

Village of  
*Plain*



*Comprehensive Plan*

Open House DRAFT

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# Village of Plain **TOP 5 GOALS**

## **Goal 1: Redevelop Downtown**



*Across America communities are rediscovering the value of their downtown areas. Thriving downtowns nurture civic engagement, build a sense of community, contribute to economic prosperity, preserve local culture and increase the overall quality of life of residents. This recognition has led to a reinvestment by communities into their downtown areas. Guidance in fostering redevelopment can take many forms, ranging from the services of professionals to a persistent community organization. All downtown redevelopment*

*projects require meaningful public input, a committed and well-organized redevelopment entity, and an honest, open and consensus-driven decision-making process. In addition, private interests must be able to foresee a viable return on their investments. Redeveloping downtown has numerous benefits, from creating a flux of new residents and business investments to inspiring creative streetscapes and restoring exciting community-building activities.*

## **Goal 2: Create Future Business Opportunities**

*Plain residents indicate that they would like to see more light and clean manufacturing businesses, retention of existing business and improved retail. They also indicated that heavy industry, specifically 'smokestack' business, is not desirable in the village. Luring business investment can include utilizing TIF districts, revitalizing downtowns and actively seeking out development opportunities.*

## **Goal 3: Build Traditional Neighborhoods with Conventional Development**

*Traditional neighborhoods are generally defined as compact, mixed-use development that balances residential, civic and commercial uses to create identity and value. Traditional neighborhoods can take many forms and are defined by the community that inhabits them. However, traditional neighborhoods by definition are walkable, safe, and unique places to live and work. Traditional neighborhoods can preserve historic spaces and maintain resident's values and way of life.*



## **Goal 4: Create a Unique Identity**

*Community identity usually stems from a diversity of sources, from unique businesses to historic downtowns to distinctive streetscapes. While a community's identity can be varied, all residents agree that identities are based on values, and strive to preserve and enhance those values.*

## **Goal 5: Create and Promote Recreational Areas and Green Spaces**

*Outdoor activities have numerous benefits, from enhancing healthy lifestyles to creating family-friendly recreation. A community must identify valuable places for recreation and preservation. These places can be put aside in conservation easements, critical wildlife habitat areas and village parks - then connected with a "green corridor."*

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# *Chapter 1: Introduction*

Village of Plain

Sauk County, Wisconsin



**The Village of Plain, located in the southwestern part of Sauk County, is a small community characterized by its small town atmosphere and a strong sense of community pride. Unique natural features including wooded bluffs, nearby Honey Creek and its tributaries, wetlands, rich agricultural lands and various open spaces actively contribute to the landscape and visual identity that shapes the Village. In the past decade, Plain has seen population growth that is comparable to nearby communities and counties. Actively planning for the Village’s future provides an opportunity for the community to prioritize values and achieve goals that influence the quality of life in Plain.**

### **1.0 Purpose of this Plan**

The purpose of the Village of Plain Comprehensive Plan is to help guide local decision-making by:

- Identifying areas appropriate for development and preservation;
- Establish future land uses for specific areas within and in direct proximity of the Village;
- Identify strategies to attract and retain economic development opportunities that are compatible with the Village’s identity and pursue redevelopment opportunities to revitalize the “village center”;
- Address transportation, utility and community facility needs to serve future land uses;

The Comprehensive Plan has been prepared in accordance with Wis Stat § 66.1001 and is the culmination of 15 months of work on the part of a 13-member Comprehensive Planning Committee. Input from numerous other citizens of the Village and knowledgeable people from throughout Sauk County have been incorporated into the final Comprehensive Plan. The Plan itself is comprised of nine primary elements, which are noted below. Each of the elements becomes a chapter in the Plan to create a greater level of analysis based on some of the more important issues in the Village.

For each of these defined elements, minimum requirements of the comprehensive planning legislation are met and in many cases exceeded. In this Plan, a description of each element is provided under the purpose statement of each chapter, along with a primary goal, objectives and identified policies. Each chapter is accompanied by a series of charts, tables and maps to illustrate both background information and the intent of the identified goals, objectives and policies.

In addition to the nine required elements, the comprehensive planning legislation also set forth 14 goals for communities to reach both throughout and at the completion of their planning processes. Although these goals are not required, this Plan and planning process has accomplished them.

The nine elements and 14 goals of the comprehensive plan are noted below:

➤ **Nine Elements**

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

➤ **Fourteen Goals**

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

To guide the development of goals, objectives and policies, planning participants developed an overall Vision of how the Village should look and feel in the future. The input for the development of the Village's Vision was gathered through a 'Visioning Session', as well as through feedback from the Comprehensive Planning Committee. In addition to aiding with the development of the Plan's goals, objectives, and policies, the Vision is meant to assist the Village with the actual implementation of the Plan through the years. The Vision is primarily meant to serve as a grounding point for future decisions. It broadly and effectively addresses the needs, desires, and thoughts of residents and landowners in Plain.

The highlight of the planning process was its reliance on extensive public participation and input, far exceeding the requirements of the comprehensive planning legislation. The legislation requires, at a minimum, one town-sponsored public hearing when the draft plan is ready for adoption. In contrast, this planning process focused heavily on public input to formulate a plan that best represents all interests in the Village. The process began with the appointment of a representative Comprehensive Planning Committee and continued with the administration of focus groups, a community-wide survey and vision session, an open house and numerous public meetings.

### **1.1 Statement of Vision, Goals, Objectives and Policies**

Each Chapter in this Comprehensive Plan includes a primary goal followed by objectives and policies, which will provide future direction to the Village. Visions, goals, objectives and policies are defined as follows:

- A ***Vision*** is the expression of a community's overall desired future direction. The vision statement serves as the foundation for setting goals, objectives and policies.
- ***Goals*** are broad, advisory statements that express general public priorities about how the Town should approach preservation and development issues. These goals are based on key issues, opportunities and problems that affect the Town and are derived from the future Vision of a Town.
- ***Objectives*** suggest future directions in a way that is more specific than goals. The accomplishment of an objective contributes to the fulfillment of the goal. While achievement of an objective is not always easily measured, objectives are usually attainable through policies and specific implementation activities.

***Policies*** are rules, courses of action, or programs used to ensure Plan implementation and to accomplish the goals and objectives of a Plan. Town decision-makers should use policies, including any housing density policy, on a regular basis. Success in achieving policies is usually measurable.

## 1.2 Village of Plain Planning History

The Village of Plain has no formal history of planning nor has the Village adopted a Development Plan or Land Use Plan. Village decisions affecting land use have been decided, in part, based upon an evaluation of individual land use proposals as well as past actions by the Village Board.

## 1.3 Public Participation

Public participation is an integral part of the comprehensive planning process. The process is designed in such a way that stakeholders in the Village guide the format, direction and policies of the final Plan. Public input is elicited at every step of the process. The Comprehensive Planning Committee, made up of residents from the Village, is the steering Committee for the process. Comprehensive Planning Committee members also assist in developing the Community Survey.

Prior to developing specific goals, objectives and policies, the residents and planning committee members developed an overall Vision of how the Village should look and feel like in the future. The “Visioning Session” was especially important in the eliciting of public participation in that it asked community participants and committee members to define and rank strengths, weaknesses, opportunities, and threats to the Village. It also asked them to rate photos of different types of housing development and community attributes so as to assess preferences for the visual character of the Village. The visioning process was designed to gather ideas about the future direction of the Village of Plain so as to foster the development of the Plan’s goals, objectives and policies relative to specific resources. This process also effectively and broadly addressed the needs, desires, and thoughts of residents and landowners in the Village of Plain and resulted in the creation of focus groups. The purpose of the various focus groups was to discuss and debate a specific plan element and to develop goals, objectives, and policies that relate to that element. It must be recognized, however, that the primary purpose of the Vision was to serve as a reference point for future decisions.

Near the close of the planning process, a Community Open House was organized so that all Village residents and stakeholders could come and comment on the Plan document before it was finalized. The Open House was followed by a Public Hearing to approve the final draft of the plan. The Public Hearing took place on **ADD DATE**.

## 1.4 Regional Context

*Map 1-1 Regional Context* shows the relationship of the Village of Plain to neighboring communities. The Village is located in the southwest portion of Sauk County. It is bordered entirely by the Town of Franklin. The Village of Spring Green is located about 10 miles south of Plain on State Highway 23.

State Highway 23 and County Road B are the major transportation routes in the Village. State Highway 23 runs north-south through the Village and serves as a major corridor entering Sauk County from Interstate 90/94 in Wisconsin Dells, where it connects to the City of Reedsburg, crosses through the Village of Loganville, intersects Plain and continues south to the Village of Spring Green. County Road B runs east-west through the Village and crosses the towns of Bear Creek, Franklin and Troy.

### 1.5 Jurisdictional Boundaries

A result of the 2000 Federal Census population data required Sauk County to redistrict its supervisory district boundaries to achieve new districts of equal population. As a result of this effort, the Village of Plain was assigned one supervisory district, Supervisory District 25. **Map 1-2** *Jurisdictional Boundaries* depicts exact boundaries of Supervisory District 25.

The Village of Plain is located entirely within the River Valley School District. **Map 1-2** *Jurisdictional Boundaries* depicts the locations of this boundary.

### 1.6 Planning Area

The Planning area, identified on various maps that accompany the Plan, includes land within the Village and adjacent lands in the Town of Franklin. As a general point of reference, **Map 1-3 Aerial Photography/Parcel Boundaries** indicates the boundary of the planning area and shows an overlay of tax parcels on an air photo.

# *Chapter 2:*

# *Issues & Opportunities*

Village of Plain

Sauk County, Wisconsin



## **2.0 Purpose**

The Village of Plain Comprehensive Plan Committee, comprised of members of the Village board and area residents, took part in several efforts aimed at identifying issues and opportunities facing the Village of Plain. These efforts included a community Visioning Workshop and Open House, a public survey, an open house to view the Comprehensive Plan draft, and a public hearing on the final Comprehensive Plan. A more in depth discussion and summary of each of these activities will take place in this chapter.

In addition to these efforts, all meetings of the Planning Committee were posted in compliance with the open meeting law, and updates of the planning process were given at each Village Board meeting.

## **2.1 Community Survey**

As part of the process, the Comprehensive Planning Committee developed and administered a community wide survey. The survey questions were developed to ascertain the opinions and perceptions of residents and landowners on the issues and opportunities in their Village.

During the summer of 2006, 328 surveys were mailed to residents and landowners in the Village of Plain. Of the 328 surveys mailed 100, or 30.5%, were returned. This response rate is average for a survey of this nature, due to its length and the types of questions asked. A copy of the cover letter to the survey as well as a tally of responses is located in Appendix A. A summary of the more significant results of the survey can be noted as follows:

### **➤ Quality of Life**

Defining and maintaining a certain quality of life in Plain is an encompassing concept shared by among all residents and visitors to Plain. Participants were asked if they thought the quality of life in Plain was excellent and 87% indicated they agreed with that statement. Another way to define quality of life is to find out why people choose to live where they do and, more importantly, why they choose to continue to live there. To better define quality of life, the survey asked participants to list their most important reasons for living in Plain. From all of the responses, most respondents indicated that they settled in Plain to be near family. Other responses included being close to employment, small village atmosphere, quality of life and the affordable cost of living.

### **➤ Housing**

Housing is an important part of how a community grows. Housing need is one aspect that should be examined when planning for future types and locations of housing. Participants were asked to identify housing needs in Plain by indicating what types of housing is desired. Overall, 56% of respondents indicated that more single family homes are needed, 37% thought more duplexes are needed and 52% would like to see more elderly or assisted living facilities. Affordability of housing is also a concern for a community. Generally, 70% of respondents agreed that housing was affordable in Plain.



### ➤ **Economic Development**

Economic development provides a objective measurement to gauge the quality of life in a community. It also, along with other elements, influences new growth and redevelopment within a community. Survey respondents were asked to provide a number of opinions pertaining to economic development, more specifically type and location of development, as well as downtown or “village center” economic opportunities.

In terms of current economic vitality, respondents were asked if existing features in the downtown, as well as features along Highway 23 and County Road B were adequate. At least 60% of respondents indicated that existing downtown features were adequate and 52% thought existing features along the highways were adequate. Mix of business seemed to be the main concern, most respondents indicated that the variety may not be adequate along the major highways. Survey participants were also asked if certain types of businesses were currently adequate. Most respondents agreed that various commercial, service, agricultural and grocery type businesses were adequate, but a majority of surveyed participants indicated that more restaurants were needed in Plain. Participants also expressed a moderate desire for more arts, tourism and hospitality based businesses.

The “village center” area is where most of the historic and current economic opportunities are located. Generally, this area is the considered one of the building blocks of the of village’s identity and may be a focus of future plans for economic opportunities. Survey participants were asked to provide input on future economic opportunities in the “village center” area of Plain. Eighty-two percent of respondents would like to see the “village center” preserved and enhanced and seventy-five percent of survey participants indicated they would like to see aesthetic guidelines applied to new construction in the “village center” area.

### ➤ **Utilities and Community Resources**

This category of the survey evaluated residents’ satisfaction with services, utilities, community facilities, village staff and library opportunities. Overall, survey participants either strongly agreed, agreed or were neutral in that community facilities utilities and services were adequate. When asked about what public facilities are needed in the Village, over 43% of the response either agreed or strongly agreed that picnic areas/shelters, recreation services director, baseball/softball fields, summer recreation program, outdoor skating rink, and tennis courts are needed.

More specific questions were asked in regards to services provided by law enforcement and village staff. In general, a majority of survey participants found the services provided by the law enforcement, public works and the village administrative staff to be adequate. Another question was asked to gather opinions on options for funding future public facilities. Eight-eight respondents indicated the village should investigate state/federal grant opportunities for that kind of project. Others preferred private fundraising (45 respondents), establishing impact fees (38 respondents), and financing projects through user fees (32 respondents).

➤ **Natural and Agricultural Resources**

Survey participants were asked to rank the importance of protecting various natural resources in their community, ranging from general resources such as wetlands, woodlands, and forests to more specific resources such as scenic views, undeveloped hills and overall rural character. Generally upwards of 79% of respondents either strongly agreed or agreed that protecting natural resources is important. Notably, the protection of air quality ranked the highest with 98% of respondents strongly agreeing or agreeing that this resource should be protected. The protection of floodplains and hillside/steep slopes ranked the lowest with 79% of respondents strongly agreeing or agreeing that they should be protected. The survey also asked participants to identify concerns they had in regards to water quality. Overall, at least 59% of respondents either strongly agreed or agreed that the quality of drinking water, groundwater, surface water runoff (non-agricultural) or agricultural runoff was a concern.

➤ **Transportation**

Survey participants were asked to consider both the adequacy and condition of transportation systems (primarily municipal streets) within the Village. Eighty-seven percent of respondents indicated that they strongly agree or agree that the overall road network meets the needs of citizens while 79% felt that road conditions were adequate for intended uses. When asked if there are any transportation facility needs or problems that need to be addressed, 31% of respondents disagreed or strongly disagreed while 48% of respondents had no opinion.

➤ **Land Use**

Land Use is the one element that recognizes the interconnectedness of all of the other elements of a comprehensive plan and ties them all together. Land Use also addresses some of the larger issues in a community, and a study of land use concerns can give specific direction to mitigate land use conflicts by posing standards and procedures that apply to everyone equally. To gain a broader perspective of some of the top land use issues in the Village, the survey asked participants to list the most important land use issues in Plain. Through this listing, location of future residential and commercial growth, downtown redevelopment and maintaining small town character were the issues that were expressed the most.

➤ **General Opinions**

In addition to specific questions asked of the survey participants, there were some more ‘open-ended’ questions. Among these, participants were asked what they want Plain to look like in 20 years. Overall, a large majority of respondents indicated that they wanted Plain to look like it does now with a moderate amount of residential and commercial growth. When participants were asked what they felt was the biggest issue facing the Village of Plain in the next several years many responses were given, however a reoccurring theme centered on concerns with housing development, redevelopment of existing structures, attracting new businesses and taxes.

## 2.2 Visioning Session

The Village held a Visioning Session Workshop on March 19, 2007. The purpose of the session was to involve residents and landowners in the Village of Plain to take part in defining what they believe Plain should be in the future. In total, around 30 residents took part in the session.

The Vision Session was structured in such a way that participants had an opportunity to express their thoughts on the evolution of a future vision for Plain. Participants also had an opportunity to identify what they perceive to be the Village's Strengths, Weaknesses, Opportunities and Threats (SWOT's) as related to the future vision as well as the nine elements defined in the comprehensive planning legislation.

Some of the more common responses included:

- **Strengths:** Community atmosphere, quality of life, good parks and recreation, employment opportunities.
- **Weaknesses:** Arts and entertainment, tourism, local support for businesses, hospitality accommodations, tourism.
- **Opportunities:** Improving main street corridor, improving tourism, future commercial development, residential expansion, recreation opportunities, child care services.
- **Threats:** Topography –floodplain and slopes, lack of business sites, young people aren't staying, government funding/unfunded mandates.

Equally important to identifying the Village's SWOT's, participants had the opportunity to begin developing a Village Vision Statement. To develop the Vision statement, key vision themes were identified in three separate working groups on large boards. The boards were then compared with the collective group to identify the common 5 themes that appeared on all three boards. These themes not only contributed to the village's overall vision statement, but also served as the 5 major points consider during the planning process. Generally, the 5 major points were as follows:

- Encourage, plan and develop more commercial space;
- Upgrade and create a stronger housing environment;
- Promote recreational opportunities available within the village;
- Pursue employment opportunities through new business for all age groups and gender;
- Focus on developing childcare facilities, elderly care and youth opportunities;

Overall, utilizing public input, the Vision Session aimed to create a Vision for the village as well as provide direction to the Comprehensive Plan Committee with the development of the plans goals, objectives and policies. The results and process utilized for the Vision Session can be noted in Appendix B.

## 2.3 Open House

On **XX**, the Comprehensive Plan Committee conducted an open house ...

## 2.4 Formal Consensus Process to Establish Goals, Objectives and Policies

The planning committee utilized a formal consensus process to discuss and agree on all goals, objectives and policies, including the Village's density policy. The Committee chose this process over a vote of a majority for the following reasons:

- First, it was the intent of the comprehensive planning process to incorporate the views of all the community's citizens. These views have been expressed in three primary ways, including the community-wide survey, the vision session and the Comprehensive Plan Committee, which was charged with representing all views in the community.
- Second, the consensus process is based on the premise that it is better to involve every person who is affected by a decision in the decision-making process. This is true for several reasons. First, the decision would reflect the will of the entire group, not just the leadership or majority. Second, the people who carry out the plans will be more confident in their work. Through its recognition of all interests, the plan will stand the test of time.
- Third, the consensus process required active cooperation, disciplined speaking and listening, and respect for the contributions of every Committee member, all of which occurred under a defined structure. This structure aimed to ensure that everyone in the group had an opportunity to feel comfortable sharing their opinions and ideas and to explore resolutions with the hope that ideas build upon each other, generating new ideas until the best decision emerges.

The definition of consensus utilized by the Village during this planning is as follows:

*“Our definition of consensus aims for complete agreement and support among those present (or, where members absent have voiced their opinion). This is complete consensus. However we are willing to move ahead with a decision where there is clear support among the majority of members when not more than 1/3 of committee members present declare themselves as, ‘formal disagreement but will go with the majority’, or ‘block’. If there are 1/3 of committee members present in these categories, the item will be ‘off the table’ pending revision and reconsideration. A member absent from the meeting may express their opinion in writing and constitute part of one of the four opponents to voice formal disagreement or block a measure. However, their opinion would not be registered on any revision considered at the same meeting. The later part of this definition is ‘sufficient consensus’ or ‘qualified consensus’.”*

**Table 2-1 Consensus Process Continuum** was utilized with the aforementioned definition when deciding upon plan goals, objectives and policies including Village of Plain land use policies.

**Table 2-1 Consensus Process Continuum**

Endorse	Endorse With a minor Point of contention	Agree with Reservation	Abstain	Stand Aside	Formal disagreement but will go with the majority	Block
“I like it”	“Basically I like it”	“I can live with it”	“I have no opinion”	I don’t like this but I don’t want to hold up the group”	“I want my disagreement to be noted in writing but I’ll support the decision”	“I veto this proposal”

**2.5 Village of Plain Vision**

The Village of Plain is a charming community nestled in the rolling hills of southwestern Wisconsin. Located between the Baraboo Bluffs and the House on the Rock Resort, it is a safe environment for young and old. We take pride in Plain’s unique character and appearance, while offering economic opportunities not typically seen in a community of this size. Plain boasts many recreational activities that enhance the lives of those living in this beautiful, rural setting.

*We seek to respect the integrity of existing homes and encourage growth for traditional and alternative homes and neighborhoods.*

*We aim to invigorate Main Street shops, while encouraging opportunities for new businesses to share in the innovative spirit that makes Plain vibrant.*

*We intend to maintain a medical facility that provides affordable support services to all members of the public in a knowledgeable, friendly, safe and respectable manner to all ages.*

*We seek to preserve and modernize park facilities and recreational activities that will address the needs of our growing population.*

*We strive to bestow activities and recreational opportunities for all segments of our community-youth, adult, and senior citizens.*

*We will continue the partnership with the surrounding townships to maintain the fire protection and emergency medical services that protect our community.*

*We seek to maintain and recondition the water and sewer services including the maintenance of our Wastewater Treatment Plant.*

*We aim to preserve safe drinking water and promote green space in future developments.*

*We seek to continue to work with the Town of Franklin in land use ideas and to combine resources to keep costs to a minimum.*

# *Chapter 3: Population Inventory & Analysis*

Village of Plain  
Sauk County, Wisconsin



### 3.0 Purpose

The Population Inventory and Analysis Chapter of the Comprehensive Plan gives an overview of the pertinent demographic trends and background information necessary to develop an understanding of the changes taking place in the Village of Plain. In this chapter we will examine the population profile of Plain. The population profile includes features that affect community dynamics and processes such as regional trends in population, housing units and persons per household, as well as local trends of housing occupancy, population composition, age distribution and length of residency. In analyzing these trends and projections, citizens of the Village of Plain will gain a more complete understanding of future planning issues that should be addressed within this Comprehensive Plan.

### 3.1 Regional Population and Housing Trends

In evaluating changes in population and housing units in the Village of Plain, it is important to consider how these changes compare to regional and local trends. Recognizing similarities and differences in potential future growth between Plain and nearby towns will allow the Village of Plain to create a Comprehensive Plan unique to its specific issues and goals.

#### ➤ Population

Since 1990, the Village of Plain’s population increased significantly when compared to the previous two decades. From 1990 to 2000, **Table P1 Regional Population Trends** shows that the population increased by 14.62%. However, in looking at the past thirty years, it is evident that the Village of Plain’s population has been much more stagnant up until the 90’s. From 1970 to 1980 the population decreased by 1.74% and from 1980 to 1990 it grew by 2.22%. Plain’s recent population growth trend is in relatively similar to state, regional and county population trends during the same 10-year period. Both Sauk County and Wisconsin have exhibited population increases over the past 30 years, which continued at a notably higher rate from 1990 to 2000. From 1990 to 2000, Sauk County’s population increased by roughly 17.56% compared to the State’s overall increase of 9.65%. In comparing Plain with its neighboring Villages and Towns in **Table P1**, Plain is most similar to the trends experienced in the Spring Green area over the thirty year period. The remaining surrounding Villages grew at a much higher percentage rate while the Town of Franklin actually experienced a decline. The Villages of Sauk City and Prairie du Sac grew by 47.89% collectively; the Village of Loganville experienced an increase of 38.69%, and the Village of Spring Green increased by 20.43% compared to Plain’s 15.12%. The Town of Franklin saw a significant decrease of 12.78% in population during that same 30-year period.

**Table P1: Regional Population Trends**

Regional Population Trends														
Year	V. of Plain		Sauk/Prairie		V. of Spring Green		V. of Loganville		Town of Franklin		Sauk County		State of Wisconsin	
	#	% change	#	% change	#	% change	#	% change	#	% change	#	% change	#	% change
1970	688		4,287		1,199		199		798		39,057		4,400,000	
1980	676	-1.74%	4,848	13.09%	1,265	5.50%	239	20.10%	747	-6.39%	43,469	11.30%	4,700,000	6.82%
1990	691	2.22%	5,565	14.79%	1,283	1.42%	228	-4.60%	668	-10.58%	46,975	8.07%	4,891,769	4.08%
2000	792	14.62%	6,340	13.93%	1,444	12.55%	276	21.05%	696	4.19%	55,225	17.56%	5,363,675	9.65%
Overall Change 1970-2000	104	15.12%	2,053	47.89%	245	20.43%	77	38.69%	-102	-12.78%	16,168	41.40%	963,675	21.90%
Average Change Per 10 Years	35	5.04%	684	15.96%	82	6.81%	26	12.90%	-34	-4.26%	5,389	13.80%	321,225	7.30%

Source: US Census 2000

➤ **Housing Units**

**Table P2 Regional Housing Unit Comparison** shows U.S. Census and Wisconsin DOA data for the number of housing units in the Village of Plain from 1980 through 2000. These counts are then compared to housing counts for the neighboring Villages as well as to Sauk County and the State of Wisconsin. The number of housing units in the Village from 1980 through 2000 steadily increased. From 1980 to 1990 the number of housing units increased by 8.42% from 273 to 296 units. From 1990 to 2000, 42 housing units were added prompting a 14.53% growth rate from 296 to 339 units. Comparing Plain with regional housing unit changes, Plain has had a relatively similar housing unit growth rate. In general, the number of housing units from 1980 to 2000 in comparable Villages and the Town of Franklin (23.61%) have increased, with the Villages of Sauk City and Prairie du Sac collectively showing the largest net growth at 48.9%. If one were to remove the Sauk Prairie area from this comparison, the largest rate of growth would be closer to 27% compared to the Village of Plain’s 24.18%. This average is very comparable to that for the State of Wisconsin during the same 20-year period.

**Table P2: Regional Housing Unit Comparison**

Regional Housing Unit Comparison														
Year	V. of Plain		Sauk / Prairie		V. of Spring Green		V. Loganville		Town of Franklin		Sauk County		State of Wisconsin	
	#	% change	#	% change	#	% change	#	% change	#	% change	#	% change	#	% change
1980	273		1,729		458		93		216		17,454		1,863,897	
1990	296	8.42%	2,100	21.46%	522	13.97%	107	15.05%	232	7.41%	20,439	17.10%	2,055,774	10.29%
2000	339	14.53%	2,575	22.62%	585	12.07%	130	21.50%	267	15.09%	24,297	18.88%	2,321,144	12.91%
Total Change (1980-2000)	66	24.18%	846	48.93%	127	27.73%	37	39.78%	51	23.61%	6843	39.21%	457247	24.53%

Source: US Census Data and WI DOA Statistics

➤ **Average Household Size**

According to the US Census data depicted in **Table P3 Average Household Size**, the average household size for the Village of Plain has decreased from 2.41 persons per household in 1990 to 2.38 in 2000. Looking at **Table P3**, one can see that the average household size in Plain is consistent with of a similar trend seen in Sauk County. Sauk County has seen a decrease from 2.61 in 1990 to 2.51 people per household in 2000. Also, as shown in **Table P3**, household size has declined in all the communities surrounding Plain during this period as well. In terms of the regional data, this also suggests that married couples may be having fewer children than in the past or may be indicative of the empty nest phenomenon.

