPILL
04-69-455391	HWY 22	STH 22	CLINTONVILLE	1994-05-10	1994-05-10	CLOSED	SPILL
04-69-550342	MAYEK SPILL	200 INDUSTRIAL AVE	CLINTONVILLE	2007-06-25	2007-12-12	CLOSED	SPILL
04-69-520599	KARLS TRANSPORT INC	USH 45 & CTH O	CLINTONVILLE VIL	2003-10-09	2004-10-18	CLOSED	SPILL
04-69-547785	ADDISON - RAND CORP	N11025 STH 45	CLINTONVILLE/LARRABEE	2005-09-01	2006-02-02	CLOSED	SPILL
04-69-549548	WALKER FORGE SPILL	250 SPRING ST	CLINTONVILLE	2007-03-10	2007-06-15	CLOSED	SPILL
04-69-557042	EVANS EQUIPMENT SPILL	MEMORIAL CIR	CLINTONVILLE	2011-01-09	2011-04-22	CLOSED	SPILL
04-69-557192	AG VENTURES LLC SPILL	STH 22	CLINTONVILLE	2011-05-20	2011-07-26	CLOSED	SPILL
04-69-562697	CRI RECYCLING SERVICE INC SPILL	STH 156 & INDUSTRIAL AVE	CLINTONVILLE	2014-07-17	2014-10-10	CLOSED	SPILL
04-69-581654	KWIK TRIP INC SPILL	12 W MADISON ST	CLINTONVILLE	2018-05-30	2018-06-21	CLOSED	SPILL

Source: BRRTS on the web Search Results 06/28/18



APPENDIX L

LAND USE

APPENDIX L: LAND USE

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Table L-1: City of Clintonville Existing Land Use, 2004 and 2015

Land Use	2004			2015			Change 2004 - 2015 Total Acres
	Total Acres	Percent of Developed Area	Percent of Total	Total Acres	Percent of Developed Area	Percent of Total	
Single-Family Residential	459	23.1%	16.4%	453	21.4%	15.6%	-6
Farmsteads	2	0.1%	0.1%	9	0.4%	0.3%	7
Multi-Family	23	1.2%	0.8%	39	1.8%	1.3%	16
Mobile Home Parks	12	0.6%	0.4%	12	0.6%	0.4%	0
Commercial	128	6.4%	4.6%	151	7.1%	5.2%	23
Industrial	133	6.7%	4.8%	154	7.3%	5.3%	21
Recreational Facilities	237	11.9%	8.5%	252	11.9%	8.7%	15
Institutional Facilities	90	4.5%	3.2%	123	5.8%	4.3%	33
Utilities/Communications	22	1.1%	0.8%	27	1.3%	0.9%	5
Transportation	883	44.4%	31.6%	901	42.5%	31.1%	18
Total Developed	1,989	100.0%	71.1%	2,121	100.0%	73.2%	132
Non-Irrigated Cropland	351		12.5%	286		9.9%	-65
Woodlands	189		6.8%	206		7.1%	17
Quarries	0		0.0%	0		0.0%	0
Open Other Land	202		7.2%	198		6.8%	-4
Water	67		2.4%	88		3.0%	21
Total Acres	2,798.00		100.0%	2,897.72		100.0%	100

Source: ECWRPC and Waupaca County, 2004; ECWRPC, 2015

Note: Group Quarters and Elder Care included in Multi-Family, Planted and General Woodlands combined into Woodlands.

Table L-2: Density

Density	Dwelling Units per Acre	Acres per Dwelling Unit	Equivalent Lot Size (sq. ft.)	Range of Housing Styles or Types (typical)							
				SF	Duplex	Two-Flat	Town-house	Live / Work or Low-Rise Apt. (1-2 stories)	Live/Work or Mid-Rise Apt. (3-4 stories)	Live / Work or High-Rise Apts. (5+ stories)	
Low - Rural	0.2	5.00	217,800	●	●						
	0.5	2.00	87,120								
	1.0	1.00	43,560								
	2.0	0.50	21,780								
	2.5	0.40	17,424								
Low - Urban	3.0	0.33	14,520								
	3.5	0.29	12,446								
	4.0	0.25	10,890								
	4.5	0.22	9,680								
Medium	5.0	0.20	8,712								
	5.5	0.18	7,920								
	6.0	0.17	7,260		●						
	6.5	0.15	6,702			●	●				
	7.0	0.14	6,223								
	7.5	0.13	5,808								
High	8.0	0.13	5,445	●					●		
	9.0	0.11	n/a								
	10.0	0.10	n/a								
	11.0	0.09	n/a								
	12.0	0.08	n/a			●	●	●			
	13.0	0.08	n/a						●		
	14.0	0.07	n/a							●	
	15.0	0.07	n/a								●
	16.0	0.06	n/a								
	17.0	0.06	n/a								
	18.0	0.06	n/a								●
	19.0	0.05	n/a								
20.0 or more	0.05	n/a								●	

Note: The term condominium is not used as virtually any type of residence can be established in this manner.

Prepared by East Central Wisconsin Regional Planning Commission - 2007, revised 1/22/19

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