**Table P3: Average Household Size**

Average Household Size Persons Per Household														
Year	Village of Plain		Sauk / Prairie		V. Spring Green		V. Loganville		Town of Franklin		Sauk County		Wisconsin	
	#	% change	#	% change	#	% change	#	% change	#	% change	#	% change	#	% change
1990	2.41		2.57		2.49		2.35		3.18		2.61		2.61	
2000	2.38	-1.26%	2.46	-4.47%	2.38	-4.62%	2.32	-1.29%	2.78	-14.39%	2.51	-3.98%	2.50	-4.40%

Source: US Census 2000



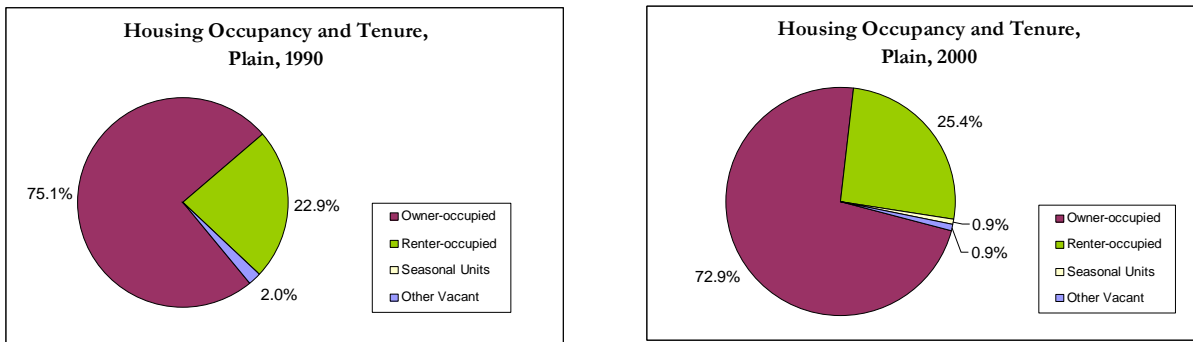
### 3.2 Local Population and Housing Trends

A look at local demographics profiles illustrates local trends and conditions, and provides insight as to the types of services both wanted and required by the community. The local trends section includes an examination of occupied housing, population composition, population by age bracket, and length of residency.

#### ➤ Occupied Housing

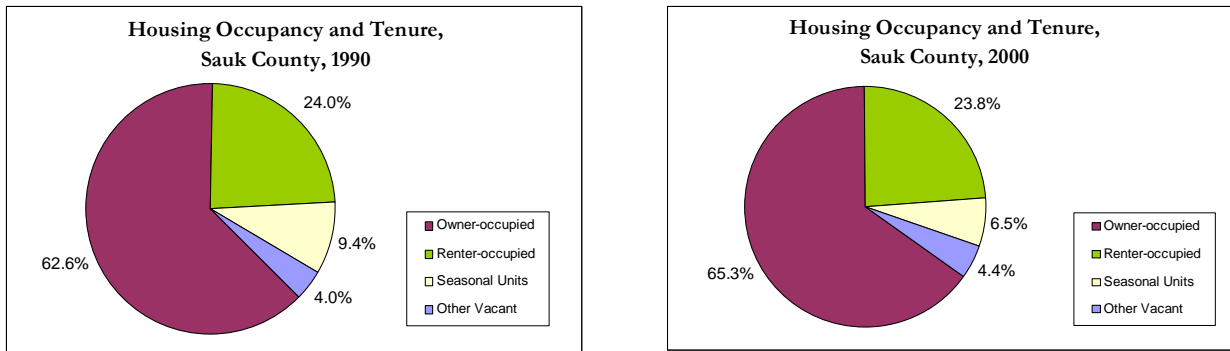
Determining the number of all housing units, the number of these units occupied, and the number of persons per occupied household will help to develop an understanding of population trends. In Plain, the number of housing units increased from 296 in 1990 to 339 in 2000, the number of occupied housing units increased from 98% in 1990 to 98.3% in 2000. Occupancy rate trends for both Plain and Sauk County are noted for the years 1990 and 2000 on *Charts P4 through P7*.

**Charts P4 and P5: Occupancy Rate and Tenure Plain 1990 vs. 2000**



Source: Wisconsin Department of Administration (DOA); US Census, 1990, 2000.

**Charts P6 and P7: Occupancy Rate and Tenure Sauk County 1990 vs. 2000**



Source: Wisconsin Department of Administration (DOA); US Census, 1990, 2000

#### ➤ Population Composition: Age, Gender and Race

Median age is defined as the age at which half of the population is above and half is below. *Table P8 Age and Gender, Plain and Sauk County* shows the median age in Plain at 39.1 during 2000. This is slightly higher than the median age of Sauk County at 37.3 for the same time period. In both Plain and Sauk County, there was a slight change in the female population percentage from 1990 to 2000.

Also evident from this chart is that the percentage of the population over 65 years of age is noticeably higher within the Village in comparison to Sauk County. This, in addition to a higher median age, indicates the general population in Plain is slightly older than the rest of Sauk County.

**Table P8: Age and Gender, Plain and Sauk County**

Year	Median Age		Percent Under 18		Percent Over 65		Percent Female	
	Village of Plain	Sauk County	Village of Plain	Sauk County	Village of Plain	Sauk County	Village of Plain	Sauk County
1990, per census	Not available	34.2	22.43%	27.19%	19.68%	15.77%	49.34%	50.79%
2000, per census	39.1	37.3	26.30%	26.00%	19.80%	14.50%	50.50%	50.60%

Source: US Census 2000

**Table P9 Ethnic Composition, Plain and Sauk County** shows that from 1990 to 2000 there was a small decrease in the Caucasian population in the Village of Plain along with a slight decrease in Sauk County. On the other hand, both Plain and Sauk County experienced a slight increase within the Hispanic, African American, Native American and other populations.

**Table P9: Ethnic Composition, Plain and Sauk County**

Year	Percent White		Percent Native American and Alaska Native		Percent Hispanic (of any race)		Percent Asian		Percent African American		Percent Other	
	Village of Plain	Sauk County	Village of Plain	Sauk County	Village of Plain	Sauk County	Village of Plain	Sauk County	Village of Plain	Sauk County	Village of Plain	Sauk County
1990, per census	99.6%	98.5%	0.0%	0.6%	0.4%	0.4%	0.0%	0.2%	0.0%	0.1%	0.0%	0.2%
2000, per census	98.6%	98.0%	0.6%	1.1%	2.3%	1.2%	0.0%	0.3%	0.3%	0.4%	0.4%	0.7%

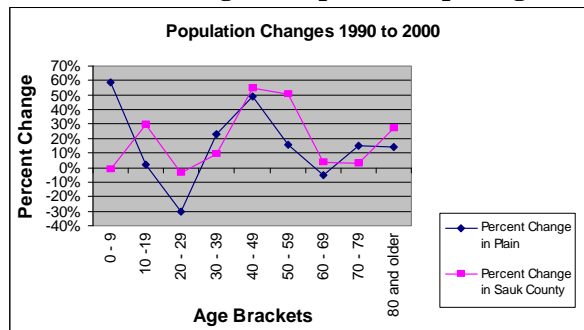
Source: US Census 2000

\* Composition may equal more than 100% because some may report more than one ethnicity.

➤ **Population per Age Bracket**

**Chart P8 and Table P10 Change of Populations per Age Bracket** breaks down the changes in population by age brackets for both the Village of Plain and Sauk County from 1990 to 2000. Generally, this chart shows that Plain is experiencing a greater percentage of growth in the young child and lower middle age brackets and less growth in the young adult age brackets. When compared to Sauk County population changes, definite growth trends in the upper age groups can be seen, especially in the 70 - 79 age group. In Plain, the only age brackets that experienced a decline from 1990 to 2000 were the 20-29 and 60-69 age brackets. The lower population numbers in the 20-29 age bracket implies that once children reach the young adult stage they leave home.

**Chart P10: Change of Populations per Age Bracket**



Source: US Census, 1990 and 2000

**Table P11: Change of Populations per Age Bracket**

Village of Plain	Age Group	0 - 9	10 - 19	20 - 29	30 - 39	40 - 49	50 - 59	60 - 69	70 - 79	80 and older	Total
	1990, Plain		82	88	100	94	76	71	78	66	36
2000, Plain		130	90	70	116	113	82	74	76	41	792
Percent Change in Plain		58.54%	2.27%	-30.00%	23.40%	48.68%	15.49%	-5.13%	15.15%	13.89%	14.62%

Source: US Census 2000

➤ **Length of Residency**

According to sample data included in the 2000 census, 17.06% of Town residents moved into Plain in or before 1969. *Chart P11 Length of Residency* shows that 29.94% of those surveyed moved to the Village between the years 1970 and 1989. Since 1990, 53% of people surveyed moved to the Village. It is evident from this data that the Village of Plain has been experiencing an influx of people into the Town since 1995.

**Table P12: Length of Residency**

Length of Residency, Village of Plain		
Year	Plain, per 2000 census	Sauk County, per 2000 census
1969 or earlier	17.06%	12.70%
1970-1979	14.37%	12.90%
1980-1989	15.57%	20.00%
1990-1994	16.17%	20.30%
1995-1999	36.83%	34.20%

Source: US Census 2000

**3.3 Interpretation of Demographic Data**

The first historic trend that will be analyzed here is the Village of Plain’s population increase since 1990. Explaining populatoin trends can be very difficult because population change is often linked to specific and complex factors including economic conditions, local politics, land availability and the geophysical setting of the Village in addition to more apparent birth, death, immigration and emmigration rates.

With that being said, the Village of Plain experienced a 14.6% increase in population between 1990 and 2000 (101 individuals according to the 2000 US Census). One obvious reson for this increase can be clearly attributed to the increase of 43 housing units from 1990 to 2000. If you multiply the housing increase by the average household size of 2.38 persons in 2000, most of the increase is realized.

The following scenario exemplifies this issue: The population of the Village of Plain in 2000 was 792 as reported by the U.S. Census Bureau. If we use the average increase of housing units over the last 10 years (43 units) and a static household size of 2.38, we can estimate that the population in the year 2020 to be approximately 994. The average household size in 2000 was 2.38 as reported by the U.S. Census Bureau a decrease from 2.41 in 1990. If the average household size continues to decrease at this rate, by the year 2020 the average household size will be at approximately 2.32. Now, let us consider the number of housing units these statistics represent. In 2020, with a population of 994 and an average household size of 2.32, the number of housing units would be approximately 428. However, if the average household size remains constant at 2.38 with a population of 994, the number of housing units would be 417, a difference of 11 housing units. Although this might not seem significant, consider what would happen if the average household size of the Village of Plain were the same as that of Sauk County at 2.51. In 2020, with a population of 994 and an average household size of 2.51, the approximate number of housing units would be 396. This represents a difference of 21 housing units from the scenario in which the average household size remains constant. One can easily see from this example the importance that average household size plays in determining the amount of housing and new development needed to support a growing population.

### 3.4 Population Projections

Given the large increase of population over the last 10-year period in the Village of Plain, it is relatively safe to assume that populations will continue to increase in the future. However, the exact rate of increase is not known, nor can it be predicted with complete accuracy. Estimates of future growth for the Village of Plain are necessary for effective planning. To estimate future population growth for the Village of Plain, two population projection methods were utilized. The first is a standard approach, which considers a linear projection, growth (or exponential) projection, and the projection provided by the Wisconsin Department of Administration. The second method is a housing-driven population projection. Both methods are explained in more detail below.

#### ➤ Standard Population Projection Methods

- **Linear Projection.** The linear growth model is the most basic of projection methods. The linear model works by drawing a straight, best-fit line through historic data points and extending that line out to future data points.
- **Growth Projection.** The growth projection works in the same manner as the linear projection except that it applies an exponential growth curve to the data. Using the exponential growth method, the rate of population change in each subsequent year increases or decreases at a rate greater than the previous year. This method assumes the population will grow (or decline) without inhibition.
- **Department of Administration Projection Method.** The DOA projection method works in the same manner as the linear projection model except that it gives more weight or influence to more recent years' data. This method calculates a projection (best-fit line) for three historic time periods: 1980-2003, 1990-2003 and 2000-2003. Each projection is then averaged together for a final projection. By averaging the three projections, population change that has occurred in the more recent time period is given more influence. This projection method is based on the premise that recent population trends, from the last 5 or 10 years for example, are more realistic for explaining future population growth than older trends, from 20 or 30 years ago. In some cases, this method can result in gross over- or underestimations of population growth. For example, consider a town of 500 where 5 new residents are added in one year. If this same rate of growth is applied over the next 20 years the town will swell to 600 people. What if, however, you lost 3 residents in the next year? If you apply this average rate of growth (2 people/year) you would have an increase of only 40 people in the next 20 years. The DOA method dampens the effect of very immediate population fluxes by including the three historic time periods. In addition, the DOA method adjusts for abnormal rates of change, such as annexations.

#### ➤ Housing-Driven Population Projections

The housing-driven population projections calculate future population growth based on expected housing growth and the current or expected persons per household. In some instances, this method is a fairly accurate tool, especially when coupled with one of the methods above to serve as a check and balance. The method is best summarized by the following equation:

$$[(\# \text{ housing units}) \times (\text{occupancy rate}) \times (\# \text{ people/housing unit})] \\ = \text{population projection}$$

However, the caveat to housing-driven projections is that calculations are based on the assumption that populations grow based on the availability of housing stock. A similar method is widely used to

calculate population growth based on employment growth. People often move to an area for a new job, but are less likely to move their family because of more readily available housing. Housing is usually created due to demand, and not the other way around.

**Table P13 Population Projections, Village of Plain** highlights a number of possible projections utilizing the different methods discussed above. Population projections for the year 2020 range from 676 to 1,044. Projections for the year 2030 range from 798 to 1,150. As can be noted, these projections have a range of over 300 and are, therefore, highly variable.

**Table P13: Population Projections, Village of Plain**

Village of Plain Population Projections													
Year, Source	Year	Historic Population	Percent Change	Linear (1970 2000)	Growth (1970 2000)	Linear (1980 2000)	Growth (1980 2000)	Static household size	Limited household size	Household size trend	DOA (2002 est.)	DOA (2003 est.)	
1970, per census	1970	688		688	688	688	688	688	688	688	688	688	688
1980, per census	1980	676	-1.74%	676	676	676	676	676	676	676	676	676	676
1990, per census	1990	691	2.22%	691	691	691	691	691	691	691	691	691	691
2000, per census	2000	792	14.62%	792	792	792	792	792	792	792	792	792	792
2010, projection	2010			793	794	836	841	894	939	882	835	820	
2020, projection	2020			826	830	894	910	994	1,044	969	886	862	
2025, projection	2025			843	848	923	947	1,045	1,097	1,012	912	883	
2030, projection	2030			859	867	952	985	1,095	1,150	1,054	937	904	

Source: U.S. Census Bureau, 1960-2000, and Wisconsin Department of Administration - Demographic Services Center

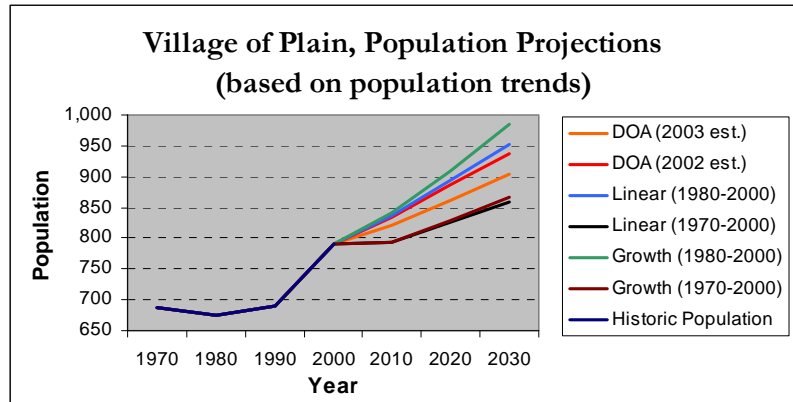
➤ **Population Projections**

**Chart P14 Population Projections**

*Projections* shows three projection methods that are based on population trends. The projections based on population growth include linear, growth, and DOA projection models. The linear and growth models (using data since 1980) result in population projections of 952 (linear) and 985 (growth) by the year 2030. The DOA method, which places emphasis on more recent population changes, estimates a smaller population increase as compared to the linear and growth models, predicting a population of 904 by 2030 for the Village of Plain.

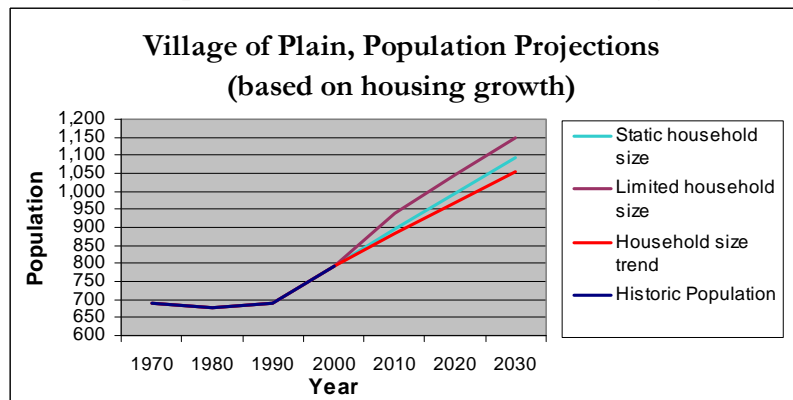
Population projections based on the historic and projected number of housing units coupled with a projected occupancy rate tells a similar story for the Village of Plain. Housing unit projections assumed a growth rate equal to that occurring between 1990 and 2000 of

**Chart P14: Population Projections Based on Population Trends**



Source: U.S. Census, Wisconsin DOA

**Chart P15: Population Projections Based on Housing Growth**



Source: U.S. Census, Wisconsin DOA

14.53% per 10 years (an increase of 43 housing units between 1990 and 2000). Using this rate of growth, total housing units in the Village of Plain are estimated to grow to 425 in 2020 and 468 in 2030.

The static household size projection assumes the average household size (or persons per household) remains constant at the value observed in 2000 (2.38 persons per household). The projection yields a population of 994 by 2020 and 1,095 by 2030. The limited household size projection holds the county average of 2.5 persons per household constant, producing a population projection of 1,044 by the year 2020 and 1,150 by the year 2030. The household size trend projection adjusts household size based on a 1.26% decrease per 10 years. For example, this projection assumes that from the year 2000 to 2010, household size would decrease from 2.38 persons per household to 2.35 persons per household. This produces a projected population of 969 in 2020 and 1,054 in 2030. These results are depicted in ***Chart P15 Population Projections based on Housing Growth***.

### ➤ Population Projection Analysis

Population projections based on historic population trends and those based on trends in household size produced similar projections as can be seen in ***Charts P14*** and ***P15*** above. Both projection methods illustrate different rates of population growth or loss. The DOA projection method, because places more weight on population trends from 1990-2000, may be an accurate assessment of future populations due to the more recent growth increase experienced by the Village. Conversely, the linear and growth methods may be least reliable due to the fact that they utilize population changes since 1980, which was minimal during that decade and then increased dramatically in the 1990's.

The projection types based on housing units and average household size take into consideration that housing units are increasing within the Village while average household size is decreasing. If housing units and occupancy rates continue to increase, as they are currently, the population for the Village will increase as shown in the ***Chart P15***. Although it difficult to ascertain when population growth trends will change, it is almost certain that from this point on, the population in the Village of Plain will continue to grow in the general sense. The rate of growth experienced over the last 10 years will most likely continue and even increase over time, as more and more people are attracted to the community.

# *Chapter 4: Housing*

Village of Plain  
Sauk County, Wisconsin



**4.0 Purpose**

Household and housing stock characteristics, both past and present, can be examined to assess whether a community is providing an adequate housing supply to meet the needs of its residents. This section of the Comprehensive Plan describes and analyzes the Village of Plain’s primary housing characteristics such as the number of housing units, occupancy rate, structural type, age and value of existing housing structures, and household income and expenses. This section also describes what constitutes ‘affordable’ housing and further includes a compilation of objectives and policies that ensure a continued housing supply that provides a range of housing opportunities. Portions of this chapter refer to *Chapter 3: Community Inventory and Analysis*.

**4.1 Housing Unit Trends**

Between 1990 and 2000, the Village of Plain experienced an increase of approximately 4.3 housing units per year while the number of total (occupied and vacant) housing units in Plain increased from 296 to 339, an increase of 14.53%. This rate of increase is just below Sauk County’s housing unit increase of 18.88% and is equivalent to the population growth rate of 14.62% between the years 1990 and 2000 in the Village of Plain (see *Chapter 3: Community Inventory and Analysis*, for a full account). In comparison to nearby Villages and Towns, the Village of Plain is experiencing growth that is similar to the Village of Spring Green (12.07%) and the Town of Franklin (15.07%). Plain’s housing unit percent increase between 1990 and 2000 was slightly more than that experienced by the state of Wisconsin.

**Chart H1: Regional Housing Unit Comparison**

Regional Housing Unit Comparison														
Year	V. of Plain		Sauk / Prairie		V. of Spring Green		V. Loganville		Town of Franklin		Sauk County		State of Wisconsin	
	#	% change	#	% change	#	% change	#	% change	#	% change	#	% change	#	% change
1980	273		1,729		458		93		216		17,454		1,863,897	
1990	296	8.42%	2,100	21.46%	522	13.97%	107	15.05%	232	7.41%	20,439	17.10%	2,055,774	10.29%
2000	339	14.53%	2,575	22.62%	585	12.07%	130	21.50%	267	15.09%	24,297	18.88%	2,321,144	12.91%
Total Change (1980-2000)	66	24.18%	846	48.93%	127	27.73%	37	39.78%	51	23.61%	6843	39.21%	457247	24.53%

Source: US Census Data and WI DOA Statistics

➤ **Occupancy Rate**

According to the Department of Housing and Urban Development (HUD), an overall vacancy rate of roughly 2% (or occupancy rate of 98%) is ideal for providing consumers an adequate choice in housing. As cited in *Chapter 3: Population Inventory and Analysis*, during 1990, 98% or 287 of the 293 available housing units in the Village of Plain were occupied compared to an 86.7% occupancy rate in Sauk County. During 2000, occupancy in the Village of Plain increased slightly at 98.3%, or 333 of the 339 available housing units, while Sauk County increased to an 89.1% occupancy rate. While vacancy rates remained relatively the same, it is predicted that the occupancy rate within the Village of Plain will remain much higher than the occupancy rate within Sauk County and surrounding Towns due to the predominately higher density residential uses that occur in the Village.

**4.2 Household Characteristics**

Household characteristics may influence not only the type of housing stock needed, but also the types of services and commodities utilized. *Table H2 Households by Type* describes a variety of household characteristics. Occupied housing units in the Village of Plain comprised of family households increased from 198 in 1990 (69%) to 224 in 2000 (67.27%). Single parent householders decreased slightly from 21 in 1990 (7.32%) to 19 in 2000 (5.71%). Householders 65 or over also decreased slightly and non-family



households increased in number and in percentage. In comparison, Sauk County saw increased numbers in every category from 1990 to 2000, while the Village of Plain experienced variation between categories. However, some similarities exist, both Plain and Sauk County saw a percentage decrease in family households and the percentage of married households also slightly decreased for both the Village and the County. The percentage of non-family households and householders 65 and over both increased significantly in Sauk County while non-family households increased slightly and householders over the age of 65 decreased in the Village of Plain.

**Table H2: Households by Type**

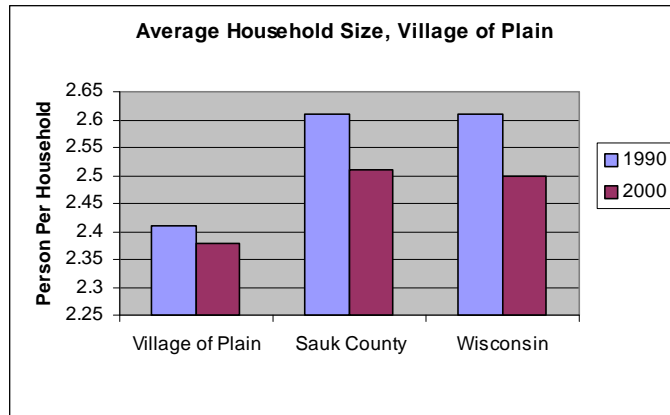
Households by Type								
	Village of Plain				Sauk County			
	1990	% of Total Households, 1990	2000	% of Total Households, 2000	1990	% of Total Households, 1990	2000	% of Total Households, 2000
<b>Family Households</b>	<b>198</b>	<b>68.99%</b>	<b>224</b>	<b>67.27%</b>	<b>12,701</b>	<b>71.74%</b>	<b>14,863</b>	<b>68.67%</b>
Married	177	61.67%	196	58.86%	10,906	61.61%	12,284	56.75%
Single Parent	21	7.32%	19	5.71%	1,307	7.38%	1,745	8.06%
<b>Non Family</b>	<b>89</b>	<b>31.01%</b>	<b>109</b>	<b>32.73%</b>	<b>2,156</b>	<b>12.18%</b>	<b>6,781</b>	<b>31.33%</b>
Living in Group Quarters	0	0.00%	0	0.00%	684	3.86%	881	4.07%
With Individuals 65 or older	49	17.07%	47	14.11%	2,157	12.18%	5,361	24.77%
<b>Total Households</b>	<b>287</b>	<b>100.00%</b>	<b>333</b>	<b>100.00%</b>	<b>17,703</b>	<b>100.00%</b>	<b>21,644</b>	<b>100.00%</b>

Source: US Census, 1990 and 2000.

➤ **Average Household Size**

The average household size or persons per households in Plain has dropped from 2.41 persons in 1990 to 2.38 in 2000, a decrease of 1.26%. As displayed in *Chart H3 Average Household Size Comparison*, the Village of Plain’s average household size is lower than that of both Sauk County and the state of Wisconsin. A comparison of average household size between the Village of Plain and neighboring Towns and Villages may be found in *Chapter 3: Population Inventory and Analysis*.

**Chart H3: Average Household Size Comparison**



Source: U.S. Census Bureau

### 4.3 Housing Stock Characteristics

In 2000, 81.1% of the homes in the Village of Plain were single family homes, 0.9% of the housing units were mobile homes, 3.8% were classified as 2- to 4-unit structures, and 4.1% were classified as structures with more than 4 units. In 2000, Sauk County was comprised of 72.61% single-family homes, 8.6% mobile homes, and 18.79% multiple-unit housing. When compared to 1990 statistics, the percentage of ten or more unit housing has decreased dramatically in the Village, single-family and 2- to 4- unit housing has decreased slightly while the percentage of mobile home housing and housing with more than 4 units has increased.

**Table H4: Housing Units by Structural Type**

Housing Units, Structural Type						
	Total Housing Units	% Single Family Home	% Mobile Home	% two to four units	% with five to nine units per structure	% with ten or more units per structure
Plain, 1990	296	85.13%	0.00%	4.05%	3.04%	5.40%
Plain, 2000	339	81.12%	0.88%	3.83%	4.13%	0.00%
Sauk County, 1990	20,439	71.98%	10.20%	10.74%	3.02%	1.41%
Sauk County, 2000	24,297	72.61%	8.60%	10.00%	4.10%	4.50%

Source: US Census Bureau, 2000

➤ **Age of Housing Stock**

The age of the community's housing stock can be used as a measure of the general condition of the community's housing supply. This information can also provide insight into upkeep costs, the ease of remodeling, and housing resale value in a community. Building quality at the time of initial construction is also an important factor. Generally, housing constructed prior to 1939 has reached an age where continued maintenance and major repairs may be needed. In comparison, housing built in the 1980's may need upgrading as well, due to a decrease in construction and material quality during that time. -

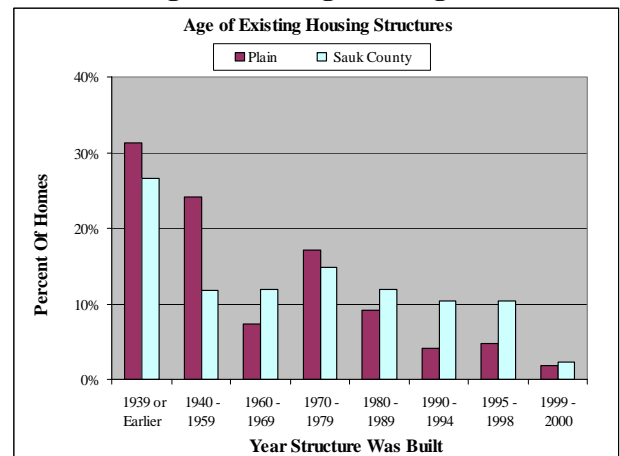
**Chart H6: Age of Existing Housing Units** shows - that 31.3% of the existing owner occupied housing within the Village of Plain was built prior to 1939 while only 19.8% of owner occupied homes units were built after 1980. The percentage of existing homes in the Village of Plain (62.8%) built prior to 1969 is much greater than that of the percentage of Sauk County homes built in this time period (47.9%). From 1980 to 1994 a greater percentage of homes were built in Sauk County than the Village of Plain.

**Table H5: Age of Housing Units**

Age of Existing Housing Structures				
Year Unit Was Built	Number of Units in Plain	Percentage Plain	Number of Units in Sauk County	Percentage Sauk County
1939 or Earlier	106	31.27%	6,737	26.54%
1940 - 1959	82	24.19%	3,000	11.82%
1960 - 1969	25	7.37%	3,021	11.90%
1970 - 1979	58	17.11%	3,764	14.83%
1980 - 1989	31	9.14%	3,021	11.90%
1990 - 1994	14	4.13%	2,621	10.32%
1995 - 1998	16	4.72%	2,628	10.35%
1999 - 2000	6	1.77%	595	2.34%
Total	339	100.00%	25,387	100.00%

Source: US Census Bureau, 2000 -

**Chart H6: Age of Existing Housing Units**



Source: U.S. Census, 2000

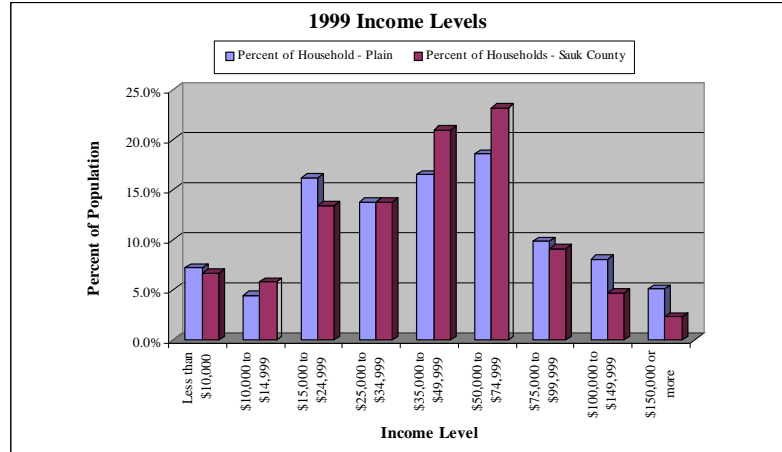
### 4.4 Housing Affordability

Examining household incomes, expenses and housing values provides insight into the types of housing structures that currently exist in the Village of Plain and those that are needed in the community.

➤ **Income Per Household**

During 1999, the median household income for Plain was \$44,028, which was well above the median income for Sauk County at \$41,941. Of the 333 occupied households in Plain, 55, (16.5%) were in the \$35,000 to \$49,999 income bracket. Another 62 (18.6%) of the households were in the \$50,000 to \$74,999 income bracket. This is less than the Sauk County average, with 21.03% of the households in the \$35,000 to \$49,999 income bracket and 23.16% of the households in the \$50,000 to \$74,999 income bracket.

**Chart H7: Household Income Levels**



Source: U.S. Census 2000

Affordable monthly housing expenses (or mortgage payments) are considered to be 30% of the monthly gross income. This amount can be calculated using the following equation: affordable monthly mortgage expense = .3 \* monthly gross income (where the monthly gross income is the annual gross income divided by 12). In order to determine if the gross annual income is considered to be in the low or moderate-income brackets, the following Department of Housing and Urban Development (HUD) definitions may be used. As **Table H8** on the following page illustrates, extremely low income (ELI) is defined as less than 30% of the household median gross income (HMI) or  $ELI = .3 * HMI$ . Very low income (VLI) is 30% to 50% of the HMI. Low income (LI) is defined as 50% to 80% of the HMI and moderate income (MI) is 80% to 100% of the HMI.

Given that the HMI for Plain is \$44,028, the extremely low-income range is anyone earning less than \$13,208 (rounded to less than \$15,000) per year. According to the 2000 census, 11.7% of the households in Plain were in this range and could afford monthly housing expenses of \$375 or less. Sixteen point two percent of the households in Plain fell in the very low-income range and could afford monthly housing expenses of \$375.00 to \$625.00. Households in the low-income range made up approximately 13.8% of the households in Plain, and these households are reportedly able to afford \$625.00 to \$875.00 in housing expenses each month. Households in the moderate-income range comprised 16.5% of the households in Plain, and could afford monthly housing expenses of between \$875.00 to \$1250.00.

**Table H8: Affordable Housing Expenses per Income, Village of Plain 1990**

Plain 1990			
Household Median Income (HMI) \$30,625			
Household Income Category	Rounded Description	Percent of the Population	Housing payment per month based on the 30% of income standard
<b>Extremely low income</b> (below 30% of HMI)	< \$10,000	14.8%	\$250 or less
<b>Very low income</b> (30% to 50% of HMI)	\$10,000-\$15,000	7.8%	\$250-\$375
<b>Low income</b> (50% to 80% of HMI)	\$15,000-\$25,000	17.5%	\$375-\$625
<b>Moderate</b> (80% to 100% of HMI)	\$25,000-\$35,000	19.9%	\$625-\$875

Source: US Census 1990

**Table H9: Affordable Housing Expenses per Income, Plain 2000**

Plain 2000			
Household Median Income(HMI) \$44,028			
Household Income Category	Rounded Description	Percent of the Population	Housing payment per month based on the 30% of income standard
<b>Extremely low income</b> (below 30% of HMI)	< \$15,000	11.7%	\$375 or less
<b>Very low income</b> (30% to 50% of HMI)	\$15,000-\$25,000	16.2%	\$375-\$625
<b>Low income</b> (50% to 80% of HMI)	\$25,000-\$35,000	13.8%	\$625-\$875
<b>Moderate</b> (80% to 100% of HMI)	\$35,000-\$50,000	16.5%	\$875-\$1250

Source: US Census, 2000 -

**Table H10: Distribution of Household Income, 2000**

Distribution Household Income 2000	% of Households		
	Village of Plain	Sauk County	Wisconsin
Less than \$10,000	7.2%	6.7%	3.5%
\$10,000 to \$14,999	4.5%	5.8%	3.0%
\$15,000 to \$24,999	16.2%	13.4%	9.1%
\$25,000 to \$34,999	13.8%	13.8%	11.6%
\$35,000 to \$49,999	16.5%	21.0%	18.7%
\$50,000 to \$74,999	18.6%	23.2%	27.6%
\$75,000 to \$99,999	9.9%	9.1%	14.1%
\$100,000 to \$149,999	8.1%	4.7%	8.5%
\$150,000 or more	5.1%	2.3%	3.9%
<b>Median Household Income</b>	<b>\$44,028</b>	<b>\$41,941</b>	<b>\$43,791</b>
No. of Households	333	21,647	2,086,304
Aggregate Income	\$19,259,055	\$1,076,409,500	\$112,374,261,000
<b>Average Household Income</b>	<b>\$57,835</b>	<b>\$49,726</b>	<b>\$53,863</b>

Source: US Census 2000, Housing Wisconsin.

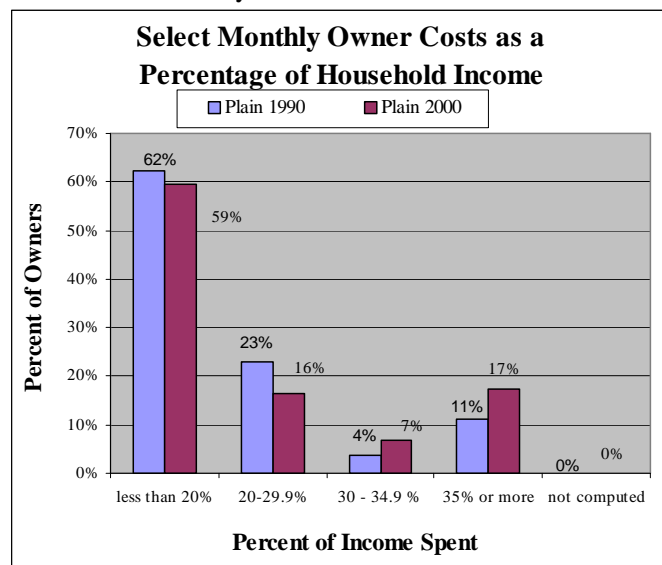
\*The income range is the calculated household income range rounded to the nearest income bracket as provided in the 2000 Census. Therefore, the percent of households in this income range is also an approximate number.

➤ **Owner Costs**

**Chart H11 and Table H12**

*Monthly Owner Cost* depict housing costs in relation to overall income using a sample population from the Village of Plain to better understand housing affordability in the Town. Housing affordability has decreased slightly between 1990 and 2000. During this timeframe, the percentage of homeowners whose housing costs exceeded 30% of the household income increased by 1.4% (from 14.9% in 1990 to 23.3% in 2000). In 2000, approximately 75% of the owner-occupied houses in the Village of Plain spent 30% or less of their household income on housing costs. This statistic is down slightly from 85% in 1990.

**Chart H11: Monthly Owner Costs**



Source: U.S. Census 1990-2000

**Table H12: Monthly Owner Costs**

Selected Monthly Owner Costs as a Percentage of Household Income				
Percentage of income	Plain 1990		Plain 2000	
	number of units	percent of units	number of units	percent of units
less than 20%	133	62%	138	59%
20-29.9%	49	23%	38	16%
30 - 34.9 %	8	4%	16	7%
35% or more	24	11%	40	17%
not computed	0	0%	0	0%
total units	214	100.00%	232	100.00%

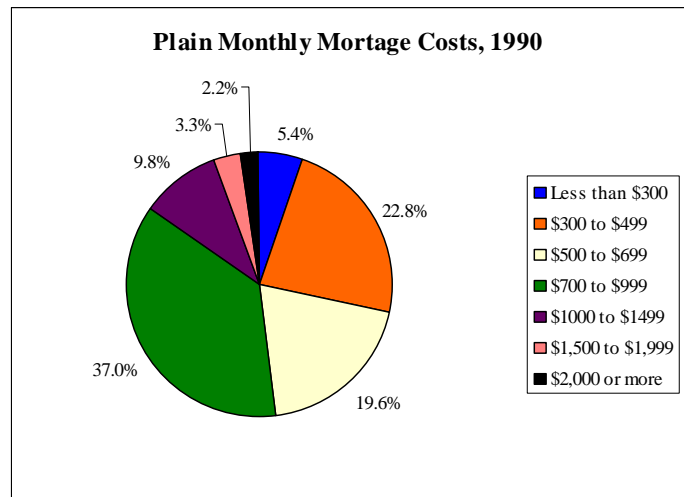
Source: U.S. Census 1990-2000

➤ **Mortgage Costs**

Although mortgage costs are only one of many monthly housing expenses, this section narrows its focus by concentrating on them. Comparisons of monthly mortgage costs from 1990 to 2000 are broken down for the Village of Plain in *Charts H13 and H14*. In 1990, about - 28.2% of the sampled households spent less than \$500 in monthly mortgage costs, while in 2000 this number decreased to 0.0%. The largest percentage (37%) of monthly mortgage costs in 1990 was between \$700-\$999.

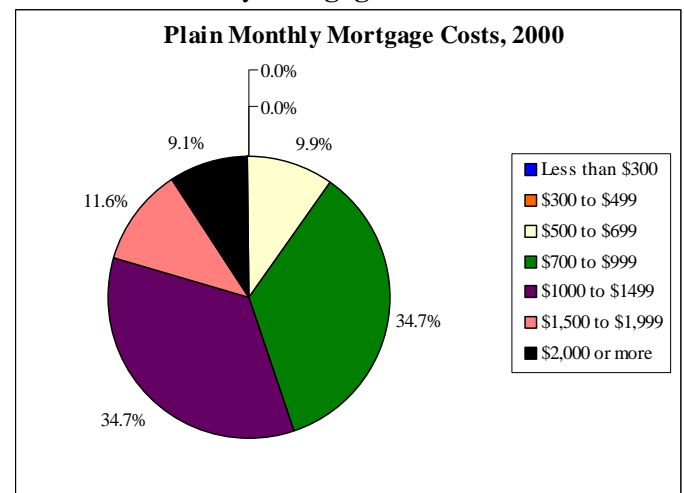
In 2000, the categories of \$700-\$999 and \$1,000-\$1,499 both made up about 69.4% of mortgage payments. As depicted in the chart, about 5.5% of households reported monthly mortgages of more than \$1,500 in 1990, while 20.7% of mortgage payments in 2000 were greater than \$1,500. In comparing these two charts, it is easy to see that monthly mortgage costs are increasing significantly in the Village of Plain. This may be due to an increasing number of high priced housing being built in the area. With increasing mortgage costs, it is expected that the amount of affordable housing in the Town will decrease if this trend continues.

**Chart H13: Monthly Mortgage Costs, Plain 1990**



Source: U.S. Census, 1990

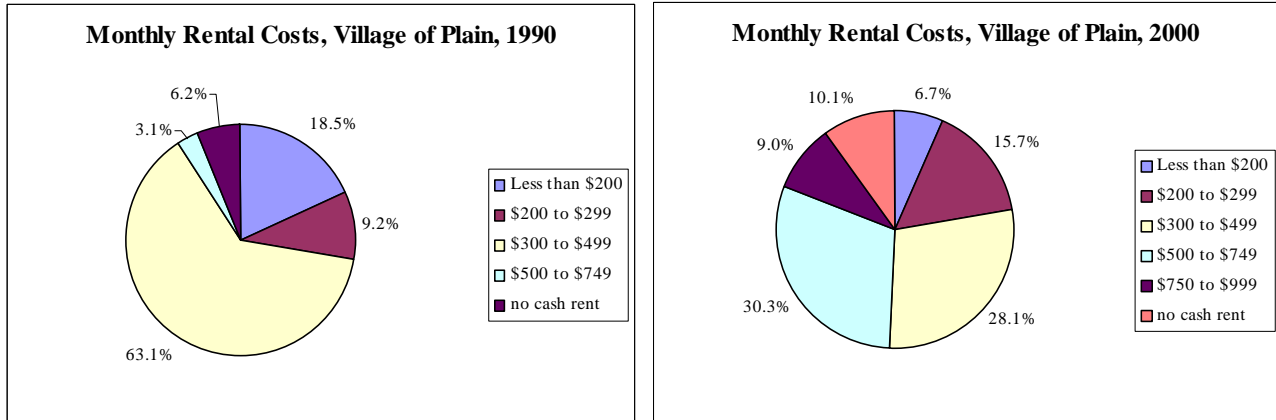
**Chart H14: Monthly Mortgage Costs, Plain 2000**



Source: U.S. Census, 2000

It is also important to consider monthly rental costs when analyzing the affordability of housing in a community. **Charts H15 and H16** compare monthly rental costs in the Village of Plain between 1990 and 2000. In 1990, 18.5% of monthly rent payments were less than \$200, while in 2000, 6.7% rent payments were less than \$200. Rent payments in the \$200-\$299 category increased from 9.2% in 1990 to 15.7% in 2000. In 2000, rent payments in the \$300-\$499 category were recorded at 28.1%, which was down from 63.1% in 1990. In 2000, 9% paid from \$750 to \$999 in monthly rental costs. It is evident from these statistics that the affordability of monthly rental payments is decreasing in the Town.

**Charts H15 and H16: Monthly Rental Costs, Plain 1990 and 2000**



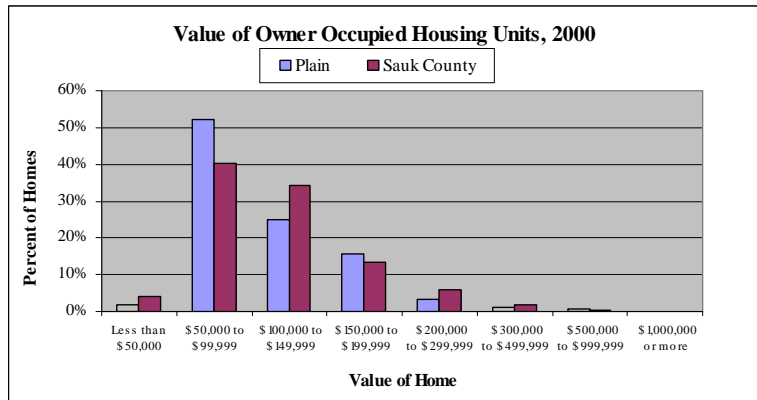
Source: U.S. Census 1990 and 2000.

➤ **House Values**

A sample of housing values in Plain during 2000 ranged from less than \$50,000 to over \$500,000. The median home value in Plain in 2000 was \$97,500, which was slightly lower than the median house value in Sauk County of \$107,500. According to the 2000 U.S. Census, **Chart H14 Housing Value, Plain 2000** compares the housing values for the Village of Plain with those of Sauk County. Approximately 53.9% of the homes in the Village of Plain are less than \$100,000, whereas the percentage of homes valued between \$100,000 to 149,000 is 25.0% in Plain compared to Sauk County's 34% in this category.

Approximately 15.5% of the homes were valued between \$150,000 and \$199,999 in the Village compared to Sauk County's almost 13.5%. Three point four percent of the homes in Plain were valued between \$200,000 and \$299,999, compared to 6.08% of the homes in Sauk County. In the \$300,000 to \$499,999 category, 1.3% were reported in the Village of Plain. Although not evident on the chart above, 0.9% of owner-occupied housing was reported as having a value between \$500,000 or more. Statistics for housing value are based on a sample population and do not include all owner-occupied housing units.

**Table H17: Housing Value, Plain 2000**



Source: U.S. Census, 2000

#### 4.5 Housing Density

Housing density can be defined in a number of ways. Density, when discussing land use in its simplest definition, is the number of housing units per total area of land. This numerical value is commonly referred to as housing density. Density can also be defined as number of people per total area of land, or population density. A community's density can be used to provide additional insight into development patterns and provides relevant background information as the Village of Plain determines its future development policies and practices. In 2000, with a population of 792 persons and a land area of approximately .733 square miles, the Village of Plain's population density would equal 1080.5 persons per square mile or 1.68 people per acre. A calculation can be also be made to determine the housing density of the Village in 2000 by dividing the number of housing units (339) by the total land area. This would equate to 462.5 houses per square mile or approximately one home per 1.4 acres. That may be misleading however, because not all of the area within the Village is currently being used for housing. Currently, 151 acres within the Village is used for housing that translates to 2.2 housing per acre.

#### 4.6 Local Population and Housing Trends

To understand population and housing trends in the Village of Plain and the impacts these trends will have on the future of the community, it is necessary to examine the population projections discussed in the previous chapter. The growth of the population will drive housing development in the Village. If the average household size continues to decrease in the Village the number of housing units needed to accommodate the population may increase further. From 1990 to 2000, the Village experienced a 14.5% increase in housing units. If this trend continues, an additional 49 housing units will be built by the year 2010. From 2010 to 2020, an additional 56 housing units will be built if the 14.5% increase rate remains constant. In many cases, if the occupancy rate in the community increases, it can be assumed that the number of new homes needed for the population will decline. However, over the last decade the occupancy rate in the Village has only increased by 0.3%. By analyzing this rate, a substantial increase in occupancy rate may not be anticipated; therefore future population growth may require additional housing units based on increased need.

#### 4.7 Projected Housing Needs Based on Population Projections

As noted in *Chapter 3 Population Inventory and Analysis* two methods of population projections are - utilized. Population Projection 1 involved a comparison between a linear and growth method, along with a method used by the Wisconsin Department of Administration. Population Projection 2 uses a method that combines the historic projected number of new housing units coupled with a projected occupancy rate. The following includes the projected number of housing units needed based on Population Projection 1 as well as a reiteration of housing units needed, identified under Population Projection 2 and based on the historic number of housing units actually built.

##### ➤ Population Projection 1

- **DOA Projection (2003 est.)** projects a total population of 862 persons in the year 2020. At this rate of growth and a constant of 2.5 persons per household (the County average), the Town would add 70 people or essentially 28 houses assuming the occupancy rate remains the same. By 2030, based on 2.5 persons per household, the Town will need 44 total housing units to accommodate 904 persons.
- **Linear Model (1980-2000) and Growth Model (1980-2000)** both show an average increase in population to 902 persons, or 110 people additional people in 2020. Assuming a constant of 2.5 persons per household (the County average), there will be a need for 44 more housing



units by the year 2020. By 2030, based on 2.5 persons per household, the Town will need 70 more housing units to accommodate 176 extra persons.

#### ➤ **Population Projection 2**

- **Static Household Size** accounts for the historic drop in persons per household from 2.41 in 1990 to 2.38 persons per household as identified by the 2000 census. Combining this factor with the 339 total housing units in the Town in 2000 yields a population projection of 994 persons by 2020 and 1,095 persons by 2030. This increase in population translates into an additional 84 houses by 2020 and 127 houses by 2030.
- **Limited Household Size** holds the County average of 2.5 persons per household constant, producing an increase in population size to 1,044 by 2020 and 1,150 persons by 2030. This method yields the need for 100 additional houses by 2020 and 143 houses by 2030.
- **Household Size Trend** adjusts the average household size based on a 1.26% decrease every 10 years. For example, this projection assumes that from the year 2000 to 2010, average household size would decrease from 2.38 persons per household to 2.35 persons per household. This produces a projection of 969 persons in 2020 and 1,054 persons by 2030. This method yields a need for 76 additional houses by 2020 and 114 houses by 2030.

#### ➤ **General Housing Needs Analysis**

In reviewing the housing projection methods based on Population Projections 1 and 2, it appears as though the most logical housing projections are those that produce a relatively steady increase in population through the years 2020 and 2030 respectively. Under Population Projection 1, the linear and growth models present a realistic increase in population and corresponding housing units by the year 2030. Population Projection 2 recognizes that all three analyses closely represent the linear and growth models in projected housing units added by the year 2030. With this analysis, it appears as though the DOA projection under Population Projection 1 may be the most realistic method to represent future population growth in the Village of Plain until the year 2030 when compared to the relative ‘closeness’ of all of the other projection methods.

Realistically, housing units will be added to the Village of Plain through the year 2020 and beyond. It is difficult to predict exact population and housing need increases, so it may be appropriate to set ranges for predicted growth. The ranges can then be utilized by planners to identify lands needed to accommodate this growth. (See *Chapter 11 Land Use* for more information on planning for development.) -

### **4.8 Housing Opportunities**

Housing opportunities and need can be difficult to analyze as numerous factors such as location, employment opportunities, affordability, community amenities, utility infrastructure and others all contribute to the success of the housing market in a community. The Village has experienced a reasonable amount of housing growth during the last 20 years, which indicates the previously discussed influencing factors have contributed to an adequate amount housing opportunities in Plain.

Examining the availability of buildable lots during an identified timeframe is one of the ways to determine if housing opportunities in the Village have been adequate. Since 1990, only 25 lots for new housing construction have been platted in the Village, even though more than 40 new homes have been constructed. This suggests that any reserve of buildable lots is dwindling in the Village. This may also suggest that there may have been a low demand for new housing lots, or an inadequate supply causing new homes to be built on previously platted lots.

➤ **Existing Housing Opportunities**

Almost one-third (32.3%) of the Village is currently zoned to accommodate housing. Fifteen percent of the lots that are zoned residential are currently vacant, which may provide opportunities for future housing. Existing lots and structures can also provide redevelopment opportunities for future single family, multi family, and special needs housing opportunities.

➤ **Additional Housing Opportunities**

Infill development has been supported throughout the comprehensive planning process. This policy would encourage future development to occur on vacant lots within the Village where existing services are currently provided or can easily be accessed. Annexation of future lands for residential development may be considered as a second option.

#### **4.9 Housing Programs and Resources**

Listed below are some examples of housing assistance programs available to Village of Plain residents:

➤ **U.S. Department of Housing and Urban Development (HUD)**

**Section 811** – provides funding to nonprofit organizations for supportive housing for very low-income persons with disabilities who are at least 18 years of age

**Section 202** – provides funding to private nonprofit organizations and consumer cooperatives for supportive housing for very low-income persons age 62 and older

**Section 8** – major program for assisting very low-income families, elderly and disabled individuals to afford housing on the private market. Participants are responsible for finding their own housing. Funding vouchers are distributed through Public Housing Authorities that deliver the vouchers to eligible applicants.

**Section 8/SRO** – provides funding to rehabilitate existing structures to create single room - occupancy (SRO) housing for homeless individuals of very low income, with shared spaces. -

**Hope VI** – provides grants to Public Housing Authorities to destroy severely distressed public housing units and replace them with new units or dramatically rehabilitate existing units. It hopes to relocate residents in order to integrate low and middle-income communities. It also provides community and supportive services.

**Public Housing** – the goal is to provide rental housing for low-income families, elderly and disabled individuals. Rents are based on resident's anticipated gross annual income less any deductions.

**HOME** – provides formula grants to states and localities that communities use to fund a range of activities that build, buy, or rehabilitate affordable housing units for rent or ownership.

**Section 502** – makes loans to low- and very low-income households in rural areas to build, repair, renovate, or relocate houses, including mobile/manufactured homes. Funds can be used to purchase and prepare sites and to pay for necessities such as water supply and sewage disposal.

**Section 515** – provides direct, competitive mortgage loans to provide affordable multifamily rental housing for very low-, low- and moderate-income families, and elderly and disabled individuals. It is

primarily a direct mortgage program but funds can also be used to improve land and water and waste disposal systems.

**Section 514/516** – loans and grants used to buy, build, improve, or repair housing for farm laborers, including persons whose income is earned in aquaculture and those involved in on-farm processing. Funds can be used to purchase a site or leasehold interest in a site, to construct or repair housing, day care facilities, or community rooms, to pay fees to purchase durable household furnishings and pay construction loan interest.

➤ **State of Wisconsin – Department of Administration (Bureau of Housing)**

**Home Rehabilitation and Accessibility (HRA)** – provides Federal HOME funds to participating agencies to make repairs and improvements needed to bring dwellings, owned and occupied by low-income households, up to appropriate housing quality standards and provide accessibility modifications.

**Home Buyer Rehabilitation (HBR)** – funds provided through local agencies for the lowest income households either in grant or loan formats for a wide variety of local affordable housing activities.

**Rental Housing Development (RHD)** – Provides additional information to HUD’s HOME program for requirements on funding. These funds are used to provide direct competitive mortgages in order to establish affordable multi-family housing for very low-, low- and moderate-income families, and elderly and disabled individuals.

**Rental Housing Development (RHD)** – funds provided through HUD’s HOME program to make repairs or improvements to rental units leased to persons who have low or very low incomes.

**Housing Cost Reduction Initiative (HCRI)** – funds set aside to assist low or moderate income persons or families to secure affordable, decent, safe and sanitary housing by defraying some of the housing costs.

**Community Development Block Grants (CDBG)** – funds made available to local units of government that are deemed most in need of assistance for housing rehabilitation and/or limited other housing activities. The funds are awarded to a local governmental unit, which in turn, provides zero interest, deferred payment loans for housing assistance to low- to moderate-income homeowners.

**Community Development Block Grant - Emergency Assistance Program (CDBG-EAP)** - Funds are to be directed to eligible units of government throughout the State that are in need of assistance due to a natural or manmade disaster. Funds are to be used to provide housing assistance to low- to moderate-income homeowners to address the damage caused by the disaster.

- **Wisconsin Housing and Economic Development Authority (WHEDA)** offers two specific programs to assist individuals with their homeownership needs: HOME and Home Improvement Loans. The HOME program provides competitive mortgages to potential homeowners with fixed below-market interest rates to qualified candidates. The Home Improvement Loan program provides funding up to \$17,500 to qualified candidates for rehabilitation and other various housing activities. These funds are provided at below-market fixed interest rates for up to 15 years with no prepayment penalties. The properties must be at least 10 years old and the applicants must meet the income limits established by WHEDA for the county they reside within.

- **Other Programs** – Other programs that may be considered for housing assistance are provided by various agencies throughout the State, including Rural Development components of the U.S. Department of Agriculture and Sauk County.

#### 4.10 Housing Goal, Objectives and Policies

**Housing Goal:** Uphold the integrity of existing homes and encourage growth for traditional and alternative homes and neighborhoods.

**Housing Objectives/Policies:**

HO-1 Maintain and improve the Village’s existing housing stock.

HO-2 Encourage high quality construction and maintenance standard for new and existing housing.

HO-3 Provide for a wide range of housing types to serve residents of all income levels, ages and needs.

HO-4 Create options for traditional and alternative housing and developments.

HO-5 Encourage neighborhood design and locations that protect residential areas from incompatible land uses and promote the Village’s “small town” character.

HP-1 Ensure that public services can be provided to future developments in a safe, efficient and cost-effective manner.

HP-2 Plan for a sufficient supply of developable land for a range of diverse housing types in areas consistent with Village land use goals.

HP-3 Develop and promote development guidelines that incorporate “traditional neighborhood design principles” to ensure quality neighborhood design and layout.

HP-4 Investigate grant programs and opportunities to provide funding options for redevelopment and maintenance of existing structures and when necessary, make an effort to obtain funding opportunities.

HP-5 The Village will periodically include options and funding opportunities in the Village newsletter to ensure residents are aware of available grants and other funding to maintain existing housing stock.

HP-6 Promote the redevelopment of vacant or open lots within the Village limits as an alternative to annexing land for future development.

HP-7 Ensure that development utilizes design techniques that preserves environmental systems, promotes habitat connectivity and provides adequate stormwater management to protect the Village’s diverse natural resources.

HP-8 Continue to administer the Uniform Dwelling Code to ensure a high level of quality for all new construction.

HP-9 Encourage the preservation or improvement of historic features during the renovation/remodeling of recognized historic buildings or structures.

HP-10 Encourage and develop alternative housing options that will serve the elderly or people with special needs such as- dependency living arrangements, assisted living centers, skilled nursing centers, as well as other arrangements.

HP-11 Encourage the adoption of Traditional Neighborhood Design (TND) principles. (see Appendix F)

# *Chapter 5: Economic Development*

Village of Plain  
Sauk County, Wisconsin



**5.0 Purpose**

As part of this planning process, the Village of Plain has identified a desire to foster local independent business ventures as they relate to the service industry and everyday support businesses that will also provide diverse employment opportunities for residents of all ages. The Village has also recognized the importance of ensuring quality development that is not only attractive, but of a mix and location to attract consumers. This Chapter provides an overview of economic activity both in the Village and for Sauk County overall. It also provides a listing of local and state programs focused on economic development.

**5.1 Area Employment and Economic Activity**

An overall look at commuting patterns, regional employment and income characteristics, tourism economic impacts and agriculture economic impacts provides insight to the county’s economic vitality.

➤ **Employment Characteristics in Plain and Sauk County**

Sauk County provides many employment opportunities, as is reflected in the low unemployment rates, occupation type and major employers in the area. According to the State of Wisconsin Department of Workforce Development (DWD), the Sauk County Annual Average Unemployment Rate for 2006 was 4.5%. From 2004-2006 unemployment for Sauk County has held steady at 4.5%. The DWD does not break down employment trends for individual Villages, however the 2000 census identified that 8 persons (or 1.9% of the population in the workforce) from the Village of Plain were unemployed while 421 persons (or 70.2%) were employed. The remaining 171 people (or 28.5%) either claim disability or are retired.

➤ **Area Economic Viability and Employment Opportunities**

The potential for economic opportunities within commuting distance of Plain continues to improve. A number of communities including Reedsburg, Baraboo, Sauk City / Prairie du Sac and Spring Green are host to a number of Tax Increment Finance Districts (TIF) to facilitate the industrial tax base and high-end manufacturing jobs. The agricultural, retail sales and services sectors of the economy are also strong. Tourism is playing an increasing role in this area with the relative proximity to unique natural features, recreation and the strong hospitality businesses located in the Wisconsin Dells.

**Table E1: Sauk County Top 10 Manufacturers/Distributors by Employment**

Employer	Product	Employees	Location
Lands' End	Clothing/Distribution & Telemarketing	1,000-1,700 peak	Reedsburg
Grede Foundries, Inc.	Ductile Iron Castings	835	Reedsburg
R.R. Donnelly	Commercial Printing	680	Baraboo
Sysco Food Services of Baraboo	Wholesale Food Distribution	600	Baraboo
Flambeau Inc.	Plastics	550	Baraboo
Seats, Inc.	Seating	520	Reedsburg
Cardinal IG	Insulated Glass	486	Spring Green
Cardinal CG	Coated Glass	350	Spring Green
Milwaukee Valve Co. - PDS Division	Brass Foundry	320	Prairie du Sac
Teel Plastics	Plastics	280	Baraboo

Source: Sauk County Development Corporation, 2005

**Table E2: Top 10 Sauk County Non-Manufacturers by Employment**

Employer	Product	Employees	Location
Ho-Chunk Casino, Hotel & Convention Center	Gaming, Hotel, Convention Center	1,700	Town of Delton
Wilderness Lodge	Hotel/Resort	1,500	Village of Lake Delton
Kalahari Resort & Convention Center	Hotel/Resort/Convention Center	980 to 1,280	Village of Lake Delton
Sauk County	Government	664	City of Baraboo
Noah's Ark	Water Park	550	Village of Lake Delton
Baraboo School District	Education	520	City of Baraboo
St. Claire Hospital	Health Care	484	City of Baraboo
Sauk Prairie Memorial Hospital & Clinics	Health Care	465	Villages of Prairie du Sac / Sauk City
Sauk Prairie School District	Education	450	Villages of Prairie du Sac / Sauk City
Reedsburg Area Medical Center	Health Care	433	City of Reedsburg

Source: Sauk County Development Corporation, 2005

The major county employers provide diverse employment opportunities for residents of the Village of Plain. **Tables E1 and E2** show the top 20 employers during 2002, divided into Manufacturers/Distributors and Non-Manufacturers. While most of the county is within commuting distance of Plain, the major employment areas of Baraboo, Sauk Prairie, and Reedsburg are within the average commute time of 50 minutes from Plain. Of the top 20 employers, the Baraboo area contains Baraboo Sysco Foods, R. R. Donnelly, Flambeau Plastic, Teel Plastics, Sauk County Government, Baraboo School System and St. Clare Hospital, together employing 3,778 persons. In the Sauk City-Prairie du Sac area, Milwaukee Valve, Sauk Prairie School District and Sauk

Prairie Memorial Hospital together employ 1,235 persons. In the Spring Green area, Cardinal IG and Cardinal CG employ 836 persons. Of the top 20 in the Reedsburg area are Land's End, Grede Foundries, Seats Inc., Reedsburg Area Medical Center and Reedsburg School Systems, together employing 3,488 persons. The Town of Delton has the Ho-Chunk Casino, Hotel and Convention Center with 1,700 employees and the Village of Lake Delton has the Kalahari Resort and Convention Center, Noah's Ark and Wilderness Lodge together with 3,330 employees.

In addition to business opportunities outside of the Village, the Village of Plain does continue to provide a number of jobs in several different sectors including the- construction, engineering, service, retail and agriculture industries.

➤ **Area Income Comparison**

According to the Census, the median income for residents in Plain was \$44,028.00. **Table E3 Regional Income Comparisons**, shows that compared to the neighboring Villages, the County and the State, only the Village of Spring Green and the Town of Franklin had a higher median income. The State and Sauk County median household income were less than that of the Village of Plain.

**Table E3: Regional Income Comparisons**

Household Income in 1999	Income Distribution, Regional Comparison, 1999						
	Percent of Households						
	Village of Plain	Sauk County	Wisconsin	Village of Spring Green	Villages of Sauk/Prairie	Village of Loganville	Town of Franklin
Less than \$15,000	11.70%	12.50%	12.90%	12.50%	13.90%	13.90%	8.90%
\$15,000 to \$24,999	16.30%	13.40%	12.70%	10.60%	12.80%	17.60%	10.40%
\$25,000 to \$49,999	30.30%	34.80%	31.30%	37.00%	36.00%	42.60%	37.90%
\$50,000 to \$74,999	18.60%	23.20%	22.80%	18.90%	19.30%	20.40%	23.20%
\$75,000 to \$99,999	9.90%	9.10%	10.90%	13.20%	10.10%	5.50%	14.70%
\$100,000 or more	13.20%	7.00%	9.40%	7.80%	7.90%	0.00%	5.00%
Total Households	333	21,647	2,086,304	576	2,603	108	259
Median Household Income	\$ 44,028.00	\$ 41,941.00	\$ 43,791.00	\$ 45,000.00	\$ 40,425.00	\$ 34,688.00	\$ 45,982.00

Source: US Census. 2000. DP-3



➤ **Tourism Economic Impact and Opportunity**

According to the 2006 Wisconsin Department of Revenue report on tourism, Sauk County is the third most popular tourism destination in the State, behind Milwaukee and Dane counties. The overall statewide economic impact of travelers is broken down in several ways. Direct impacts, the employee wages and taxes paid from establishments where travelers purchase goods or services, and indirect impacts, the money spent by these employees on goods and services in the area, add up to the total economic impact.

Looking at Wisconsin traveler expenditures by category, more than half of the total expenditures are on shopping and recreation (including event and entertainment fees, wagering, sightseeing and cultural events) expenditures. Food expenditures represent 26% and lodging expenses represent 13% of the total estimated traveler expenditures. Seven percent of Wisconsin traveler expenditures were on transportation within the State (Wisconsin Department of Tourism, 2006). In Sauk County, forty-seven percent of traveler expenditures occurred in summer, 38% percent of expenditures were in the winter/spring season and 15% of expenditures were during the fall season.

**Table E4 Travel Expenditures and Economic Impact**, shows that the Wisconsin Department of Tourism estimated traveling expenditures at approximately \$1.06 billion dollars during 2006, slightly down from \$1.07 billion from 2005 for Sauk County. This expenditure supported 27,369 jobs.

**Table E4: Travel Expenditures and Economic Impact**

<b>Travel Expenditures and Economic Impact</b>							
	2006 Expenditures	2005 Expenditures	Percent Change	Full-Time Job Equivalents	Resident Income	State Revenues	Local Revenues
Sauk County	1,062,560,911	1,073,249,866	-1.01%	27,369	668,855,047	135,290,765	46,309,431
State of WI	11,950,050,300	12,825,549,905	-7.33%	327,759	7,252,659,000	1,479,880,000	586,374,000

Source: Wisconsin Department of Tourism, 2006

The southwestern part of Sauk County and Northern part of Iowa County have many opportunities for recreational, cultural, historical and nature based tourism. Some of the sites near the Village of Plain include: Hemlock Draw, Maple Hill Apple Orchard, the Wisconsin River, Natural Bridge State Park, Cedar Grove Cheese, Honey Creek Historic District, Tower Hill State Park, White Mound Park, Frank Lloyd Wright’s Taliesin, American Players Theater, House on the Rock, and various art studios located in and around the Village of Spring Green.

With the Village of Plain’s proximity to so many tourism locations, the potential for the Village to add to its economic base in this category is quite substantial, particularly by offering a mix of business that compliment or cater to the patrons of these surrounding tourism opportunities. Specifically, the Village has identified a desire to encourage hospitality, restaurant, retail and service oriented opportunities located along Highway 23 with a specific goal of redeveloping the downtown business district.

**5.2 Local Employment and Economic Activity**

The Village of Plain and Sauk County provide many local employment opportunities as is reflected in the education levels, labor force and occupation characteristics of Plain.

➤ **Education, Income Levels and Employment Activity**

**Table E5 Educational Attainment, Plain** shows that the percentage of Plain residents with at least a high school diploma increased by 10% during 1990 and 2000, a little more than the rate of Sauk County at 8.8%. The percentages of those with a Bachelor’s Degree increased more for Plain from 1990 to 2000 by roughly 11.5%.

**Table E5 Educational Attainment**

Education Levels	Educational Attainment, 1990 2000			
	High School Diploma, Village of Plain	Bachelors Degree or Higher, Village of Plain	High School Diploma, Sauk County	Bachelors Degree or Higher, Sauk County
1990	72.50%	9.10%	74.70%	12.90%
2000	82.50%	20.60%	83.50%	17.60%

Source: U.S. Census 1990-2000

➤ **Income Levels**

As detailed in the Housing Chapter, of the 333 occupied households in Plain, 55, (16.5%) were in the \$35,000 to \$49,999 income bracket. Another 62 (18.6%) of the households were in the \$50,000 to \$74,999 income bracket. This is compared to Sauk County, with 21.0% of the households in the \$35,000 to \$49,999 income bracket and 23.2% of the households in the \$50,000 to \$74,999 income bracket.

Another tool in the assessment of income distribution is the comparison of the median household income with the average household income for a particular year. A median value represents the middle value in an ordered list of data values. It divides the values into two equal parts with one half of the values falling below the median and one half falling above the median. An average value is found by dividing a sum of values by its total number of values. Average household income is calculated by dividing aggregate household income by the number of households in a given geographic area for a given year. Aggregate household income is the sum of the incomes of a sample of households in a given geographic area.

**Table E6 Distribution of Household Income, 1999** shows that in 1999, the median household income for the Village of Plain was \$44,028 while the average household income was \$57,835. The ratio of the

**Table E6: Distribution of Household Income, 1999**

Distribution Household Income 1999	% of Households	% of Households	% of Households
	Village of Plain	Sauk County	Wisconsin
Less than \$10,000	7.2%	6.7%	3.5%
\$10,000 to \$14,999	4.5%	5.8%	3.0%
\$15,000 to \$24,999	16.2%	13.4%	9.1%
\$25,000 to \$34,999	13.8%	13.8%	11.6%
\$35,000 to \$49,999	16.5%	21.0%	18.7%
\$50,000 to \$74,999	18.6%	23.2%	27.6%
\$75,000 to \$99,999	9.9%	9.1%	14.1%
\$100,000 to \$149,999	8.1%	4.7%	8.5%
\$150,000 or more	5.1%	2.3%	3.9%
<b>Median Household Income</b>	<b>\$44,028</b>	<b>\$41,941</b>	<b>\$43,791</b>
No. of Households	333	21,647	2,086,304
Aggregate Income	\$19,259,055	\$1,076,409,500	\$112,374,261,000
<b>Average Household Income</b>	<b>\$57,835</b>	<b>\$49,726</b>	<b>\$53,863</b>

Source: US Census 2000

average to the median income is 1.31. As a comparison, the Village of Spring Green’s median household income is \$45,000, the Village of Loganville’s is \$34,688, the Villages of Sauk/Prairie’s is \$40,425 and the Town of Franklin’s is at \$45,982.

From 1990 to 2000, both Sauk County and the State of Wisconsin saw the ratio of average income to median income increase slightly, the County from 1.17 to 1.19, the State from 1.19 to 1.23. This implies that the number of values on the upper end of the spectrum has increased slightly during the past decade.

➤ **Employment**

**Table E7 Labor Force and Employment** shows that, of the 792 persons in Plain during 2000, 429 persons age 16 or older are in the labor force, and an additional 171 persons age 16 or older are not in the labor force. Of those in the labor force, 8, or 1.3%, are unemployed. This is less than the unemployment rate for Sauk County of 4.2%, according to the 2000 Census.

**Table E7: Labor Force and Employment**

Labor Force Status, 1990 2000				
Category	Village of Plain, 1990	Village of Plain, 2000	Sauk County, 1990	Sauk County, 2000
<b>Population 16 years and over</b>	558	600	35,509	42,480
Not in Labor Force	160	171	11,018	12,085
In labor force	398	429	24,491	30,395
Percent in labor force	71.3%	71.5%	69.0%	71.6%
Armed Forces	0	0	34	21
Civilian labor force	398	429	24,457	30,374
Employed	385	421	22,987	29,108
Unemployed	13	8	1,470	1,266
<b>Unemployment Rate</b>	<b>3.3%</b>	<b>1.9%</b>	<b>6.0%</b>	<b>4.2%</b>

Source: U.S. Census, 1990, 2000, Table P-3

While assessing the types of employment opportunities in the Village of Plain **Table E8 Employment by Industry, Village of Plain** shows that agriculture, once a major occupation, has now been surpassed by the construction industry as the major employer. Other occupations remained relatively constant, with the exception of the arts, entertainment, recreation and food industry segment, which jumped from zero employed to forty-two. **Table E9 Employment by Industry, Sauk County** provides a comparison to the region.

**Table E8: Employment by Industry, Village of Plain**

Village of Plain, Employment by Industry, 1990 2000						
Industry	Village of Plain, 1990	Village of Plain 1990, Percent of Employed Population	Village of Plain, 2000	Village of Plain 2000, Percent of Employed Population	Change in number of employees per industry, 1990 2000	Change in percent employment per industry, 1990 2000
Agriculture, Forestry, Fishing and Hunting, and Mining	38	9.9%	14	3.3%	-24	-6.5%
Construction	107	27.8%	86	20.4%	-21	-7.4%
Manufacturing	44	11.4%	79	18.8%	35	7.3%
Wholesale trade	13	3.4%	8	1.9%	-5	-1.5%
Retail trade	69	17.9%	32	7.6%	-37	-10.3%
Transportation and warehousing, and utilities	7	1.8%	5	1.2%	-2	-0.6%
Information	0	0.0%	6	1.4%	6	1.4%
Finance, insurance, real estate, and rental and leasing	20	5.2%	25	5.9%	5	0.7%
Professional, scientific, management, administrative, and waste management services	17	4.4%	31	7.4%	14	2.9%
Educational, health and social services	52	13.5%	75	17.8%	23	4.3%
Arts, entertainment, recreation, accommodation and food services	2	0.5%	25	5.9%	23	5.4%
other services (except public Administration)	10	2.6%	25	5.9%	15	3.3%
Public Administration	6	1.6%	10	2.4%	4	0.8%
<b>Industry Total</b>	<b>385</b>	<b>100.0%</b>	<b>421</b>	<b>100.0%</b>	<b>36</b>	<b>0.0%</b>

Source: US Census 1990, 2000. Note: U.S. Census 1990 Occupation classes are grouped differently. The 1990 data are grouped together as best as able for comparison to the U.S. Census 2000.

**Table E9: Employment by Industry, Sauk County**

Sauk County, Employment by Industry, 1990 2000						
Industry	Sauk County 1990	Sauk County 1990 Percent of Employed Population	Sauk County, 2000	Sauk County 2000, Percent of Employed Population	Change in number of employees per industry, 1990 2000	Change in percent employment per industry, 1990 2000
Agriculture, Forestry, Fishing and Hunting, and Mining	2,458	10.7%	1,557	5.3%	-901	-5.3%
Construction	1,751	7.6%	2,282	7.8%	531	0.2%
Manufacturing	5,528	24.0%	5,554	19.1%	26	-5.0%
Wholesale trade	888	3.9%	935	3.2%	47	-0.7%
Retail trade	3,757	16.3%	3,843	13.2%	86	-3.1%
Transportation and warehousing, and utilities	865	3.8%	1,150	4.0%	285	0.2%
Information	268	1.2%	425	1.5%	157	0.3%
Finance, insurance, real estate, and rental and leasing	945	4.1%	1,255	4.3%	310	0.2%
Professional, scientific, management, administrative, and waste management services	1,381	6.0%	1,521	5.2%	140	-0.8%
Educational, health and social services	3,105	13.5%	5,130	17.6%	2,025	4.1%
Arts, entertainment, recreation, accommodation and food services	242	1.1%	3,525	12.1%	3,283	11.1%
other services (except public Administration)	1,144	5.0%	915	3.1%	-229	-1.8%
Public Administration	655	2.8%	1,016	3.5%	361	0.6%
<b>Industry Total</b>	<b>22,987</b>	<b>100.0%</b>	<b>29,108</b>	<b>100.0%</b>	<b>6,121</b>	<b>0.0%</b>

Source: US Census 1990, 2000 Note: U.S. Census 1990 Occupation classes are grouped differently. The 1990 data are grouped together as best as able for comparison to the U.S. Census 2000.

➤ **Commuting Patterns**

In terms of commuting patterns, the 2000 Census indicates that the majority of Plain residents (90.4%) commute to work. For those residents who commute to their jobs, 75.50% drive alone while 14.9% carpool. The average commuting time to work is approximately 25.5 minutes for residents in Plain, compared to 20.3 minutes in Sauk County.

Commuting patterns in rural villages are typically reflective of employment that may or may not be found within the Village. In this case, it seems the percent of commuters driving alone has increased, which may indicate that more residents are not working at home or within the Village. The number of residents who commute alone increased from 68.9% in 1990 to 75.5% in 2000 (an increase of 6.6%), and the number of residents who work at home and who no longer carpool experienced a total decrease of 7.2%.

**Table E10: Commuting Patterns**

Commuting Patterns	Plain 1990	Percent Plain 1990	Sauk County 1990	Percent Sauk County, 1990	Plain 2000	Percent Plain, 2000	Sauk County 2000	Percent Sauk County, 2000
Drove Alone	261	68.9%	16,004	70.4%	315	75.5%	22,213	77.4%
Carpooled	73	19.3%	2,952	13.0%	62	14.9%	3,196	11.1%
Public Transportation	0	0.0%	87	0.4%	2	0.5%	139	0.5%
Walked or Worked at Home	45	11.9%	3,498	15.4%	38	9.1%	2,916	10.2%
Other Means	0	0.0%	185	0.8%	0	0.0%	230	0.8%
<b>Total</b>	<b>379</b>	<b>100.0%</b>	<b>22,726</b>	<b>100.0%</b>	<b>417</b>	<b>100.0%</b>	<b>28,694</b>	<b>100.0%</b>
Average Travel Time (minutes)	N/A		N/A		25.5		20.3	

Source: U.S. Census 1990-2000

Note: The category "walked" and "work at home" are combined in the U.S. Census 1990 data.

➤ **Local Employment Opportunities**

Construction, Engineering and General Contractor firms including- Edward Kraemer & Sons Kraemer, Brothers Schluter Construction and The Kraemer Company make up a majority of employment opportunities in Plain. Within the Village of Plain several small businesses also exist. These include: The Cheese Maker, a main tourist stop in the Village, located at the intersection of highway B and State Road 23. Plain Medical Clinic, at the same intersection. Other businesses include: various bars and grills, Bettinger Bed & Breakfast, Shell and Cenex gas stations, Straka Meats, The Peoples Community Bank, Do-it Best Hardware Store and Miese Construction.

➤ **Local Child Care Facilities**

The population of 0-9 year olds in the Village of Plain increased between 1990 and 2000. That increase could be expected to continue since the population of young householders (age 30-39) also increased from 1990 to 2000, indicating a potentially consistent local demand for childcare services. According to State of Wisconsin records, there are currently three licensed family child care facilities located in Plain. There appears to be an adequate supply of child care in the Village given the fact there are also several facilities located in the nearby communities of Sauk City, Prairie du Sac, Spring Green and Loganville.

### **5.3 Labor Force Forecast**

In addition to forecasting future population and housing levels, it is important to determine the future employment outlook for the Village. A labor force forecast helps a community understand the age and gender make-up of their future workforce (people between the ages of 15 and 64), the size of their future workforce and how this will affect the overall population and the demand for certain future jobs in a community. A future workforce profile also assists a Village in planning for desired future levels and types of employment within the economy of an area. Typically, a workforce projection is based upon an analysis of the age group distribution and change in a population over time. However, it is difficult to complete these projections for the Village of Plain due to insufficient Census data on future age distribution at the village level.

Despite the lack of data, there are alternate approaches for preparing a possible “best guess” future labor force scenario for the Village of Plain. One such method involves a comparison of the population projections for the Village (detailed in *Chapter 3 Population Inventory & Analysis*) with its historic labor force trends (see *Table E9 Labor Force and Employment*). As demonstrated in *Tables E11, E12 and E13 Labor Force Projections*, an average percent of population participation in the labor force was calculated using labor force and population numbers from 1990 and 2000 Census data. This percent was then applied to each future population projection scenario developed in this Chapter in order to estimate the 2010 and 2025 labor force numbers.

**Table E11: Labor Force Projection #1 (Using Linear Projection)**

<b>Labor Force Projection #1: Village of Plain</b>					
	Census			Projections	
Year	1990	2000		2010	2025
Population	691	792	Population Projection #4 (Growth)	841	947
Labor Force (persons 16 and over)	558	600	Historic Average % Population in Labor Force (1980-2000)	656	740
% Population in Labor Force	81%	76%	78%	78%	78%
Change in number of persons in Labor Force per 10 years	N/A	42	N/A	56	84
% Change in Labor Force	N/A	8%	N/A	9%	13%

Source: US Census Data and DOA Population Projections

**Table E12: Labor Force Projection #2 (Using Growth Projection)**

<b>Labor Force Projection #2: Village of Plain</b>					
	Census Data			Projections	
Year	1990	2000		2010	2025
Population	691	792	Population Projection #3 (Linear)	836	923
Number of Persons in Labor Force	558	600	Historic Average % Population in Labor Force (1980-2000)	652	720
% Population in Labor Force	81%	76%	78%	78%	78%
Change in number of persons in Labor Force	N/A	42	N/A	52	68
% Change in Labor Force	N/A	8%	N/A	9%	10%

Source: US Census Data and DOA Population Projections

**Table E13: Labor Force Projection #3 (Using Static Household Size Projection)**

<b>Labor Force Projection #3: Village of Plain</b>					
	Census Data			Projections	
Year	1990	2000		2010	2025
Population	691	792	Population Projection #4 (Static HH)	894	1045
Number of Persons in Labor Force	558	600	Historic Average % Population in Labor Force (1980-2000)	697	815
% Population in Labor Force	81%	76%	78%	78%	78%
Change in number of persons in Labor Force	N/A	42	N/A	97	118
% Change in Labor Force	N/A	8%	N/A	16%	17%

Source: US Census Data and DOA Population Projections

The projections displayed above report only on size change (number of workers) in the labor force. The actual labor force size change in the Village of Plain will depend on the age structure of the labor force, immigration and emigration. As a result, Projections #1 through #3 may vary greatly from the actual labor force statistics in the future.

Another “best guess” can be made as to the possible future age group distribution in the Village of Plain based on data for age group trends in Sauk County from 2000 to 2020. This assumes that the Village of Plain will experience changes in age group categories parallel to those occurring in Sauk County. **Table E14 Labor Force Change by Age Group in Sauk County, 2000-2020** and **Chart E15 Sauk County Labor Force Trends by Age 2000-2020** show the age group data forecast for the Sauk County labor force. In looking at **Table E14**, notable trends include the older age groups (55-61, 62-69 and 70+) showing the greatest amount of increase and the 35-54 age group, the age group in their prime earning years, showing the least change (1%). According to **Table E14**, the age group 62-69 grows the most, exhibiting a 106% increase (or 1,482 people). From 2000 to 2020, the age group 55-61 increases by 86% (or 2,481 people) and the age group 70+ increases by 29% (or 1,644 people).

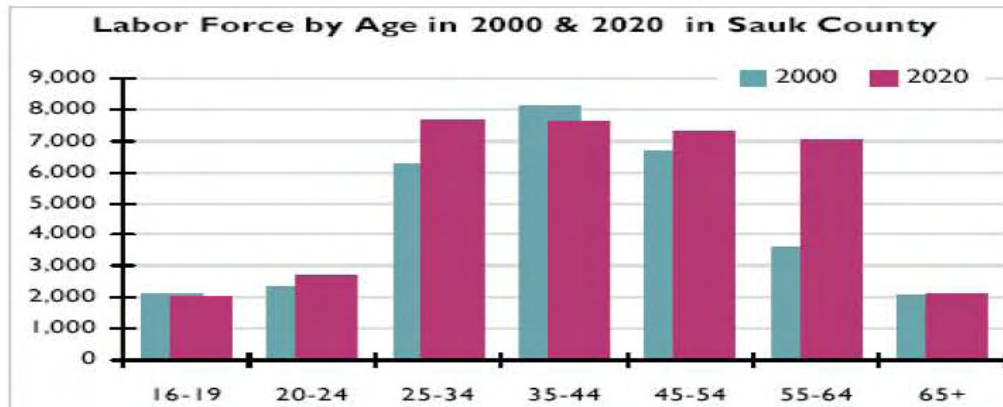
**Table E14: Labor Force Change by Age Group in Sauk County, 2000-2020**

16-19	2,122	2,314	2,112	2,015	2,025	-97	-5%	-140	-4%
20-24	2,346	2,922	3,167	2,863	2,719	373	16%	434	16%
25-34	6,261	6,134	6,803	7,758	7,671	1,411	23%	1,599	23%
35-54	14,746	15,545	15,552	14,942	14,940	194	1%	216	1%
55-61	2,870	3,677	4,527	5,179	5,351	2,481	86%	3,124	86%
62-69	1,398	1,570	1,970	2,469	2,880	1,482	106%	3,526	105%
70+	748	751	763	824	965	217	29%	1,644	27%
<b>Total, 16 and Over</b>	<b>30,491</b>	<b>32,914</b>	<b>34,894</b>	<b>36,049</b>	<b>36,551</b>	<b>6,060</b>	<b>20%</b>	<b>10,403</b>	<b>24%</b>

Source: Eric Grosso, State Labor Market Economist, WI Department of Workforce Development

**Chart E15** clarifies that within the 35-54 age group, those 35 to 44 will decrease and those 45 to 54 will increase over the next twenty years within the county. It also emphasizes the large increase in the older population 55-64.

**Chart E15: Sauk County Labor Force Trends by Age 2000-2020**



Source: Sauk County Workforce Profile, [www.dwd.state.wi.us/lmi/cp\\_pdf/S111cpw.pdf](http://www.dwd.state.wi.us/lmi/cp_pdf/S111cpw.pdf)

**Table E14** also demonstrates general workforce trends. Overall, the workforce in Sauk County is expected to increase by 20% or 6,060 people from 2000 to 2020. In comparing this number to the overall projected population increase of 10,403 people, it is evident that about 60% of the new population will be part of the labor force. This is a lower participation rate than that recorded by the Bureau of Labor Statistics for all workforce participation in Sauk County: 86.5%. It is also evident in **Table E14** that the population 16 and older in Sauk County is expected to grow 4% faster than the labor force of people 16 and older. However, when compared to the State of Wisconsin labor force projections by age group (shown in **Table E16 Forecasted Labor Force by Age Group in Wisconsin, 2000-2020**), it is evident that Sauk County shows less of a gap (4%) between expected population growth and expected labor force participation than the State of Wisconsin (6%) and that the labor force in Sauk County is projected to grow more quickly than the state labor force (20% vs 11%).

**Table E16: Forecasted Labor Force by Age Group in Wisconsin, 2000-2020**

Forecasted Labor Force by Age Group in Wisconsin, 2000-2020										
Age Group	2000	2005	2010	2015	2020		Forecasted Labor Force Change from 2000-2020 (numeric)	Forecasted Labor Force Change from 2000-2020 (percent)	Projected Population Change from 2000-2020 (numeric)	Projected Population Change from 2000-2020 (percent)
16-19	204,474	209,459	205,313	190,368	193,314		-11,160	-5%	-17,822	-5%
20-24	291,507	327,964	335,817	328,731	304,855		13,349	5%	16,360	5%
25-34	600,925	590,998	644,596	689,271	689,754		88,829	15%	103,995	15%
35-54	1,386,418	1,429,481	1,392,374	1,332,601	1,312,861		-73,556	-5%	-86,884	-5%
55-61	236,733	299,752	361,141	405,905	417,308		180,575	76%	254,493	76%
62-69	101,251	111,407	137,344	170,602	196,085		94,834	94%	283,480	93%
70+	49,489	50,502	51,952	56,215	66,101		16,612	34%	158,573	30%
<b>Total, 16 and Over</b>	<b>2,870,797</b>	<b>3,019,563</b>	<b>3,128,535</b>	<b>3,173,693</b>	<b>3,180,278</b>		<b>309,481</b>	<b>11%</b>	<b>712,195</b>	<b>17%</b>

Source: Eric Grosso, State Labor Market Economist, WI Department of Workforce Development

### 5.4 Environmentally Contaminated Sites

The Comprehensive Planning Legislation requires communities to evaluate and promote the use of environmentally contaminated sites for commercial or industrial uses. The Wisconsin Department of Natural Resources (DNR) Environmental Remediation and Redevelopment Program maintains a list of contaminated sites.

Sites that are listed in the WisDNR’s database include one open LUST (Leaking Underground Storage Tank) site, located in the northwest portion of the Village. This site has been in the process of remediation since 1993 and is the process of being closed. In addition to the open site, 11 closed sites (remediation completed), 3 historic sites (cleanup completed before 1996) and 3 sites where no action was required were also listed in the database.

### 5.5 Opportunities to Attract and Retain Business

As stated earlier, it will be important for Plain to encourage sustainable local service and support based independent business that offer a broad range of employment opportunities. In the present, Plain is home to several established business in the construction, engineering, agricultural and service industries that provide employment and the local and regional economy that is unique for a village of its size. The Village has potential opportunities to enhance its economic position and attract businesses that are sustainable and serve a variety of clientele.



Much like other communities in Sauk County, Plain is affected by a lack of local businesses where goods and services can be purchased. The outcome leads to missed opportunities for the community to retain some of that wealth and consumers that must drive to other communities to do the majority of their shopping. The establishment essential local services would assist in retaining economic tax base for the Village and offer increased convenience to the consumer by reducing the reliance on an automobile for long trips to make purchases. To provide assistance in achieving a more localized economy, the Village must develop strategies for attracting and retaining local businesses, which may involve creating incentives and partnering with the Sauk County Development Corporation.

The rapidly growing tourism industry also provides economic opportunities for numerous Sauk County communities. Plain is located in a central area of Sauk County and has potential to access the artisan, agricultural, historical, natural beauty and hospitality subsidiaries of the tourism economy. The Village has an opportunity to develop downtown business guidelines that incorporate unique historical features and redevelop some of the historical downtown structures to create a location that has the potential to ‘stand out’ from other area communities. Other “niche market” businesses such as- bed and breakfasts, artisan products and locally made/direct to market shops might be a successful compliment to the tourism industry and establish Plain as a must visit destination.

## 5.6 Other Programs and Partnerships

### ➤ **Sauk County Development Corporation**

Sauk County Development Corporation’s mission is to promote and retain the diverse economic vitality of Sauk County and its individual communities.

### ➤ **Wisconsin Department of Commerce**

Provides a broad range of financial resources to help businesses and communities undertake economic development. These programs include:

- **Community Development Block Grant (CDBG) – Economic Development Program**  
Provides grants to communities to promote local job creation and retention.
- **CDBG – Public Facilities** helps eligible local governments upgrade community facilities, infrastructure, and utilities to benefit lot to moderate income residents
- **Rural Economic Development Program** offers low-interest loans for businesses with fewer than 25 employees.
- **US Small Business Administration (SBA)** provided loan guarantees that are used in conjunction with bank financing to improve loan terms.
- **Wisconsin Housing and Economic Development Authority (WHEDA)** a program that buys down commercial interest rates, enabling Wisconsin lenders to offer short-term, below-market rate loans to small, minority- or women-owned businesses.
- **Industrial Revenue Bonds (IRDs)** are municipal bonds whose proceeds are loaned to private persons or to businesses to finance capital investment projects. All Wisconsin municipalities – cities, villages, and Villages are authorized to issue IRDs.

- **Major Economic Development Program (MED)** is designed to provide financial assistance for Wisconsin business startup or expansions.
- **Customized Labor Training Program (CLT)** encourages businesses to invest in the retooling and upgrading of equipment in order to increase the productivity of its labor force by providing a grant of up to 50% of the cost of a workforce training program.
- **Technology Development Fund Program (TDF)** is designed to provide assistance to businesses embarking on technical research projects aimed at developing new products or processes, or improving existing products or processes.
- **Forward Wisconsin** is a non-profit economic development-marketing corporation for the State of Wisconsin. This organization creates marketing strategies aimed at luring businesses and industry from other states within the United States and other countries throughout the world to improve the corporate climate in Wisconsin. The organization assists in locating companies throughout the State, based on those companies' needs. Assistance is available to aid with community development projects and marketing.
- **Agriculture Development Zone (South-Central)** is a new agricultural economic development program in the State of Wisconsin which provides tax credits to farm operators and business owners who make new investments in agricultural operations. These tax incentives are offered for three basic categories of investment including job creation, environmental remediation, or capital investments in technology/new equipment. This program is administered by the Wisconsin Department of Commerce.

### 5.7 Economic Development Goal, Objectives and Policies

**Economic Development Goal:** Invigorate Main Street shops, while encouraging opportunities for new businesses to share in the innovative spirit that makes Plain vibrant.

#### **Economic Development Objectives/Policies:**

EDO-1 Be creative with economic incentives to draw business to Plain and assist in the growth of present businesses.

EDO-2 Maintain and improve the compatibility of economic uses by creating appropriate areas for certain types of commercial uses.

EDO-3 Encourage development in the current TIF District.

EDO-4 Ensure long-term economic sustainability.

EDO-5 Encourage public input and ensure adequate review of economic development proposals.

EDP-1 Work with Sauk County, the Sauk County Development Corporation, UW-Extension, other agencies and other communities to attract and retain businesses to ensure a healthy local and regional economy.

EDP-2 Promote the redevelopment and reuse of existing historical buildings in the Village's downtown to maintain connectivity and promote the Village of Plain's identity.

EDP-3 Encourage the development of a family restaurant with economic incentive.

EDP-4 Explore strategies to promote the downtown as a commercial, civic and social center to assist in maintaining a “sense of place” and promote the Village’s “small town” character.

EDP-5 Examine programs that will explore market opportunities and provide incentives that aim to spur economic development such as- Tax Incremental Financing, Business Improvement Districts or others that are similar.

EDP-6 Update ordinances to provide appropriate designation, type, scale, layout, character, adjacent impact and process for approval for a wide variety of commercial uses and alternative mixed use options.

EDP-7 Consider creating a downtown business zoning district to accommodate smaller-scale commercial/retail uses.

EDP-8 Consider creating an office/commercial park zoning district to accommodate appropriate service or office oriented businesses.

EDP-9 Consider creating tourism/hospitality zoning district to accommodate appropriate tourism/hospitality type businesses.

EDP-10 Develop an effective review and approval process to assist in making decisions that are fair and uphold the Village’s desires.

EDP-11 Adopt a comprehensive adult-oriented ordinance to ensure compatibility with the community within the Village.

# *Chapter 6: Utilities & Community Resources*

Village of Plain  
Sauk County, Wisconsin



## 6.0 Purpose

The Village of Plain supports and utilizes an effective array of utilities (such as electric, heating, phone and Internet service) and public facilities (including parks, wastewater treatment, a swimming pool, churches and an elementary school). The Village also supports and utilizes services provided by both the County and School District. This section of the Plan summarizes the Village's utilities, public facilities and significant community resources.

## 6.1 Water Supply

All residents in the Village of Plain are served by two public municipal wells. *Map 8-2 Environmentally Sensitive Areas* shows the location of these wells and the respective 50 and 100-year Zones of Contribution (ZOC). The Zones of Contribution primarily indicate that any water deposited on the surface or subsurface via a POWTS drainage field will at a later date be drawn upon by the municipal well. The ZOC's are broken down into 50 and 100 year time frames. Recognizing that this draw will occur, the Village has set policy that examines certain types and densities of development in the ZOC - areas. Furthermore, it is recommended that concentrated septic system development in this area, should this area be subdivided and remain in the Town of Franklin, be evaluated by a hydrological study to ensure that the municipal wells are protected.

## 6.2 Wastewater Treatment Facilities

Overall, the disposal of domestic wastewater in the Village is handled through the use of the village wastewater treatment plant. Treatment of wastewater is filtered and the solids removed. Solid waste is then transported out of the Village and the remaining water is pumped to a drainage field. The capacity and capabilities of the facility will need to be expanded in the future as new residential subdivision activity and annexations are expected to occur along the boundaries of the Village.

## 6.3 Solid Waste Disposal/Recycling

Solid waste disposal sites, or landfills, are potential sources of groundwater pollution in Sauk County. In 2000, the Sauk County Department of Planning & Zoning conducted an inventory to verify the number of active and inactive or abandoned landfill sites. According to that process, it was determined that Sauk County has 15 active landfill sites throughout the County, including sites for brush disposal. In addition, more than 40 sites were identified as abandoned sites. Of those 40 sites, none are located in the Village of Plain.

Currently, the Village of Plain contracts with Peterson Sanitation, which provides solid waste and recycling services for Village residents.

## 6.4 Village Hall

The Plain Municipal Building is located at 1015 Cedar Street. It contains the Clerk/Treasurer Office, Police Department and Fire and Ambulance facilities.

## 6.5 Law Enforcement

The Sauk County Sheriff's Department, headquartered in Baraboo, Wisconsin as well as its own local police department, serves the Village of Plain. The Village of Plain employs 1 police officer, deputized by the Sauk County Sheriff, on a full time basis. According to the 2004 Sauk County Budget, there are approximately 60 personnel employed by Sauk County Sheriff's Department that would be considered part of their police force, including the sheriff, chief deputy, patrol deputies, sergeants, lieutenants,

detectives, and communications personnel. The Village of Plain is also serviced by the new Sauk County Law Enforcement Center/Jail, which opened in 2003.

Both the Sauk County Sheriff's department and the Village of Plain's police officer work in the patrolling of the streets in the Village of Plain. Both also assist with any disturbance or problem arising in the Village. The Sheriff's Department and the Village of Plain police office work together to coordinate their times on duty for optimum coverage and protection for the area. At this time and in the foreseeable future, law enforcement coverage is adequate.

### **6.6 Emergency Services**

The Village of Plain is served by the Plain Fire Department and the Plain Emergency Medical Service.

### **6.7 Library**

The South Central Wisconsin Library System through Sauk County serves the Village of Plain and surrounding communities. The primary library utilized by the Village is the Kraemer Library and Community Center Public Library located in the Village of Plain. The library hosts a collection of general-purpose books, periodicals, historical memorabilia of the area, Internet access, book discussion groups and a Community Room available for meetings and community events. This facility officially opened in June 2002 and was funded in part by the Kraemer Corporation, surrounding communities and through individual contributions.

### **6.8 Electric Generation and Power Distribution Systems**

Alliant Energy provides electric service to the Village. To meet the state's growing electricity use, many existing transmission lines will need upgrading and many new lines and substations will need to be constructed. Future planning from ATC indicates there will be several upgrades in Sauk County in the next few years to address low voltage issues caused by an increase in demand.

### **6.9 Telecommunications**

The Verizon telephone company provides phone service to the Village of Plain. There is also a growing trend in cellular telephone use throughout the county and, with this demand, comes local issues regarding electronic interference, aesthetics, and community impacts associated with this service.

### **6.10 Medical Facilities**

The Village of Plain is primarily served by two medical facilities including the Reedsburg Area Medical Center which provides a modern facility with 53 acute care beds, 50 long-term care beds, eight day care surgery beds, emergency and urgent care services, and a full array of outpatient services. Sauk Prairie Memorial Hospital features a 36 bed acute care, emergency and urgent care services, and a full array of outpatient services. The Village also is home to the Plain Medical Clinic, located at 825 Main Street, which is affiliated with Sauk Prairie Memorial Hospital. Other specialized care is available in the City of Madison.

## 6.11 Educational Facilities

### ➤ Primary Educational Facilities

The Village of Plain is served entirely by the River Valley School District. The River Valley School District is located 660 W. Daley St, in Spring Green. The district has six schools, four elementary schools, one middle school and one high school. Two schools are outside of the county, one in Lone Rock in Richland County and one in Iowa County, in Arena. In Sauk County, the elementary schools are located in the Village of Plain and the Village of Spring Green. The elementary schools teach pre-kindergarten to fifth grade, and have a combined enrollment of approximately 539 students. The River Valley Middle School is located at the same address as the district headquarters in Spring Green. There are approximately 314 students in grades 6 to 8 enrolled here. The River Valley High School is located at 660 W. Varsity Boulevard in Spring Green. There are approximately 555 students enrolled in grades 9 to 12 at this school. In total, there are about 1,408 students enrolled in classes in this district

#### • Parochial Schools

St. Luke's, which is located in the Village of Plain, provided education opportunities for ages K-8 and has an enrollment of approximately 124 students.

#### • Secondary Educational Facilities

The Village of Plain is within commuting distance of several two-year year college campuses including:

***UW-Baraboo/Sauk County and UW-Richland Center/Richland County.*** The University of Wisconsin-Baraboo/Sauk County (UW-B/SC) is one of thirteen University of Wisconsin Colleges (UWC) two-year campuses. The UW Colleges (UWC) serves over thirteen thousand students across the State of Wisconsin. UW-B/SC provides student-centered, freshman-sophomore liberal arts programming, which can serve as the foundation for virtually any University of Wisconsin major. UW-B/SC offers the Associate of Arts and Science degree which satisfies the general education requirements at any UW campus. Classes are taught by outstanding faculty who are dedicated to teaching and committed to their fields of study. Over 80% of the UW Colleges faculty hold the highest degrees possible in their fields of study. With the lowest tuition in the UW System and an average class size of 21, UW-B/SC offers the kind of access to instructors that is typically reserved for upper-level students at larger university campuses. The UW-B/SC campus community includes approximately 700 students and 90 faculty and staff. UW-B/SC also offers a number of baccalaureate degree completion programs in collaboration with four-year UW institutions. Additionally, the UW-B/SC Office of Continuing Education provides non-credit and credit life-long learning and outreach opportunities in collaboration with the University of Wisconsin-Extension. The University of Wisconsin-Richland is also a UWC campus.

***Madison Area Technical College / Reedsburg*** has over 4,000 students served annually. MATC Reedsburg provides technical and workplace skills training. The college awards associate degrees, technical diplomas, certificates and apprenticeships, and offers classes that transfer to four-year degree programs. Programs are offered in accounting, administrative assistance, business mid-management, business software application, childcare education, farm and production management, nursing and supervisory management. The college offers apprenticeships in electrical and machine maintenance, and tool and die. MATC also offers customized labor training for local businesses.

### 6.12 Recreational Facilities

The Village of Plain has one municipal park. The park includes a swimming pool, pavilion, restrooms, a playground, tennis courts, a basketball court and a baseball diamond. Plain is also home to the Westbrook Hills Golf Course, a public 9-hole golf course.

### 6.13 Cemeteries and Churches

**St. Luke's Church**, originally built in 1861 and rebuilt in 1918 after a tornado destroyed the building has a congregation of approximately 500 households and the school has 97 pupils (preschool—8th grade), with an additional 140 students in our religious education program.

**St. Luke's Cemetery**, was started with the first catholic church in Plain. In 1918 a tornado destroyed the church and it was moved to its current location where the cemetery is also located.

### 6.14 Utilities and Community Resources Goal, Objectives and Policies

**Utilities and Community Resources Goal:** Maintain and enhance community services that provide a level of affordable service to all members of the public in a knowledgeable, friendly, safe and respectable manner to all ages.

#### Utilities and Community Resources Objectives/Policies:

UCRO-1 Maintain and update existing water and sewer facilities (including well house and sewer treatment facilities) and infrastructure. -

UCRO-2 Ensure that basic public services such as- adequate police and fire protection, street services, sanitary sewer services, and education are made available to all residents.

UCRO-3 Preserve and modernize park facilities and provide recreational activities that will meet the needs of the current and future population.

UCRO-4 Encourage logical, cost-efficient expansion and improvement of public utilities to serve well-planned development patterns.

UCRO-5 Support the maintenance of a medical facility that provides affordable support services to all members of the public in a knowledgeable, friendly safe and respectable manner to all ages. -

UCRP-1 Review and replace infrastructure as needed when streets are redone.

UCRP-2 Continue to maintain high-quality drinking water for the Village residents and maintain water infrastructure to protect the environment and ensure the health of all users.

UCRP-3 Explore strategies to ensure ground water protection, especially areas where groundwater contributes to the Village's well.

UCRP-4 Promote long range sanitary sewer system planning to accommodate growth and development.

UCRP-5 Avoid extension of sanitary sewer and water into land outside of the Village incorporated limits. -



UCRP-6 Discourage the utilization of the Village's private wastewater treatment system in areas where development is not located near public services unless a community group wastewater treatment option exists.

UCRP-7 Continue superior working relationship with Sauk County Library System and develop strategies to maintain and increase usership of the Plain Library to promote the downtown as a civic and social center.

UCRP-8 When improving inadequate infrastructure, consider new technology options that are energy efficient, cost effective and are low-maintenance, where appropriate.

UCRP-9 Prepare and adopt an Official Map to reserve right of ways for future transportation corridors, parks and other utility and public uses.

UCRP-10 Cooperate with the River Valley School District and the St. Luke's school officials in long-range planning and decision-making to reflect the Village's educational needs and desires.

UCRP-11 Support local emergency services and facilities by providing access to training, facilities, equipment and incorporating input from emergency services in future planning efforts and developments.

UCRP-12 Develop a capital improvement plan to identify future improvement for existing utilities or community facilities and establish a timetable to produce a desired schedule for improvement and to address future needs or expansion.

# *Chapter 7:* *Transportation*

Village of Plain  
Sauk County, Wisconsin



**7.0 Purpose**

Transportation networks affect development patterns in a community. Effective systems allow people and goods to move efficiently for employment and marketing, and provide a first opportunity for tourists to view the scenic landscapes and history of an area both locally and regionally.

Transportation options within the Village are primarily limited to Village Streets, State and County roads, which are utilized by automobile, farm machinery and occasional bike traffic. Future development within the Village, as well as adjacent to the Village may require Village street improvements and expansion of major corridors that may see an increase in traffic volume. Other transportation options both within and outside of the Village are varied and include airports, special service transportation, recreational transportation, and trucking. This section summarizes existing transportation options available to Village residents as well as conditions of Village Streets, State and County roads. *Map 7-1 Transportation* shows the location of all transportation options in the Village.

**7.1 Principal Arterial, Collector Roadways and Local Roads**

Transportation routes can be classified by both form and function. *Table T1 Plain Roadway Classification System Definitions* identifies each road in the Village by its classification and purpose. *Table T2 Plain Roadway Classification System Descriptions* describes the location of each of these roads including its potential users.

**Table T1: Plain Roadway Classification System Definitions**

Village of Plain Roadway Classification System (Definition)		
Road	Classification	Definition
I-90/94, U.S. Hwy 12, 14	Principal Arterial	Principal Arterials serve longer intra-urban trips and traffic traveling through urban areas. They carry high traffic volumes and provide links to major activity centers.
State Road 23	Minor Arterial	Provide intra-community continuity and service to trips of moderate length, with more emphasis on land access than principal arterials. The minor arterial system interconnects with the urban arterial system and provides system connections to rural collectors.
County Road B	Major Collectors	Provide both land access service and traffic circulation within residential neighborhoods, commercial areas, and industrial areas. These facilities collect traffic from the local streets in residential neighborhoods and channel it onto the arterial system in the central business district. In some areas of development and traffic density, the collector may include the street grid, which forms the basic unit for traffic circulation.
Remaining Village Streets	Local Roads	Comprise all facilities not on one of the higher systems. They primarily provide direct access to land and access to order systems. Local roads offer the lowest level of mobility, and through traffic movements are discouraged.

Source: Wisconsin DOT

**Table T2: Plain Roadway Classification System Descriptions**

Village of Plain Roadway Classification System (Description)		
Road	Classification	Description
I-90/94	Regional Interstate Roadway Principal Arterial	Located 25 miles northeast of the Village of Plain, Interstate 90/94 serves as a regional controlled-access facility within Wisconsin. It is considered a backbone route, according to the Corridors 20/20 Plan, connecting major population and economic centers
U.S. Hwy 12, 14	Regional Interstate Roadway Principal Arterial	Located 15 miles east of Plain, Highway 12 serves as a principal north-south arterial, connecting Wisconsin Dells with Dane County and carrying a large volume of both local and through traffic. Located 5 miles south of Plain, Highway 14 serves as an east-west arterial between the cities of Madison to Richland Center to Rochester, Minnesota.
State Road 23	Regional State Roadway Minor Arterial	State Road 23 traverses the Village of Plain in a north and south direction. It is part of a tourism corridor from Spring Green to the Wisconsin Dells. It links the villages of Spring Green, Plain and Loganville and the City of Reedsburg, it follows State Road 33 to the east and then branches off toward the Lake Delton area where it intersects I 90/94.
County Road B	Minor Collectors	County Road B traverses the Village of Plain in an east and west direction, beginning where it intersects State Road 60 east of Plain and running west into Richland County ending at the intersection of State Road 130. It serves as a direct route from the Sauk Prairie area to the Village of Plain as well as to Richland County.
Remaining Village Streets	Local Roads	Village streets provide access to homes and business in the Village and may be utilized for alternative transportation opportunities such as- biking or walking. These roads are maintained by the Village.

Source: Wisconsin DOT

**7.2 Airports**

Although there are no airports located in the Village of Plain, three area airports are available for small passenger and freight service: The Tri-County Airport, the Reedsburg Municipal Airport and Baraboo-Dells Municipal Airport.

The Tri-County Airport, located off County Road JJ, is jointly owned and operated by the Counties of Richland, Iowa and Sauk and provides passenger and cargo service.

The Reedsburg Municipal Airport is paved with lighted runways of 4,900 and 2,650 feet in length. It is designated as a “Transport/Corporate” airport facility intended to serve corporate jets, small passenger and cargo jet aircraft used in regional service and small airplanes used in commuter air service.

The Baraboo Dells Municipal Airport is located about 13 miles away from the Village of Reedsburg near the intersection of Highway 33 and US Highway 12. It offers small passenger and freight service. It is jointly owned and managed by the Cities of Baraboo and Wisconsin Dells, the Village of Lake Delton, and the Village of Delton. Improvements to the terminal building and hangars were recently completed, and additional expansion is planned for the future.

The airport is equipped with paved and lighted runways suitable for recreational and small business aircraft. It also offers privately owned hangars on site, hangar lots for lease, outdoor airplane parking and airplane maintenance facilities.

The Dane County Regional Airport, located on the east side of the City of Madison, provides larger air carrier and passenger service and is approximately 1.5 hours from the Village.

### **7.3 Elderly, Disabled and Veteran Transportation**

Sauk County offers several specialized transportation assistance programs for persons who are elderly, disabled or veterans within the Village of Plain.

Persons who are elderly and disabled that are unable to transport themselves and who do not have family members or friends to drive them can take advantage of the Volunteer Driver Program by contacting the Sauk County Commission on Aging. This service is provided for medical, nutritional and personal business reasons. Individuals available for driving are encouraged to call.

Veterans in need of transportation assistance to a Veteran's Hospital or Clinic should contact the Veterans Service Office.

### **7.4 Other Transportation Options**

#### **➤ Trucking**

Trucking service is accommodated by the region's transportation network. There are several privately owned trucking operations within this area that meet the needs of the residents.

#### **➤ Rail**

The Village is indirectly served by the Wisconsin and Southern rail line that connects Madison to the east and to Prairie du Chien and the Wisconsin River on the west, a contractor of the Union Pacific Railway, serves the Village of Plain via a connection in the City of Reedsburg. The rail line travels through the Cities of Baraboo and Madison and crosses the Wisconsin River in the Village of Merrimac. This is a Class 2 line rated for 25 mph service. Amtrak in Wisconsin Dells on the Canadian Pacific Railway provides passenger rail service to the area.

#### **➤ Bicycle and Recreational Trails**

The 400 Recreational Trail, which begins in downtown Reedsburg, stretches for 22 miles along the Baraboo River between Reedsburg and Elroy. The trail is part of a 117-mile trail system that includes the Elroy-Sparta Trail, the La Crosse River Trail, and the Great River Trail in west-central Wisconsin. The 400 Trail was built on an abandoned railroad grade with packed limestone screenings and planked surface bridges. The trail is maintained by the Wisconsin Department of Natural Resources and is managed by the Wildcat Mountain State Park office.

In 1990, the Wisconsin DNR created a management plan for the 400 Trail. The plan provides background information on the trail system including goals, annual objectives and additional benefits of the trail.

#### **➤ State of Wisconsin**

The State of Wisconsin provides for vanpooling opportunities with the requirement that at least two State employees are part of the pool. Once this criterion is met, any individual may become part of the vanpool.

## 7.5 Review of State, Regional and Other Applicable Plans

The following is a review of local, state and regional plans and studies relevant to the Village that may affect the overall transportation system. The Village of Plain's transportation element incorporates these plans into the comprehensive plan in varying degrees to ensure an accurate reflection of the overall transportation system.

➤ **Translinks 21: A Multimodel Transportation Plan for Wisconsin's 21<sup>st</sup> Century (November, 1995)**

This plan provides a broad planning 'umbrella', including an overall vision and goals for transportation systems in Wisconsin for the next 25 years. The Plan recognizes U.S. Highway 12 as a 'Corridors 2020 Connector' route that is vital to the economic prosperity of the State. It also provides grant funding for local governments to develop transportation corridor management plans to deal with growth issues, State funding to assist small communities with transportation services for the elderly and disabled, and provides for a statewide assessment program for local road improvements.

➤ **Wisconsin State Highway Plan (February, 2000)**

This plan focuses on the State Trunk Highway routes in Wisconsin (State Roads). Although the plan does not identify specific projects, it does set forth broad strategies and policies to improve the State's highway system. The plan also includes three main categories of emphasis: pavement and bridge preservation, traffic movement, and safety.

➤ **2006-2012 Sauk County Highway Improvement Plan**

The Highway Improvement Program for Sauk County identifies and prioritizes specific county road improvement projects for the next six years. There are no scheduled County or State Highway improvements scheduled in Plain during this time frame.

➤ **Wisconsin Bicycle Transportation Plan 2020 (1998)**

The Wisconsin Bicycle Transportation Plan 2020 sets forth three initiatives for bicycle transportation in Wisconsin: 1) a plan for improving conditions of bicycling, 2) clarification of the Wisconsin Department of Transportation's role in bicycle transportation, and 3) establishes policies for further integrating bicycling into the current transportation system. The Department of Transportation State Bicycle Plan does not currently identify any Priority Routes in the Village of Plain.

➤ **Wisconsin Pedestrian Policy Plan 2020 (March, 2002)**

This is a policy document created by the Wisconsin Department of Transportation that presents statewide and local measures to increase walking and promote pedestrian safety. The goals of the Plan are to increase the number and improve the quality of walking trips, reduce the number of pedestrian crashes and fatalities, and increase the availability of pedestrian planning and design guidance for state and local officials and citizens. The key State objective identified in the plan is to work with local governments and other interested stakeholders to increase accommodations for pedestrian travel to the extent possible along and across State highways. There are no recommendations specific to Sauk County.

## 7.6 Analysis of the Existing Transportation Systems and Plans

As previously described, the Village of Plain's transportation system consists primarily of municipal streets, county and state roads. State Road 23 and County Road B are major roadways that serve as regional connectors and see a substantial amount of traffic. Alternatively, village streets serve individual homes and businesses and see considerably less traffic volumes. Residents in Plain have numerous transportation options within the Village and County and at this time it appears the needs of the majority residents are being met.

### ➤ Traffic Volumes

Average Daily Traffic Volumes (2002) on State Road 23 recorded north of County Road B in the Village in Plain indicated there was a volume of 3500 vehicles per day in that location compared with a reading of 2700 vehicles recorded just north of the Village. Alternatively, 2800 vehicles per day were recorded on State Road 23 south of County Road B within the Village. This indicates, as one would expect, more traffic present in the downtown business area than other areas along Highway 23. County Road B saw similar traffic volumes in the Village. Readings taken west of State Road 23 indicated there was 2400 vehicles per day and 2600 vehicles per day were recorded just east of Highway 23.

### ➤ Road Improvement Schedule

There are no state or county road improvement projects scheduled in the Village through 2013, according to both the Wisconsin and Sauk County Highway Department 6-year Highway Improvement Programs. Recently, the Wisconsin Department of Transportation has completed a highway resurfacing and roadway reconstruction project on State Highway 23 from Plain to Reedsburg in 2005.

According to the Village of Plain 5-year Road Repair Plan, it is anticipated that five Village streets will be repaired from 2008, thru the year 2012.

- 2008- American Legion Drive (new asphalt)
- 2009- Cedar Street (new asphalt)
- 2010- Fairway Circle (new asphalt)
- 2011- Nachreiner Avenue (new asphalt)
- 2012- Parkview Avenue (new asphalt)

## 7.7 Transportation Goal, Objectives and Policies

**Transportation Goal:** Provide a safe and efficient transportation system that serves multiple users.

### **Transportation Objectives/Policies:**

TO-1 Repair and maintain streets to keep roads safe.

TO-2 Explore alternate transportation opportunities for persons who are elderly or have disabilities.

TO-3 Provide a continued safe route for all modes of transportation including: vehicles, bicycles and pedestrians.

TO-4 Create a safe vehicular & pedestrian accessibility across Highway 23.

- TP-1 Support biking, walking and other alternative modes of transportation to serve neighborhoods, schools, parks and activity centers.

TP-2 Increase parking opportunities in the Village.

TP-3 Supporting applications to federal and state programs and funding sources available to the County and the Village for transportation projects.

TP-4 Incorporate sidewalks, pedestrian or bicycle paths into new development or in areas where it is deemed appropriate.

TP-5 Prepare and adopt an Official Map to reserve right of ways for future transportation corridors, parks and other utility and public uses.

TP-6 Review local street and driveway specifications and require streets and driveways constructed to provide adequate access to emergency vehicles, snow plowing and sufficient safety to bicycles, vehicles and pedestrians.



# *Chapter 8: Natural Resources*

Village of Plain  
Sauk County, Wisconsin



## 8.0 Purpose

The Village of Plain is an integral part of the agricultural support structure in Sauk County. While active agriculture operations may not take place within the Village limits, Plain still plays an active role in the agriculture economy and land resource protection. Plain is also home to many unique natural features in resources. From ecologically rich floodplains and wetlands, to majestic wooded bluffs, these resources reflect and influence Plain's identity and rich heritage. In addition to natural resources, Plain has many historic and cultural attributes. These attributes provide insight into the Village's past and serve to ground the community as it builds upon its future. This section of Plain's plan highlights agricultural, natural and cultural resources and provides a platform for the establishment and implementation of programs that ensure the protection of the resources within.

## 8.1 Agricultural Resources Inventory

Agriculture is the primary economic activity in Sauk County. Preserving agricultural resources is critical to maintain the vitality of this economic sector. There are significant blocks of productive agricultural soils present within the Village's planning area (see *Map 8-1 Prime Farmland*). The U.S. Soil Conservation Service ranks soil suitability for different uses into eight capability classes, with Class I soils being considered productive farmland. An important goal of this plan is to help preserve the extent and integrity of this resource as long as possible, while accommodating well-planned, high-quality, compact urban development. This will mean gradual urbanization of some areas on good soils surrounding the Village, particularly in areas where sanitary sewer can be provided at a reasonable cost. In other areas, where the cost effective provision of urban services is not possible, long-term agricultural preservation is called for.

## 8.2 Farmland Preservation Program

The Farmland Preservation Program was established by the State of Wisconsin and was designed to help local governments that wish to preserve farmland through local planning and zoning, by providing tax relief to farmers who participate. In the late 1970's, Sauk County produced a Farmland Preservation Plan as a requirement to enter into the program. In 1997 the Town of Franklin, which surrounds the Village of Plain, adopted their first Development Plan and Exclusive Agriculture Zoning qualifying Town farmers to take part in this program. As a result of this action, the Town currently has 90 participants in the program, the highest level of participation of all of the Towns within Sauk County. In terms of acreage enrolled in the farmland preservation program, the Town of Franklin has 13,897 acres, which comes in second only to the Town of Troy to the east with 15,758 acres. This level of participation once again appears to be indicative of a strong farming economy and agriculture community wishing to continue farming as a way of life.

## 8.3 Revised Farmland Preservation Program Efforts

It has been recognized that the adoption of the Farmland Preservation Plan and Exclusive Agriculture Zoning has been instrumental with preserving the agrarian lifestyle in the neighboring Town of Franklin. Conversely, the program has been inadequate in terms of the requirement that if a farmer wished to sell land for residential development, the sale must include a minimum lot size of 35 acres. This requirement has served to the detriment of preserving agricultural lands for continued agricultural uses.

The Town of Franklin residents and Land Use Revision Committee have developed an alternative option to the requirement that 35 acres be sold as a lot for building purposes. This alternative approach includes the application of a density policy system. This density policy essentially allows for the sale of smaller, unproductive lands at a specified density credit in exchange for a conservation easement being placed on the remaining lands.

#### 8.4 Agricultural Programs, Partnerships and Resources

- **Farmland and Ranch Land Protection Program (FRPP)** provides matching funds to help purchase development rights to keep productive farm and ranchland in agricultural uses. Working through existing programs, USDA partners with State, tribal or local governments and non-governmental organizations to acquire conservation easements or other interests in land from landowners. USDA provides up to 50 percent of the fair market easement value.
- **Conservation Reserve Program (CRP)** is a voluntary program available to agricultural producers to help them safeguard environmentally sensitive land. Producers in CRP plant long-term, resource conserving covers to improve the quality of water, control soil erosion, and enhance wildlife habitat. In return, FSA provides participants with rental payments and cost-share assistance. Contract duration is between 10 and 15 years.
- **Conservation Reserve Enhancement Program (CREP)** is a voluntary land retirement program that helps agricultural producers protect environmentally sensitive land, decrease erosion, restore wildlife habitat, and safeguard ground and surface water. Like CRP, CREP is administered by the USDA's FSA.
- **Wetlands Reserve Program (WRP)** is a voluntary program that provides technical and financial assistance to eligible landowners to address wetland, wildlife habitat, soil, water, and related natural resource concerns on private lands in an environmentally beneficial and cost effective manner. The program provides an opportunity for landowners to receive financial incentives to enhance wetlands in exchange for retiring marginal land from agriculture. The program offers three options, including a permanent easement, a 30-Year Easement or a Restoration Cost Share Agreement.
- **Environmental Quality Incentives Program (EQIP)** provides a voluntary conservation program for farmers and ranchers that promote both agriculture productions and environmental quality as compatible national goals. EQIP offers financial and technical help to assist eligible participants install or implement structural and management practices on eligible agricultural land. EQIP offers contracts with a minimum term that ends one year after the implementation of the last scheduled practices and a maximum term of 10 years.
- **Wildlife Habitat Incentives Program (WHIP)** is a voluntary program that encourages creation of high quality wildlife habitats that support wildlife populations of National, State, Tribal, and local significance. Through WHIP, the NRCS provides technical assistance to landowners and others to develop upland, wetland, riparian, and aquatic habitat in areas on their property.
- **Farmland Preservation Program** which provides tax credits to farms of 35 acres or more under Exclusive Agriculture Zoning, having a farm income of not less than \$6000 for each of the last three years, and which operations are in compliance with county soil and water conservation programs.
- **Wisconsin's Use Value Tax System** provides tax relief to agricultural landowners by assessing property value in terms of crop production and agricultural market prices, not current real estate market trends or non-farm development potential.
- **Agriculture Development Zone (South-Central)** is a new agricultural economic development program in the State of Wisconsin that provides tax credits to farm operators and business owners who make new investments in agricultural operations. These tax incentives are offered for three basic categories of investment including job creation, environmental remediation, or capital investments in technology/new equipment. The Wisconsin Department of Commerce administers this program.

- **Wildlife Abatement and Claim Program** is a county-administered program to assist landowners with excessive levels of agricultural crop damage from deer, bear, geese, or turkey.
- **SavorWisconsin.com** is a program offshoot of Governor Doyle’s “Grow Wisconsin” initiative, designed to enhance the state’s economy. To help accomplish this, several steps have been taken to emphasize the purchase of locally grown, produced, and manufactured products to support Wisconsin’s local producers and businesses. With this, SavorWisconsin.com started in late 2002 and is guided by DATCP, UWEX and the Wisconsin Apple Growers Association. The website highlights and promotes many of Wisconsin’s smaller and independent agricultural producers as well as agriculture-related events Statewide.

### 8.5 Natural Resource Inventory

The connection to surrounding natural resources helps define Plain’s identity and contributes to the overall quality of life for its residents. Natural resources within the Village and its surrounding area are listed below.

### 8.6 Soil Suitability

Soil suitability is a key factor in determining the best and most cost-effective locations for new development. According to the U.S. Soil Conservation Service, three major soil classifications occur in the Village of Plain and surrounding area.

- **Gale Silt Loam series** soils are typically well-drained and located on ridge-tops, foot slopes and valley floors. Permeability is moderate and surface runoff is medium. These soils are typically used for cultivated crops, hay and pasture and some areas are native woodland. Recreational uses have the best potential in this series and most other engineered uses are fair or poor because of unstable subsoil and high frost action. These limitations can be overcome by replacing this soil with suitable base material.
- **Norden and Eleva and Rock outcrop series** soils are typically well-drained and moderately permeable on unglaciated sandstone uplands. This soil series is steep or moderately steep with slopes ranging from 12 to 60 percent. This soil is primarily in native woodland vegetation and some moderately steep areas are used for pasture, hay or corn fields. This soil is poorly suited for septic tank absorption fields and building sites due to a shallow bedrock layer and slope. These limitations may be overcome by reshaping the landscape.
- **Ettrick-Fluvaquents series** soils are located primarily along Honey Creek and its tributaries. These soils are nearly level, poorly drained and are often associated with floodplains, drainageways and low stream terraces. In most areas the soils are subject to ponding during wet periods and after heavy rains. Permeability is low in this soil while the available water capacity is high. Unless drained, this soil has a water table within one foot of the surface during much of the year. If drained, this soil is suited to crop production, however excess surface water must be drained rapidly. Because of the high water table, undrained areas of this soil are not suitable for most forage species and are typically overtaken by reed canary grass. This soil is poorly suited to trees, and is also poorly suited to building and septic tank absorption fields because of the high water table and frequent flooding.

### **8.7 Topography and Slope**

The examination of topography is necessary to help determine where development should be avoided or where certain constraints may exist. Plain lies within the unglaciated or driftless area of southern Sauk County. Surrounding lands and more specifically the southeastern portion of the Village feature dolomite and sandstone bluffs that may have steep slopes that are not suitable for intensive development. Floodplains and flat surfaces shaped by Honey Creek and its tributaries are present in other areas of the Village, specifically along highway corridors. General elevations can be found on *Map 8-3 General Elevations*.

### **8.8 Environmentally Sensitive and Significant Resources**

The Village of Plain has identified environmentally sensitive areas of land having slopes greater than 12%, lands along Honey Creek and tributaries, surface waters, floodplains, wetlands, hydric soils, and groundwater recharge areas. The Village has further recognized that any land use proposed will have an impact on these areas and should be minimized as much as possible. *Map 8-2 Environmentally Sensitive Areas* shows the location of the aforementioned components of this subsection with the exception of floodplain, which is shown on *Map 8-4 General Floodplain Areas*.

### **8.9 Woodlands**

According to the land use inventory compiled in *Map 10-1 Existing Land Use*, approximately 18.9 acres are classified as forest or woodland. Woodlands in the Village are primarily concentrated on top of the dolomite and sandstone bluffs in the southeastern portion of the Village.

### **8.10 Drainage Basins**

The Village of Plain is located in the Lower Wisconsin River Basin, which drains approximately 4,940 square miles of south central and southwestern Wisconsin. More specifically, the Village is located within the Honey Creek Sub-Watershed within the Wisconsin River drainage basin.

### **8.11 Floodplains**

The Federal Emergency Management Agency (FEMA) designates floodplain areas. These general floodplain delineations represent the areas adjacent to navigable waters potentially subject to a 100-year flood event (1% chance of occurring in any year). All areas subject to flooding are not necessarily reflected in mapped floodplains. The State requires County and municipal regulation of development in floodplains. Development is strongly discouraged in floodplains, to avoid both upstream and downstream property damage as well as reduced governmental costs in relation to disaster relief. Floodplain areas in Plain are primarily located along Honey Creek and its tributaries, which incorporates a large portion of the northeastern part of the Village and land that makes up the golf course in the central part of the Village. The FEMA maps should be referenced for official delineation and elevations of floodplain boundaries. General Floodplain boundaries can be noted on *Map 8-4 General Floodplain Areas*.

### **8.12 Wetlands**

Wetland areas are important for aquifer recharge, flood control, groundwater and surface water quality improvement, and wildlife habitat. The majority of the Village's wetlands are associated with Honey Creek. Historically, the greatest threat to these wetlands has been drainage for agricultural purposes.

All known wetland areas over 2 acres in size have been mapped and can be referenced on *Map 8-2 Environmentally Sensitive Areas*.

### 8.13 Groundwater Resources

As in most of Sauk County, groundwater remains the major source of fresh water. In Plain, groundwater is supplied by the sandstone and dolomite aquifer prevalent in western Sauk County. This yields a reliable average of 400-500 gallons per minute.

The Honey Creek watershed is the host for the municipal wells that serve Plain. The zones of contribution are identified areas where rainwater that falls to the surface will become groundwater and part of a community's potable water supply. The zones of contribution have been broken down into 5, 50 and 100-year time frames. This timeframe indicates that when rainwater falls to the surface and becomes groundwater, it will be subsequently be utilized by the Village's residents. Identifying zones of contribution is the precursor to the establishment of a wellhead protection program. Wellhead protection aims to encourage or require compatible land uses in the zones of contribution areas to protect contaminates from entering the public water supply and to also ensure continued quantities of water.

### 8.14 Surface Waters of Plain

The Village of Plain's surface water resources include Honey Creek and its tributaries. The headwaters and the main branch of Honey Creek begin in the Town of Franklin or just over its borders to culminate inside the Village of Plain limits. From here, the Creek flows out of the Town of Franklin into the Town of Troy to be joined by the north and east branches of Honey Creek which begin in the Town of Honey Creek. The creek then flows through the Town of Prairie due Sac into the Wisconsin River past Ferry Bluff.

Farm fields and construction sites in the watershed have been identified as problem areas that contribute to non-point source pollution. While the Village of Plain Comprehensive Plan does not seek to research and offer specific solutions to stream management issues and water quality, it does highlight primary threats to water quality and provides general guidelines to protect the quality of the Village's surface water resources.

### 8.15 Storm Water Management

Managing storm water has a significant impact on the surface water resources in the Village of Plain. Currently, construction site erosion control is regulated by the State of Wisconsin Uniform Dwelling Code and is enforced by the Village's building inspector.

### 8.16 Mineral Resources

The Village does not have any mineral extraction sites, but Sauk County has a vast array of material that is beneficial to communities within the County. County mineral resources that are suitable for mineral extraction include dolomite bluff caps that are present in the western portion of the county, Baraboo Quartzite located in the north-central part of the county and sand that is found in river and stream wash-out areas prevalent near the Wisconsin River, historic glacial wash-out areas and other rivers and streams. Currently, Sauk County has 35 active mineral extraction operations that provide quartzite, aggregate, sand and other materials used for a variety of applications.

### 8.17 Natural Programs, Partnerships and Resources

- **The Nature Conservancy (TNC)** first came to the Baraboo Bluffs in the early 1960s at the request of local residents and university professors who knew how ecologically unique the area was and who wanted the Conservancy's help in protecting the area. Today the Conservancy has 900 members in

the Baraboo Hills area and is staffed out of a Baraboo Office. The Conservancy protects lands through education programs and work activities, Land/Forest Management Programs, voluntary agreements, acquisition of lands and through purchase of development rights.

- **Sauk County Natural Beauty Council**, which is administered by the Sauk County Department of Planning & Zoning, involves itself in projects such as environmental displays at local fairs and Earth Day events, the promotion and protection of significant environmental resources through resolutions and letters, sponsoring clean ups at the local landfills, and administering prairie burns and plantings.
- **Sauk County Department of Land Conservation** coordinates natural resource management and environmental enhancement activities within county boundaries and administers a variety of county, state, and federal initiatives. The Department places particular emphasis on soil conservation, water quality improvement, groundwater protection, flood control, nonpoint water pollution abatement, erosion control, wildlife habitat improvement, farmland preservation and animal waste management, and further strives to promote the awareness of natural resources and their value to the citizens of Sauk County. The Department is involved in the administration of Earth Day activities, and coordinates with school districts to teach children about natural resources and conservation.
- **Sauk County Department of Planning & Zoning** strives to protect and promote the health, safety and general welfare of all citizens and visitors of Sauk County and to protect Sauk County's physical and natural resources through the professional administration and equitable enforcement of numerous Sauk County Codes and Ordinances. The Department places an emphasis on preparing communities, particularly Towns, for the future by protecting and enhancing the quality of life through education, state-of-the-art planning practices and code enforcement techniques. The Department also aids Towns in the development of Comprehensive Plans, plan updates, plan interpretation and plan implementation.
- **County Land & Water Resource Management (LWRM) Plan Implementation** is a cost share and technical assistance program to landowners installing best management practices. These programs help to reduce soil erosion, protect water quality and conserve county-identified natural resources. Landowners can contact Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) for more information.
- **Wisconsin Forest Landowner Grant Program** is a State program administered by the Wisconsin Department of Natural Resources Bureau of Forestry, which provides assistance to private landowners to protect and enhance their forested lands, prairies and waters. Landowners must receive written approval from the Department of Natural Resources (DNR) and be identified as the landowner in a Forest Stewardship Plan or in the process of applying for plan development. Qualified landowners may be reimbursed up to 65% of cost of eligible practices.
- **Community Financial Assistance (CFA)** is a Wisconsin Department of Natural Resources program that administers grants and loans to local governments and interested groups to develop and support projects that protect health and the environment, and provide recreational opportunities.
- **Partnership for Fish and Wildlife Management**, a US Fish and Wildlife Services program, assists with the restoration of wetlands, grasslands, and threatened and endangered species habitat through a cost share program. Any privately owned land is potentially eligible for restoration under this program.
- **Wetlands Reserve Program (WRP)** is a voluntary program that provides technical and financial assistance to eligible landowners to address wetland, wildlife habitat, soil, water, and related natural resource concerns on private lands in an environmentally beneficial and cost-effective manner. The

program provides an opportunity for landowners to receive financial incentives to enhance wetlands in exchange for retiring marginal land from agriculture. The program offers three options inclusive of a permanent easement, 30-Year Easement or a Restoration Cost share Agreement.

- **Wildlife Habitat Incentives Program (WHIP)** is a voluntary program that encourages the creation of high quality wildlife habitat to support wildlife populations of national, state, tribal, and local significance. Through WHIP, the NRCS provides technical assistance to landowners and others to restore and maintain upland, wetland, riparian, and aquatic habitats on their property.
- **Managed Forest Law Property Tax Program** is a DNR program that provides tax incentives for approved forest management plans. The MFL can ease the burden of property taxes for forest landowners with at least 10 acres of woods that meet specific requirements. The program is intended to foster timber production on private forests while recognizing other values of forests.
- **Forestry Incentive Program** provides cost sharing for landowners with no more than 1000 acres for tree planting, site preparation, timber stand improvements, and related practices on non-industrial private forest lands. This is a federal NRCS program administered by the Wisconsin Department of Natural Resources.
- **National Wildlife Turkey Federation** has a variety of programs to benefit wild turkey habitat, management, conservation and education.
- **Pheasants Forever** provides assistance with habitat restoration through five major programs: food plots, nesting cover, woody cover, land purchase and wetland restoration projects.
- **Prairie Enthusiasts** is a private nonprofit organization committed to the protection and management of native prairie and savanna in the Upper Midwest, providing educational activities and opportunities to aid landowners in the identification and management of prairie remnants. Work parties assist with brush clearing and removal of invasive species.
- **Aldo Leopold Foundation** strives to promote the protection of natural resources and to foster an ethical relationship between people and land. Programs involve restoration and land protection through partnerships with more than 30 organizations and educational programs for private landowners and public land managers.

**8.18 Cultural Resource Inventory**

Each generation of inhabitants have helped shape the Village of Plain and influence how the Village looks and contributes to the current quality of life that Plain residents enjoy. Preservation of historic structures maintains a “sense of place” and identity that makes Plain unique. The Village of Plain has fifteen sites included in the Wisconsin Architecture and History Inventory (AHI), although none of them are listed in the National Register. Plain’s historic inventory can be viewed in *Table ANC1 Plain Architecture and Historic Inventory*.

**Table ANC1: Plain Architecture and Historic Inventory**

Location	Historic Name
1125 Main Street	John Beck General Store
Nachreiner Ave Between Cherry and Oak, W Side	St. Luke's Catholic Church
St. Luke's Ave, W Side, 200 Feet N of Wachter Ave	St. Luke's Catholic Church Parsonage
Nachreiner Ave Between Cherry and Oak, W Side	St. Luke's District*
850 Wachter	Ed Kraemer House
731 Wachter	
855 Wachter	John Hass House
SW Corner of Meadow Lane and Crestview Dr	
1115 Clover St	
1150 Clover St	M. Schwartz House
Wachter Ave, W Side, 75 Ft N of Main St	

\*4 Structures are included in this record

Source: State of Wisconsin Historical Society



### 8.19 Historical and Cultural Programs and Resources

- **Sauk County Historical Society** protects and maintains the history of the county by collecting and preserving historic artifacts, photographs and documents. The Historical Society has many community outreach programs, acts as a resource and research facility for local history and assists other Sauk County historical societies in pursuing their goals.
- **Sauk County Arts, Humanities and Historic Preservation Committee** provides funding through grant programs to community organizations and local governments seeking supplementary funds for local arts and history projects.
- **State of Wisconsin Historic Preservation Programs** provide several opportunities for cost sharing through grant and subgrant programs, through the Wisconsin Historical Society. These programs are dependent on variable annual funding sources.
- **Historic Preservation Subgrants** are available to governments and non-profit organizations for surveys to identify and evaluate historical, architectural and archaeological resources. These properties and districts can then be nominated to the National Register of Historic Places.
- **Historic Preservation Tax Credit for Income-Producing Historic Buildings** is available to those who apply for and receive project approval before beginning physical work on the rehabilitation of historic buildings.
- **Historic Homeowner's Tax Credits** are available to those who apply for and receive project approval before beginning work on rehabilitating non-income personal residences.
- **Archaeological Sites Property Tax Exemption Program** provides tax exemption for owners of archaeological sites listed in the National or State Register of Historic places.
- **Jeffris Family Foundation** provides funding for bricks and mortar rehabilitation projects in Wisconsin's smaller communities.
- **Save America's Treasures** is a federal grant program for governments and non-profit organizations.

**8.20 Agricultural, Natural and Cultural Resources Goal, Objectives and Policies:**

**Agriculture Resources Goal:** Preserve productive farmlands near the Village for continued agricultural use and rural character preservation.

**Agriculture Resources Objectives/Policies:**

ARO-1 Partner with the Town of Franklin to protect quality farmland and preserve farming as an occupation

ARO-2 Provide supportive economic opportunities for the local agricultural industry.

ARP-1 Protect prime agricultural lands when considering development proposals that requires the Village to annex land for expansion.

ARP-2 Encourage orderly, efficient development that minimizes conflicts between the Village and agricultural operations.

ARP-3 Promote the redevelopment of vacant or open lots within the Village limits as an alternative to annexing land for future development in order to preserve farmland.

**Natural Resources Goal:** Protect the integrity and function of important natural resources.

**Natural Resources Objectives/Policies:**

NRO-1 Protect significant natural areas and systems such as creeks, floodplains, wetlands, endangered species, groundwater, steep slopes, ridge tops and woodlands.

NRO-2 Identify and remedy sources of pollution that degrade natural resources in the Village.

NRO-3 Protect surface and groundwater in the Village's planning area.

NRP-1 Educate citizens on tools, programs and incentives that protect the natural environment.

NRP-2 Encourage developers to include green space & park area in their development plans.

NRP-3 Recommend the use of erosion control measures and stormwater management practices.

NRP-4 Continue to maintain high-quality drinking water for the Village residents and maintain water infrastructure to protect the environment and ensure the health of all users.

NRP-5 Protect natural wildlife habitats and promote the interconnectivity of natural corridors.

**Cultural Resources Goal:** Preserve the Village's historic resources and identify new ways to promote its "small town" character.

**Cultural Resources Objectives/Policies:**

CRO-1 Promote the preservation of the Village's cultural, historic and archeological resources that celebrate the area's identity.

CRO-2 Promote the historic downtown area as the Village's community center.

CRP-1 Promote the redevelopment and reuse of existing historical buildings in the Village's downtown to maintain connectivity and promote the Village of Plain's identity.

CRP-2 Explore strategies to promote the historic downtown as a commercial, civic and social center to assist in maintaining a "sense of place" and promote the Village's "small town" character.

CRP-3 Partner with the Sauk County Historical Society to protect and promote the Village's cultural and historic resources.

CRP-4 Investigate grant or other program opportunities for funding to rehabilitate or improve historically significant structures.

# *Chapter 9:* *Intergovernmental* *Cooperation*

Village of Plain  
Sauk County, Wisconsin



## 9.0 Purpose

In order to achieve the overall vision in the Village of Plain, including invigorating main street shops, encouraging traditional and alternative neighborhoods, providing affordable services and modernize park facilities, the Village must interact with many agencies and governmental units. Intergovernmental cooperation is a **key element to the Village of Plain's planning process**. The Village not only shares common boundaries with the Town of Franklin, but also services with other surrounding communities such as- schools, fire protection services, emergency medical services, roads, rivers, groundwater, recycling programs, and rural-based economies.

In an effort to provide a regional framework for this multi-jurisdictional planning project, this chapter contains a compilation of background information, goals, objectives, policies and recommended programs for joint planning and decision making with other jurisdictions.

## 9.1 Village of Plain

The Village of Plain was incorporated from the Town of Franklin in the southwestern portion of Sauk County. With an estimated 791 residents in 2007, Plain ranks sixth out of the thirteen villages in the County in population. Plain enjoys a strategic location along State Road 23. The housing stock in the Village ranges from historic dwellings constructed in a traditional village setting to more modern subdivisions on larger lots. Plain has a history of land use regulation, administering its own zoning ordinance and land division ordinance. The Village began its comprehensive plan in 2006 in coordination with other Sauk County communities in the spirit of the Smart Growth Planning program.

## 9.2 Town of Franklin

The Town of Franklin completely surrounds the Village of Plain. The Town is located in the southwestern part of the County and had an estimated 2007 population of 697. The Town of Franklin with the assistance of the Sauk County Planning and Zoning Department developed and adopted a Comprehensive Plan in accordance with Wisconsin Statutes 66.1001 in June, 2003. Prior to the development of this plan, the Town was under the guidance of its 1987 Land Use Plan. The Town of Franklin Comprehensive Plan allows the Town to guide growth, development, and preservation and includes precise guidelines for plan implementation, future review and amendments. Important aspects of this Plan include the 'Whole Farm Plan', which is a guide to landowners who want to develop new lots for residential housing while preserving some of the land for continued agricultural production or other non-development uses. This aspect of the plan is intended to ensure that new housing is placed outside of agricultural fields, environmentally sensitive areas, and also ensures that new housing does not detract from the overall character of the Town. Other highlights of the Plan include an option for landowners to create new lots of less than 35 acres at a specified density in exchange for the placement of a 20-year easement on a portion of the landowner's property.

## 9.3 Current Intergovernmental Programs, Plans, Agreements and Opportunities

### ➤ Sauk County 20/20 Development Plan (1998)

In 1999, the Sauk County Board of Supervisors adopted the *Sauk County 20/20 Development Plan*. The Development Plan is a policy document that presents a vision statement, goals, and policies on six major planning issues: community change, economic development, farmland preservation, housing, natural resources and transportation. By design, this plan does not contain a county future land use plan map. Individual Town plans and other land use plan maps will comprise the various implementation chapters of the Development Plan. The 20/20 Plan also recommends that the County prepare comprehensive rewrites of its Zoning Ordinance and Land Division and Subdivision Regulations

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Ordinance to reflect the values of the Plan. It also recommends that the County study innovative land use approaches such as purchase of development rights (PDR), transfer of development rights (TDR), and conservation subdivision design as ways to preserve farmland and natural resource areas while respecting private property rights. Finally, the Plan recommends that the County adopt an erosion control/storm water management program, a groundwater protection program, and a highway access control ordinance.

➤ **Memorandum of Agreement concerning US Highway 12 between Middleton and Lake Delton, Wisconsin (March, 1999)**

The Memorandum of Agreement (MOA) is an agreement between Sauk County, Dane County, the State of Wisconsin, WisDOT, the Wisconsin Department of Natural Resources (DNR), the Federal Highway Administration (FHWA), the U.S. Environmental Protection Agency USEPA), the U.S. Fish and Wildlife Service (USFWS), the National Park Service (NPS), and The Nature Conservancy (TNC). The agreement includes commitments and timeframes for Highway 12 improvements in Dane and Sauk Counties, protection of the Baraboo Range National Natural Landmark, farmland preservation and other natural resource protection. Specifically, the parties agreed to the following transportation system improvements:

1. "WisDOT and FHWA may proceed with a phased construction of a modified four-lane USH 12 in Dane County (between Middleton and Sauk City)..."
2. "WisDOT will exercise its authority to control and reduce access points along USH 12..."

The parties also agreed to the following:

1. The creation of two funds "to provide long-term protection of the nationally significant natural resources in the Baraboo Range National Natural Landmark (BRNNL) which may be impacted from the USH 12 project." The BRNNL Protection Fund "will contain \$5 million paid by WisDOT from state/federal transportation monies. " The Special BRNNL Stewardship Fund " will contain up to \$5 million of additional Stewardship Capital Fund dollars but will require a dollar-for-dollar federal/local/private non-transportation fund match...". Funding of \$250,000 each for Dane County and Sauk County for local planning assistance for "the Villages, cities, and villages along the USH 12 corridor to use as they see appropriate to address growth-related issues." This is the funding source for this Highway 12 Corridor Growth Management Plan and future implementation projects to be determined.
2. The creation of the Sauk County Fund in which "WisDOT agrees to provide up to \$250,000 over a five year period in state/federal transportation monies to be used to establish and fund a program to purchase lands, scenic/conservation/agricultural easements and/or development rights from willing sellers in Sauk County outside of the BRNNL"

➤ **Highway 12 Corridor Growth Management Plan (October, 2003)**

As part of the USH12 MOA, funding was provided to address growth-related issues resulting from the expansion of US Hwy 12 from Middleton to Lake Delton. In Sauk County, the Highway 12 Local Planning Assistance Advisory Committee formed, consisting of members of Sauk County, the Ho-Chunk Nation, and local governments along the Hwy 12 corridor. In March of 2002, the Committee hired a consulting firm to assist with the preparation of *Highway 12 Corridor Growth Management Plan*. The *Growth Management Plan* focuses on issues such as complementary land use, preservation, access, economic development, and community image issues that arise as a result of the future Highway expansion. The planning process developed an overall vision and detailed recommendations for the entire 24-mile

Highway 12 corridor in Sauk County as well as a vision and recommendation for rural areas that may be affected by the corridor. Overall, the Vision for the rural areas seeks to limit large-scale development to protect the economic viability of farming, and the natural beauty and rural character of the area. The Plan also suggests tools and recommendations to achieve this vision. Although the Village of Plain was not a part of the Highway 12 Local Planning Assistance Advisory Committee, it is included as part of the Plans General Planning Area. This area includes communities that are not directly located along Highway 12, but will probably experience some secondary or “spin-off” impacts from future Highway 12 expansions.

#### **9.4 Current and Future Cooperative Planning Efforts**

##### **➤ Town of Franklin**

It is anticipated that the Village of Plain will be represented in the implementation or update of the Town of Franklin comprehensive plan. Further cooperative efforts may be needed to address future development proposals within the Smart Growth areas identified in both the Town of Franklin and Village’s comprehensive plan.

##### **➤ Sauk County**

The Village of Plain should continue to work with Sauk County, particularly with the development of future county plans related to land use, agriculture, economic development, intergovernmental cooperation and natural resource protection which can aid the Village with the implementation of their Comprehensive Plan policies. Furthermore, the Village should continue to work with Sauk County and adjacent communities to ensure that the integrity of Plain’s Comprehensive Plan is not compromised by neighboring community decisions and vice versa.

## 9.5 Intergovernmental Cooperation Goal, Objectives, and Policies

**Intergovernmental Cooperation Goal:** Create and build on mutually beneficial intergovernmental relations with surrounding and overlapping governments.

**Intergovernmental Cooperation Objectives/Policies:**

ICO-1 Continue spirit of cooperation with other government agencies.

ICO-2 Partner with area municipalities and users to support library.

ICO-3 Continue to combine resources to lower costs.

ICO-4 Maintain partnership to support the fire department and emergency medical service.

ICO-5 Coordinate future planning efforts in areas of overlapping jurisdictions.

ICP-1 Cooperate with the River Valley School District and the St. Luke's school officials in long-range planning and decision-making to reflect the Village's educational needs and desires.

ICP-2 Provide copies of this Comprehensive Plan and future amendments to all surrounding government jurisdictions.

ICP-3 Cooperate with other units of government regarding regional issues such as transportation, natural resource protection, agricultural resource protection, land use, and other.

ICP-4 Identify current or future conflicts in areas of overlapping jurisdictions.

ICP-5 Partner with WisDOT and the Sauk County Highway Department on future road corridor improvements and planning.

ICP-6 Coordinate on future improvement projects in areas of overlapping jurisdictions and determine if cost sharing opportunities are feasible.



**10.0 Purpose**

The Land Use Chapter of the Comprehensive Plan is one of the most important components of the plan, second only to the Implementation chapter, which establishes an action plan for the local municipality. The Land Use chapter recognizes that the goals, objectives and policies under each of the previous chapters either directly or indirectly impact land use within the Village. In doing this, the Village officially recognizes the direct relationship between chapter policies and land use decisions. Second, the Land Use chapter offers an opportunity to address issues that are specific to land use such as the current use of the land, designated future land use, land divisions, building permits, and development guidelines.

**10.1 Existing Land Use Categories**

*Map 10-1 Existing Land Use*, along with the following descriptors, will aid in the understanding of existing land uses in the Village and surrounding Township. The information provided in this section will serve as baseline data for future studies. **Table LU-1 Existing Land Use Totals (Net Acres), 2007** summarizes each of the land use designations within the limits of the Village of Plain.

**Table LU-1 Existing Land Use Totals (Net Acres), 2007**

Land Use Designations	Acres	Percent
Village Single Family Residential	144.9	30.9%
Mixed Residential	4.8	1.0%
Commerical	13.6	2.9%
Industrial	103.5	22.0%
Public Use / Institutional	18.9	4.0%
Agriculture & Open Space	41.1	8.8%
Wetlands	32.3	6.9%
Public Open Space	34.5	7.3%
Forest	18.9	4.0%
Surface Water*	0	0.0%
Other (ROW/Unclassified)	56.9	12.1%
<b>TOTAL</b>	<b>469.4</b>	<b>100%</b>

\*While there is surface water present within the Village, there is not a substantial amount to be representative in this case.

Source: Sauk County Planning & Zoning

**Existing Land Use Designations**

**Village Single Family Residential:**

single-family residential development served by a public sanitary sewer system with a general lot size of less than one acre.

**Rural Single Family Residential:** single-family residential development at densities between 1 housing unit per acre and 1 housing unit per 35 acres that is typically served by private on-site waste disposal systems.

**Mixed Residential:** a general variety of two-family units, apartments, multiple family housing, and mobile home parks.

**Commercial:** commercial uses generally limited to- retail, service, and office-based designations.

**Industrial:** manufacturing, warehousing, distribution and office-based designations.

**Public Use / Institutional:** public use buildings, schools, churches, religious institutions, utilities, healthcares facilities and other civic uses.

**Agriculture & Open Space:** cropland, farmsteads, pasture, open spaces, agricultural based businesses, agricultural support buildings and accompanying single family residential development.

**Wetlands:** wetlands identified by the Wisconsin DNR’s “Wisconsin Wetland Inventory”.

**Public Open Space:** publicly owned land designated as a park, natural area, scenic area or other publicly owned recreation area.

**Forest:** privately owned forest land that may include private recreation uses or single-family residential development at densities between 1 housing unit per acre and 1 housing unit per 35 acres, covered with coniferous or deciduous trees.

**Surface Water:** lakes, rivers, flowages and perennial streams.

**10.2 Existing Land Use Pattern**

Human and natural influences have shaped the Village of Plain’s existing land use patterns and most likely, will impact future land uses and land use decisions. Transportation corridors including State Road 23 and County Road B intersect to help define the Village’s historic settlement pattern. Honey Creek and it’s associated wetlands and floodplain impacts land use patterns in the north-central portion of the Village, as does a dramatic change in elevation in the southern section of the Village.

Single-family residential homes are the predominant land use in the Village of Plain. Traditional small lot single-family homes are located near the downtown area and are within three blocks of County Road B, east of State Road 23. More recent single-family development has occurred on larger lots in the southeast portion of the Village.

**10.3 Recent Development and Land Market Trends**

The issuance of new land use/building permits for single family residential construction in the Village of Plain has remained relatively constant during the last 12 years. From 1993 to 2000, an average of 4.9 permits per year were issued for new residential construction and from 2001-2005, an average of 2 permits per year were issued. Even though there has been a consistent, and by some standards, low rate of growth, future development pressures should not be overlooked. *Chart LU2 Number of Permits Issued (1993-2005)* depicts the relatively constant rate in overall development in the Village of Plain since 1993, however there appears to be a slower trend in residential housing construction in the most recent years since 2000. Since 1990, only 25 lots for new housing construction have been platted in the Village, even though more than 40 new homes have been constructed. This suggests that any reserve of buildable lots is dwindling in the Village and there may be a low demand for new housing lots or an inadequate supply.

**Table LU2: Number of Permits Issued (1993-2005)**

Building Permits Issued for Construction in the Village of Plain							
Year	New Homes	Additions	Garages	Other (decks, etc)	Commercial/Industrial/Manuf	Total	Percent of Total Issued
1993	3	1	3	4	1	12	5.5%
1994	8	1	3	6	1	19	8.6%
1995	4	2	1	6	0	13	5.9%
1996	6	3	3	8	1	21	9.5%
1997	4	5	4	5	6	24	10.9%
1998	6	4	1	7	3	21	9.5%
1999	2	2	1	5	1	11	5.0%
2000	1	3	0	9	1	14	6.4%
2001	1	1	0	13	2	17	7.7%
2002	3	0	1	9	3	16	7.3%
2003	2	0	0	9	3	14	6.4%
2004	3	3	1	13	2	22	10.0%
2005	1	1	2	10	2	16	7.3%
Total	44	26	20	104	26	220	100.0%

Source: Village of Plain

According to area real estate agents and as evidenced by property list prices on the open real estate market, values of property have increased in the Village of Plain. This trend is evidenced by the continued increase in the value of land only (not including improvements). According to the

Wisconsin Department of Revenue, from 2002 to 2007 land values, residential land values have increased by 20.5% while commercial and values have held somewhat steady but declined by 5%. Agricultural land values have dropped 15.5%, which similar to the decline in commercial values reflects use value assessment changes or overall demand for a specific use. *Chart LU 3 Village of Plain Equalized land Values, 2000-2005* represents changes in land value over time.

**Table LU3: Village of Plain Equalized Values, 2002-2007**

<b>Equalized Land Values for the Village of Plain</b>					
Year	Residential	Commercial	Agricultural	Other	Total
2002	\$4,742,200	\$1,098,700	\$32,300	\$39,100	\$5,912,300
2007	\$7,193,300	\$993,300	\$23,600	\$62,600	\$8,272,800

Source: Wisconsin Department of Revenue

**10.4 Zoning Classifications**

Zoning districts and their description are listed as follows.

**Single-Family Residence District-** The single family residence district is a district which has low density developments of single family dwellings and accessory buildings.

**Multiple-Family Residence District-** The multiple-family residence district is characterized by high-density dwelling units, having proximity to major streets.

**Business District-** The business district is characterized by retail trade, financial, professional and entertainment activities serving the entire community.

**Industrial District-** The industrial district is characterized by uses such as manufacturing, fabrication, packing, packaging, assembly, repairs, terminals and depots, storage and similar uses which are not compatible with business or residential uses.

**Agricultural District-** The Agricultural District provides exclusively for agricultural uses. The intent is to help conserve good farming areas and prevent uncontrolled, uneconomical spread of residential development which results in excessive cost to the community for premature provisions of essential public improvements and services such as sewer and water lines.

**Public District-** The public district is characterized by uses of the general public or for public benefit.

**Residential/Prospective Business District-** The residential/prospective business district is presently characterized by use for single-family residences. Future use can be changed to use as a business district by zoning change procedures.

A comparison of *Map 10-2 Zoning Districts* and *Map 10- 1 Existing Land Use* indicates a strong correlation between a parcels existing land use and they way that parcel is zoned. Future land uses and policies described in this plan may require changes in the zoning ordinance be effectively implemented.

## 10.5 Smart Growth Areas/ Opportunities for Redevelopment

Smart Growth Areas are statutorily defined as areas that will enable the development and redevelopment of lands with existing infrastructure and municipal, state and utility services, where practicable, or that will encourage efficient development patterns that are both contiguous to existing development and at densities which have relatively low municipal, state governmental and utility costs.

Based on this definition and through an examination of the Village as part of this planning process, the smart growth area for residential development includes vacant lots within the Village limits that are suitable for residential development, the redevelopment of existing suitable lots and land that is located in the *Agricultural Holding / Transition Area* if the development meets criteria specified in this plan.

The commercial smart growth area includes redevelopment of existing commercial properties located in the proposed *Downtown Business / Civic District* and land that is located in the *Agricultural Holding / Transition Area* if the development meets criteria specified in this plan. Land that is located in the *Agricultural Holding / Transition Area* that is adjacent to current industrial land uses is identified as the industrial smart growth area.

### ➤ Criteria for Evaluating Development Impacts in Smart Growth Areas

In order to ensure efficient and cost effective development patterns in Smart Growth Areas, a set of criteria for each proposed development is listed below. It is the intent of both the developer and Village to utilize these criteria when considering new developments in the Smart Growth Areas. The criteria are not all-inclusive, but ask broad questions about development proposals to ensure that they are appropriate in location, size and scale and that utility and transportation provisions will be feasible, safe, and effective. These criteria will also help the Village evaluate development proposals to ensure that appropriate upgrades are made to affected utilities and local transportation routes and that any upgrades required by the Village as part of the approval of any development in a Smart Growth Area are the fiscal responsibility of the developer.

1. Adequate public facilities to accommodate development either exist or will be provided within a reasonable amount of time.
2. Public facilities and services needed to accommodate development will not place an unreasonable burden on the affected local units of government. Affected units of government may include the Village of Plain, Town of Franklin, Fire and Ambulance Districts, the School District, and Sauk County.
3. Public facilities and services needed to accommodate development will not have significant negative impacts on environmentally sensitive areas, including wetlands, streams, species-rich habitats, steep slopes, and large tracts of forest.

## 10.6 Existing and Potential Land Use Conflicts

There are no *significant existing* land use conflicts present within the Village, or conflicts between the Village of Plain and the Town of Franklin. Future conflicts between non-farm residential development and surrounding farms could become increasingly common in the Town of Franklin. Other potential rural land uses that could conflict with neighboring uses include large-scale commercial farm operations, feedlots, nonmetallic mining operations, and rural manufacturing plants. As growth occurs in the area there will likely be increasing land use conflicts. Urban and suburban residential, commercial, and industrial land use development will require the conversion and possible fragmentation of more farmland, woodlots and open fields in the Town. In order to

maintain a defined edge between the Town of Franklin and the Village of Plain, new large-scale residential, commercial, and industrial developments are encouraged to be located within or adjacent to the Village.

### **10.7 Future Land Use Districts** (locations correspond with *Map 10-3 Future Land Use Districts*)

The future land use districts as shown on *Map 10-3 Future Land Use Districts* is intended to aid the Village of Plain in making land use decisions pertaining primarily to rezone requests and subdivision plats. It is also intended that decisions about future land uses in the Village be consistent with this *Map* and that any decision not consistent with this *Map* not be permissible until such time that a map amendment has been completed as part of an amendment to the *Village of Plain Comprehensive Plan*. Future land uses designated in this *Plan* also correspond to the following descriptions:

#### **Agricultural Holding / Transition Area**

This designation includes open space that may be present inside the Village, as well as peripheral areas outside the current Village limits. The policies in this plan specifically recognize lands within ¼ mile of the Village as the primary growth area. This Plan recognizes that any development should correspond with the traditional Village layout relative to street and pedestrian patterns to ensure that when and if this development is annexed, connectivity can be made with Village infrastructure.

Development occurring in these areas may be mixed use (commercial, residential and industrial), should follow traditional neighborhood design concepts, and utilize community septic facilities. This method of waste disposal not only promotes up-to-date technologies to ensure that wastewater is being treated, but also provides a convenient and cost effective end-of-pipe connection should the Village annex the subdivision and at that time require the use of a public sanitary sewer system.

To carry forth the process identifying these areas as future mixed-use development, it is envisioned that the Town's Plan Commission and Village Council discuss options and work toward setting up respective intergovernmental agreements. At a minimum, the following concepts will need to be addressed and agreements established:

1. Development guidelines relative to requiring connected streets via the adoption of an official map by both the Village and Town. The official map will provide for the location of new streets, utilities and park space that must be included in subdivision proposals. The official map will ensure connectivity as well as adequate and cost effective placement of public utilities (i.e., sewer lines, lift stations, electrical, stormwater facilities etc.)
2. Pictorial representations of architecture and placement of new housing and businesses that depict the future look of the village areas as envisioned by the Village and Town. This may include concepts such as front porches facing the road vs. garages, encouragement of a particular architectural style and material use, greenspace placement etc.
3. Designation of lands for redevelopment or new lands for development via a future land use map to be located in both the Village's and Town's Comprehensive Plan. This map will serve to better define each municipality's smart growth areas and should be the same based on agreement for future growth areas.

**Compatible Village Zoning:** Agricultural District

**Compatible County Zoning:** Exclusive Agricultural

**Commercial**

This designation includes current commercial areas in the Village, as well as planned future areas. Future land use potential include office, institutional, retail, hospitality and tourism based businesses.

**Compatible Village Zoning:** Business District, Residential/Prospective Business District

**Downtown Business / Civic**

This designation includes current commercial, public use, and residential areas in the Village, as well as planned future areas. The intent of this district is to create and enhance a historic downtown civic area that allows a range of commercial, residential and institutional uses. Future land use potential include office, institutional, retail, hospitality and tourism based businesses; single-family residential; and public uses and offices.

**Compatible Village Zoning:** Business District, Single-Family Residential, Public District, Residential/Prospective Business District

**Industrial**

This designation includes current industrial areas in the Village, as well as planned future areas. The current industrial activity is located in the north-east portion of the Village.

**Compatible Village Zoning:** Industrial District

**Single-Family Residential**

This designation includes current single-family residential areas in the Village, as well as planned future areas. New single-family residential development should incorporate “traditional neighborhood design” techniques to complement historic Village development and increase land use efficiency.

**Compatible Village Zoning:** Single-Family Residential District

**Multiple Family Residential**

This designation includes current multiple family residential areas in the Village, as well as planned future areas.

**Compatible Village Zoning:** Multiple Family Residential District

**Public Use**

This designation includes current public use areas in the Village, as well as planned future areas.

**Compatible Village Zoning:** Public District

**Public Open Space**

This designation includes current public open space areas in the Village, as well as planned future areas.

**Compatible Village Zoning:** Public District

**Wetland / Floodplains**

This designation consists of the mapped floodplain and wetland areas. Future uses in this area should be consistent with Floodplain and Shoreland-Wetland Regulations.

**Compatible Village Zoning:** The compatible zoning shall be the same as the underlying land use district designated on *Map 10-3 Future Land Use Districts* with the exception that Wetlands and Floodplains are zoned under the Village’s Floodplain and Shoreland-Wetland Zoning Ordinance

**10.8 Future Land Area Needs**

Predicting future land area needs for residential, commercial (includes industrial), and agricultural uses involves a process of projecting trends into the future to determine the demand that will be placed on a community relative to maintaining land in its current land use or converting it to an alternative land use. Once these projections are made, quantities of land can then be accurately identified on a future land use map. In order to study the demand of future land uses in Plain two factors will be considered. The first of these factors looks at population projections over time. And the second factor utilizes assumptions that population and development pressure will increase in the Village given the increased development in Sauk County. Future land uses are broken down into residential, commercial and agricultural.

➤ **Future Residential Land Area Needs**

According to the population projections under *Chapter 3 Population Inventory and Analysis* and *Chapter 4 Housing* it is reasonable to assume that the population will continue to increase in the Village of Plain. This increase will in turn cause an increased demand for housing in the Village. To realistically determine the number of new homes that will be needed through the year 2030, one must make a few assumptions. First, based on *Chart P10: Change of Population per Age Bracket*, it is apparent that population increases represent households with a static, or possibly expanding household size and that the higher population increases occur within the 0-9 and 40-49 age bracket. Using this information, it is unlikely that household sizes will decrease rapidly in size in the Village and will likely remain constant. Using these two assumptions, the *Static Household Size* population projection assumes the average household size (or persons per household) remains constant at the value observed in 2000 (2.38 persons per household). **Table LU4 Household Forecast: Household Size Trend and Lands Needed** correlates population increases to average household size to determine a projected number of new households. Currently, 151 acres within the Village is used for housing, that translates to 2.2 homes per acre, additional land needed in this projection represents this assumption.

Based on this projection, the Village can expect approximately 10 acres to be converted to residential uses in every 5-year time period. This equates to roughly 22 new lots at 2.2 homes per acre as explained above. It is important to note that the Village currently has

**Table LU4: Household Forecast: Static Household Size and Lands Needed**

Year	Population	Average Household Size	Number of Housing Units	Additional Residential Acres Needed
1990, per census	691	2.41	296	
2000, per census	792	2.38	339	151 (currently)
2010, Projection	894	2.38	375	19
2020, Projection	994	2.38	417	38
2025, Projection	1045	2.38	439	48
2030, Projection	1095	2.38	460	58

Source: US Census and Sauk County Planning & Zoning

approximately 45 vacant residential lots with a total area of 23 acres. Although some of these existing vacant lots may not be suitable for development, the Village conceivably has adequate existing residential lots to accommodate additional residential housing development through the year 2030.

➤ **Future Commercial/ Industrial Land Area Needs**

To determine the amount of land needed for future commercial/industrial land uses, it must be assumed that the existing proportions of commercial -to- residential and industrial-to-residential land uses will continue into the future. These projections also assumed similar densities of commercial and industrial uses that exist today.

**Table LU5: Commercial/Industrial Lands Needed**

Year	Population	Additional Residential Land Needed	Ratio of Comm./Indus. to Residential	Additional Comm./Indus. Acres Needed
1990, per census	691			
2000, per census	792	151 (currently)	.77 (currently)	117 (currently)
2010, Projection	894	19	0.77	13
2020, Projection	994	38	0.77	28
2025, Projection	1045	48	0.77	36
2030, Projection	1095	58	0.77	43

Source: Sauk County Planning & Zoning

It is projected that the Village of Plain will add about 7.7 acres of commercial/industrial land every five year, gaining a total of 44 acres by the year 2030. It is important to note that the Village currently has approximately 76 acres currently zoned or used as commercial/industrial that are undeveloped. Although some of these existing undeveloped sites may not be suitable for development, the Village conceivably has adequate existing commercial/industrial sites to accommodate additional commercial/industrial development through the year 2030.

➤ **Future Agricultural Land Area Needs**

Land devoted to agriculture and open space in the Village totals 41 acres. Agricultural uses within the Village limits are thought to be temporary uses until future residential, commercial, or industrial uses are appropriate for those areas. Moreover, agricultural activities are viewed by the Village as more appropriate in the adjacent Town. There is little demand for agricultural land within the Village and, consequently, agricultural land uses will steadily decline. Within the planning area, the Town of Franklin is planning for a significant portion of their land base to remain in agricultural use over the next 20 years.

**10.9 Natural Limitations to Building and Site Development**

Natural limitations to development vary depending on where in the Village development is being proposed. Generally speaking, Honey Creek and its tributaries, which traverses the Village in various places, includes a related floodplain area depicted on *Map 8-4 General Floodplain Areas* and wetlands noted on *Map 8-1 Environmentally Sensitive Areas*. Other natural limitations to development include steep slopes that are present in the southern part of the Village and prime farmland that may be present near the previously mentioned floodplains and wetlands.



**10.10 Land Use Goal, Objectives and Policies**

**Land Use Goal:** Promote a future land use pattern containing a sustainable mix of uses and building types consistent with the Village of Plain’s “small town” character.

**Land Use Objectives/Policies:**

LUO-1 Promote high quality design principals that is consistent with the Village’s desires.

LUO-2 Designate future lands for development that protect resources that can be publicly served in an efficient and cost-effective manor.

LUO-3 Ensure a desirable and compatible mix of land uses consistent with the Village’s “small town” character, especially in the historic downtown area.

LUO-4 Encourage development that is accessible and meets residents of all income levels, ages and needs.

LUO-5 (HO-3) Provide for a wide range of housing types to serve residents of all income levels, ages and needs.

LUO-6 (HO-4) Create options for traditional and alternative housing and developments.

LUO-7 (HO-5) Encourage neighborhood design and locations that protect residential areas from incompatible land uses and promote the Village’s “small town” character.

LUO-8 (EDO-2) Maintain and improve the compatibility of economic uses by creating appropriate areas for certain types of commercial uses.

LUO-9 (UCRO-4) Encourage logical, cost-efficient expansion and improvement of public utilities to serve well-planned development patterns.

LUO-10 (NRO-1) Protect significant natural areas and systems such as creeks, floodplains, wetlands, endangered species, groundwater, steep slopes, ridge tops and woodlands.

LUO-11 (CRO-2) Promote the historic downtown area as the Village’s community center.

LUP-1 Plan for a sufficient supply of developable land for a variety of land uses consistent with Village of Plain Comprehensive Plan’s goals, objectives and policies.

LUP-2 Modify and implement existing ordinances in order to incorporate the Comprehensive Plan’s goals, objectives and policies.

LUP-3 Guide new development to areas adjacent to existing development.

LUP-4 (HP-1) Ensure that public services can be provided to future developments in a safe, efficient and cost-effective manner.

LUP-5 (HP-2) Plan for a sufficient supply of developable land for a range of diverse housing types in areas consistent with Village land use goals.

LUP-6 (HP-3) Develop and promote development guidelines that incorporate “traditional neighborhood design principles” to ensure quality neighborhood design and layout.

LUP-7 (HP-6) Promote the redevelopment of vacant or open lots within the Village limits as an alternative to annexing land for future development.

LUP-8 (HP-7) Ensure that development utilizes design techniques that preserves environmental systems, promotes habitat connectivity and provides adequate stormwater management to protect the Village’s diverse natural resources.

LUP-9 (HP-9) Encourage the preservation or improvement of historic features during the renovation/remodeling of recognized historic buildings or structures.

LUP-10 (HP-10) Encourage and develop alternative housing options that will serve the elderly or people with special needs such as- dependency living arrangements, assisted living centers, skilled nursing centers, as well as other arrangements.

LUP-11 (EDP-2) Promote the redevelopment and reuse of existing historical buildings in the Village’s downtown to maintain connectivity and promote the Village of Plain’s identity.

LUP-12 (EDP-4) Explore strategies to promote the downtown as a commercial, civic and social center to assist in maintaining a “sense of place” and promote the Village’s “small town” character.

LUP-13 (EDP-6) Update ordinances to provide appropriate designation, type, scale, layout, character, adjacent impact and process for approval for a wide variety of commercial uses and alternative mixed use options.

LUP-14 (EDP-7) Consider creating a downtown business zoning district to accommodate smaller-scale commercial/retail uses.

LUP-15 (EDP-8) Consider creating an office/commercial park zoning district to accommodate appropriate service or office oriented businesses.

LUP-16 (EDP-9) Consider creating tourism/hospitality zoning district to accommodate appropriate tourism/hospitality type businesses.

LUP-17 (UCRP-9) Prepare and adopt an Official Map to reserve right of ways for future transportation corridors, parks and other utility and public uses.

LUP-18 (TP-1) Support biking, walking and other alternative modes of transportation to serve neighborhoods, schools, parks and activity centers.

LUP-19 (TP-4) Incorporate sidewalks, pedestrian or bicycle paths into new development or in areas where it is deemed appropriate.

LUP-20 (NRP-2) Encourage developers to include green space & park area in their development plans.

LUP-22 (NRP-5) Protect natural wildlife habitats and promote the interconnectivity of natural corridors.

LUP-23 (ARP-1) Protect prime agricultural lands when considering development proposals that requires the Village to annex land for expansion.

LUP-24 (ARP-2) Encourage orderly, efficient development that minimizes conflicts between the Village and agricultural operations.

LUP-25 (ARP-3) Promote the redevelopment of vacant or open lots within the Village limits as an alternative to annexing land for future development in order to preserve farmland.

LUP-26 (CRP-1) Promote the redevelopment and reuse of existing historical buildings in the Village's downtown to maintain connectivity and promote the Village of Plain's identity.

LUP-27 (CRP-2) Explore strategies to promote the historic downtown as a commercial, civic and social center to assist in maintaining a "sense of place" and promote the Village's "small town" character.

## 11.0 Purpose

A number of the policies in this Comprehensive Plan will not be implemented automatically, and follow-up actions will be required for the Plan to become a reality. However, by default, many of the plan policies have been developed in such a manner that, by themselves, they provide specific guidance to the Village with everyday decision-making. Therefore, the Village of Plain Comprehensive Plan has two roles. One of these roles is to provide everyday guidance for decision making by the Village, and the other is to provide specific direction for carrying forth projects that will aid the Village with the full realization of its vision, goals and objectives.

This section is meant to provide guidance for the general process of adopting the Comprehensive Plan as well as more specific detail on how and when amendments will be made to the Plan. This section also provides a ‘timeline of implementation’ of all policies in the plan and recommendations, where needed, as to whom will be implementing these policies. This section defines the suggested implementation roles of the Plan Commission and the Village Board.

## 11.1 Plan Adoption

The Village of Plain Comprehensive Plan must be adopted in a manner that recognizes a commitment to implement each policy within the Plan. The Plan itself will also be adopted as an ordinance, which will allow the Village to enforce its vision, goals, objectives, and policies. The Village has also included all of the basic elements of Comprehensive Planning and has achieved all 14 goals of the ‘Smart Growth’ legislation.

In addition to this achievement, the development of this plan included an extensive public participation component, which ensured numerous opportunities for residents, landowners, and neighboring governments to give input. Also, the Village of Plain Comprehensive Plan Committee consisted of people from all interests and backgrounds, ensuring that the plan was developed by the people and for the overall good of the Village. The public participation plan and scope of services to the planning process are noted in *Appendix C*.

The final Comprehensive Plan will be reviewed by the Plan Commission, which will forward its recommendations to the Village Board for final Village approval. Upon Village approval, the Plan will be forwarded on for acknowledgement by the Sauk County Board. Once acknowledged by the county board, the Plan will finally be submitted to the State of Wisconsin, Department of Administration.

## 11.2 Plan Monitoring, Amendments, and Update

The Village should regularly evaluate its progress towards achieving the policies in this Comprehensive Plan, and amend and update the Plan as appropriate. This section suggests recommended criteria and procedures for monitoring, amending, and updating the Plan.

### ➤ Plan Monitoring

The Village should constantly evaluate its decisions on private development proposals, public investments, regulations, incentives, and other actions based on the recommendation/policies of the Village of Plain Comprehensive Plan. More specifically, for each proposal that comes before the Village, any recommendation by the Village’s Plan Commission and final action by the Village Board should reference any and all plan policies utilized as part of the review and decision-making process. This reference may come in the form of a resolution or minutes officially adopted by the Village.

➤ **Plan Amendments**

Amendments may be deemed appropriate or necessary in the years following the adoption and implementation of this Comprehensive Plan. Amendments are generally defined as either minor or major. Minor amendments generally include changes to maps or general text. Major amendments are defined as any change to plan policies. Therefore major amendments will require, at a minimum, a public hearing to garner input from the community regarding the amendment(s).

➤ **Plan Update**

The State comprehensive planning law requires that the Comprehensive Plan be updated at least every ten years. As opposed to an amendment, an update is often a substantial re-write of the Plan document and maps. Further, on January 1, 2010, “any program or action that affects land use” will have to be consistent with locally-adopted comprehensive plans- including zoning and subdivision ordinances, annexation, and transportation improvements. Based on these two deadlines, the Village should update its Comprehensive Plan before the year 2018 (i.e., ten years after 2008). The Village should also monitor any changes to language or interpretations of State law throughout the life of the Comprehensive Plan.

### **11.3 Role of Implementation**

➤ **Village Board**

The Village Board will provide for general oversight of the Plan Commission’s activities relative to selecting and guiding Comprehensive Plan Implementation Committee participants. The Village Board will also consider any current proposals and ensure that they are consistent with this Plan as well as consider Plan Commission recommendations for such proposals. Like Plan Commission members, Village Board members are encouraged to take an active role as members of the Implementation Committee.

➤ **Plan Commission**

It is intended that the primary body responsible for the implementation of this Comprehensive Plan be the Plan Commission. Implementation by the Plan Commission will take two forms. The first form comes with the utilization of the Comprehensive Plan for everyday decision-making. It is also recommended that the Plan Commission take the role of identifying policies within the Plan to support its recommendation to the Village Board. The second form of implementation recognizes the role of the Plan Commission to select participants for the Comprehensive Planning Implementation Committee and guide the work of this Committee. This work should be based on the premise that this Committee will be the ‘work-horse’ behind the implementation of many Plan policies. It is highly recommended that Plan Commission members, in addition to simply guiding the Implementation Committee, become members of this Committee themselves.

### **11.4 Implementation Timeline and Recommended Courses of Action**

This section provides a summary of the actions that the Village should complete in order implement this Comprehensive Plan. This summary has been broken down by each element and elements’ policies to include a minimum recommended course of action and timeframe for implementation. Each policy has also been assigned a representative body charged with the primary implementation of the policy.

**HOUSING**

<b>Policy</b>	<b>Implementation Timeframe</b>	<b>Representative Body</b>
HP-1	2008-ongoing	Plan Commission/Village Board
HP-2	2008-2011, ongoing	Plan Commission/ Village Board
HP-3	2008-ongoing	Plan Commission/Village Board
HP-4	2008-ongoing	Plan Commission/Village Board
HP-5	2008-ongoing	Plan Commission/Village Board
HP-6	2008-ongoing	Plan Commission/Village Board
HP-7	2008-ongoing	Plan Commission/Village Board
HP-8	2008-ongoing	Plan Commission/Village Board
HP-9	2008-2011, ongoing	Plan Commission/Village Board
HP-10	2008-ongoing	Plan Commission/Village Board
HP-11	2008-2011	Plan Commission/Village Board
HP-12	2008-2011	Plan Commission/Village Board
HP-13	2008-ongoing	Plan Commission/Village Board

**ECONOMIC DEVELOPMENT**

<b>Policy</b>	<b>Implementation Timeframe</b>	<b>Representative Body</b>
EDP-1	2008-ongoing	Plan Commission/Village Board
EDP-2	2008-ongoing	Plan Commission/ Village Board
EDP-3	2008-ongoing	Plan Commission/Village Board
EDP-4	2008-ongoing	Plan Commission/Village Board
EDP-5	2008-ongoing	Plan Commission/Village Board
EDP-6	2008-2011	Plan Commission/Village Board
EDP-7	2008-2011	Plan Commission/Village Board
EDP-8	2008-2011	Plan Commission/Village Board

**UTILITIES & COMMUNITY RESOURCES**

<b>Policy</b>	<b>Implementation Timeframe</b>	<b>Representative Body</b>
UCRP-1	2008-ongoing	Plan Commission/ Village Board
UCRP-2	2008-ongoing	Plan Commission/Village Board
UCRP-3	2008-ongoing	Plan Commission/Village Board
UCRP-4	2008-ongoing	Plan Commission/Village Board
UCRP-5	2008-ongoing	Plan Commission/Village Board
UCRP-6	2008-ongoing	Plan Commission/Village Board
UCRP-7	2008-2011	Plan Commission/Village Board
UCRP-8	2008-ongoing	Plan Commission/Village Board
UCRP-9	2008-ongoing	Plan Commission/Village Board
UCRP-10	2008-2011	Plan Commission/Village Board
UCRP-11	2008-ongoing	Plan Commission/Village Board
UCRP-12	2008-ongoing	Plan Commission/Village Board
UCRP-13	2008-ongoing	Plan Commission/Village Board

**TRANSPORTATION**

<b>Policy</b>	<b>Implementation Timeframe</b>	<b>Representative Body</b>
TP-1	2008-ongoing	Plan Commission/ Village Board
TP-2	2008-ongoing	Plan Commission/ Village Board
TP-3	2008-ongoing	Plan Commission/Village Board
TP-4	2008-ongoing	Plan Commission/Village Board
TP-5	2008-2011	Plan Commission/Village Board
TP-6	2008-2011	Plan Commission/Village Board
TP-7	2008-2011	Plan Commission/Village Board
TP-8	2008-ongoing	Plan Commission/Village Board
TP-9	2008-ongoing	Plan Commission/Village Board

**NATURAL RESOURCES**

<b>Policy</b>	<b>Implementation Timeframe</b>	<b>Representative Body</b>
NRP-1	2008-ongoing	Plan Commission/Village Board
NRP-2	2008-ongoing	Plan Commission/Village Board
NRP-3	2008-ongoing	Plan Commission/Village Board
NRP-4	2008-ongoing	Plan Commission/Village Board
NRP-5	2008-ongoing	Plan Commission/Village Board
NRP-6	2008-ongoing	Plan Commission/Village Board
NRP-7	2008-ongoing	Plan Commission/Village Board

**AGRICULTURAL RESOURCES**

<b>Policy</b>	<b>Implementation Timeframe</b>	<b>Representative Body</b>
ARP-1	2008-ongoing	Plan Commission/Village Board
ARP-2	2008-ongoing	Plan Commission/Village Board
ARP-3	2008-ongoing	Plan Commission/Village Board
ARP-4	2008-ongoing	Plan Commission/Village Board

**CULTURAL RESOURCES**

<b>Policy</b>	<b>Implementation Timeframe</b>	<b>Representative Body</b>
CRP-1	2008-ongoing	Plan Commission/Village Board
CRP-2	2008-ongoing	Plan Commission/ Village Board
CRP-3	2008-ongoing	Plan Commission/Village Board
CRP-4	2008-ongoing	Plan Commission/Village Board

**INTERGOVERNMENTAL COOPERATION**

<b>Policy</b>	<b>Implementation Timeframe</b>	<b>Representative Body</b>
ICP-1	2008-ongoing	Plan Commission/Village Board
ICP-2	2008-ongoing	Plan Commission/ Village Board
ICP-3	2008-ongoing	Plan Commission/Village Board
ICP-4	2008-ongoing	Plan Commission/Village Board
ICP-5	2008-ongoing	Plan Commission/Village Board
ICP-6	2008-ongoing	Plan Commission/Village Board
ICP-7	2008-ongoing	Plan Commission/Village Board

**LAND USE**

<b>Policy</b>	<b>Implementation Timeframe</b>	<b>Representative Body</b>
LUP-1	2008-ongoing	Plan Commission/Village Board
LUP-2	2008-ongoing	Plan Commission/ Village Board
LUP-3	2008-ongoing	Plan Commission/Village Board

**11.5 Consistency Among Plan Elements**

The State Comprehensive Planning statute requires that the implementation element “describe how each of the elements of the Comprehensive Plan shall be integrated and made consistent with the other elements of the Comprehensive Plan.” Preparing the various elements of the Village of Plain Comprehensive Plan simultaneously has ensured that there are no known internal inconsistencies between the different elements of this Plan.

**11.6 Annual Review of the Implementation Progress**

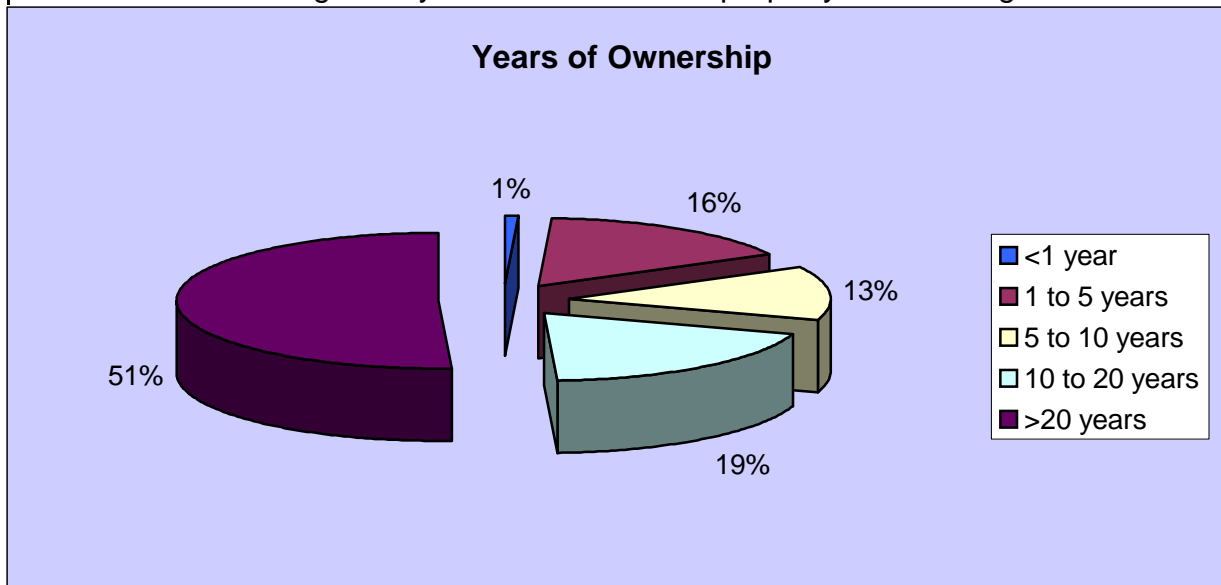
It is intended that prior to each annual meeting, the Plan Commission and Village Board jointly review the Vision, Goals, Objectives and Policies of this Comprehensive Plan to ensure that the Plan has been adhered to and to ensure its continued implementation. It is also intended that an update be provided at each annual meeting, which summarizes both how and when policies of the Village of Plain Comprehensive Plan have been/will be implemented. This process of review and summary will also offer the Plan Commission and Village Board an opportunity to identify the policies that may be implemented with the assistance of any additional appointed Committee to complete tasks.



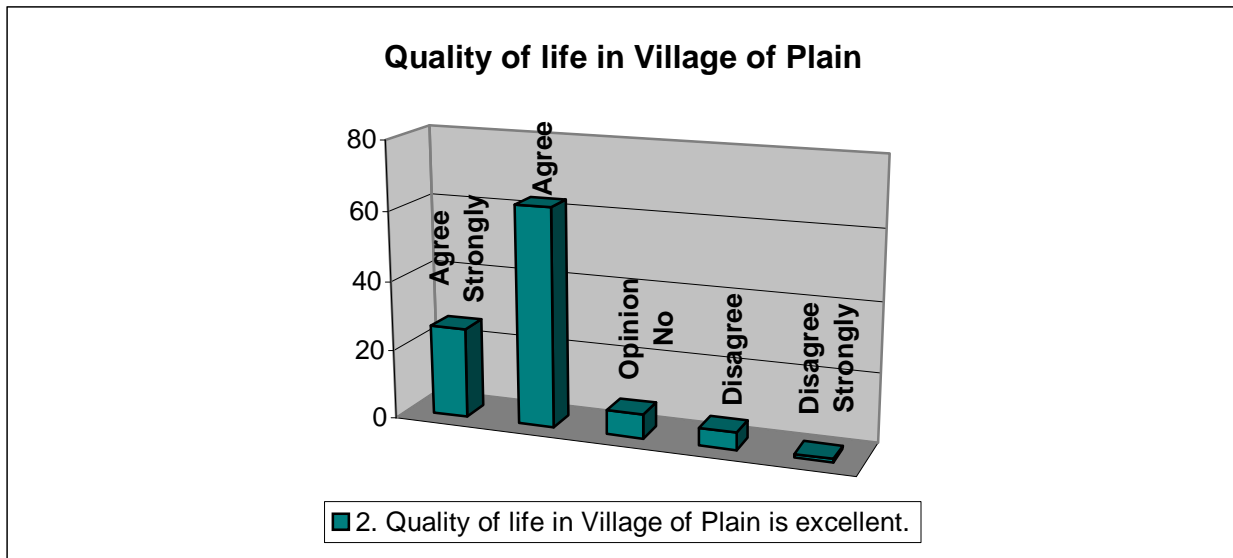
# Village of Plain Community Survey Results

328 sent/ 100 returned

Question 1. How long have you owned or rented property in the Village of Plain?



Question 2. The quality of life in the Village of Plain is excellent?



Question 3. What are the most important reasons to live in the Village of Plain?

- Requirement of my job.
- Near work, family and nice village.
- No strip malls, picturesque approach to village and neat and tidy properties.
- Life long resident and near family and employment.
- Near family, Quality of life, Employment
- Family, employment and small community
- Size of village, employment, near family and friends.

### Question 3 Continued.....

Community support: the people here are among the kindest and friendliest I've ever met and they have made me feel like this is my home even though I'm a newcomer. Cost of living...housing and taxes are affordable. The beauty of the town and the farmland surrounding it.

Village size and employment

Employment, catholic school and public school, more recreational activities that many small communities do not have ie library, swimming pool, golf course and parks.

Near family. Close to church and grocery store and downtown in general, quiet and good people.

Quality of life, near work, people

Near family – employment – great amenities.

Near family, employment, cost of living

Good place to raise children, cost of living, good schools

I like a small town because I can walk where I want to go most of the time.

Born and raised here.

Employment – Family – Small Town

Closeness to wife's job, House

Church, cost of living, closeness to work

Employment, near family, good roads to other places

Neat town, well kept, good neighbors

Always lived in area, was employed here

Family lives around us and we moved here from our farm to retire here. We've lived around here all our lives.

Near family, small community, faith community

Near family, somewhat near employment, public school

Near family and work

Amenities, near employment, cost of living

Rural way of life, solid business host of southern Sauk County, having social structure.

Family – employment – education

We own a business

Near family, employment, would never, never live in large city

The interest people have in their property, cost of living

Born here, family employment

Price of homes, quiet

Employment, church, schools

Near family, near employment, several opportunities for children i.e. school, golf, pool.

Small town atmosphere

Near family, quiet village – retired – simple life

Cost of living, near family, community

Quiet

Small community living, neighbors are friendly, employment

Near family

Safety / schools / employment

Cost of living, Quality of life, feeling of safety

Near family and friends. Quality of life, church, parks, small town

Cost of living, quietness, friendly neighbors

Employment, quality of life, convenient access to business, etc. (no traffic congestion, etc.)

Not over populated. No big factories or businesses. Clean and quiet Town. No junky residents.

The small town atmosphere that it currently has. The beautiful scenery and country-side. The friendly down home country people. Those are your greatest assets. Always remember that.

Employment, nice clean little town, church and school

Grew up here, employment, small town

Family, School, Friends

Near family, Cost of living (going away though), Safety / low crime

Employment, family, quality of life

Employment

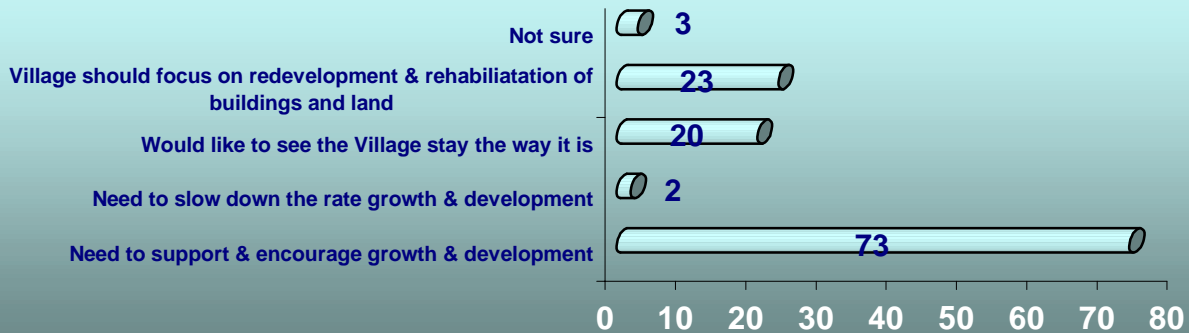
Cost of living, Rural environment, Great sense of community

Cost of housing , Not rent, Freedom for children, Less crime

### Question 3 Continued.....

Work, Near family, Clean village  
Employment, Taxes, Entertainment  
Catholic education, Swimming pool, Library  
Business located here, Education (St. Luke's), Quality of life  
Near family, Affordability of my home, Employment  
Employment, Family, Small town  
Clean town, Pick up trash, Near family  
Size, Safety, Location  
Near family – primary reason  
Neat town, Golf course, Close to larger cities  
Close to work, Close to family  
Small town, Near some of family  
I was born here. I was raised here, married and raised my children here. I like living in a small town.  
Business, Schools, Size  
Small town, Friendly atmosphere  
Employment, Near family, Enjoy smaller community  
Employment, Family, Schools  
Near family  
Business is located here, Family, Friends  
Near employment  
Quiet, Cost of living, Friendly  
Employment, Family, Amenities all sufficient at best  
Cost of living and near family.  
Clean Village, Good people  
Near family, St. Lukes Parish / School, Cost of living  
St. Lukes School. Small and safe community. Availability of library, pool, other small business.  
Born and raised. Near friends and family. Outstanding schools, church and Village.  
Safe place to raise a family. Housing is more affordable than Spring Green. Quality of education in RV School District. Especially Plain Elementary School is excellent! Plain is a very stable community.  
Family, Job, Beautiful area.  
Size and beauty of Village. Catholic community. Quality of life, friendly, quiet, personal relationships.  
Near family and relatives. Small town to raise children. Friendly community.  
Employment. Quality of life. Housing cost

### Question 4. How would you describe your thoughts towards future growth and development in the Village of Plain?



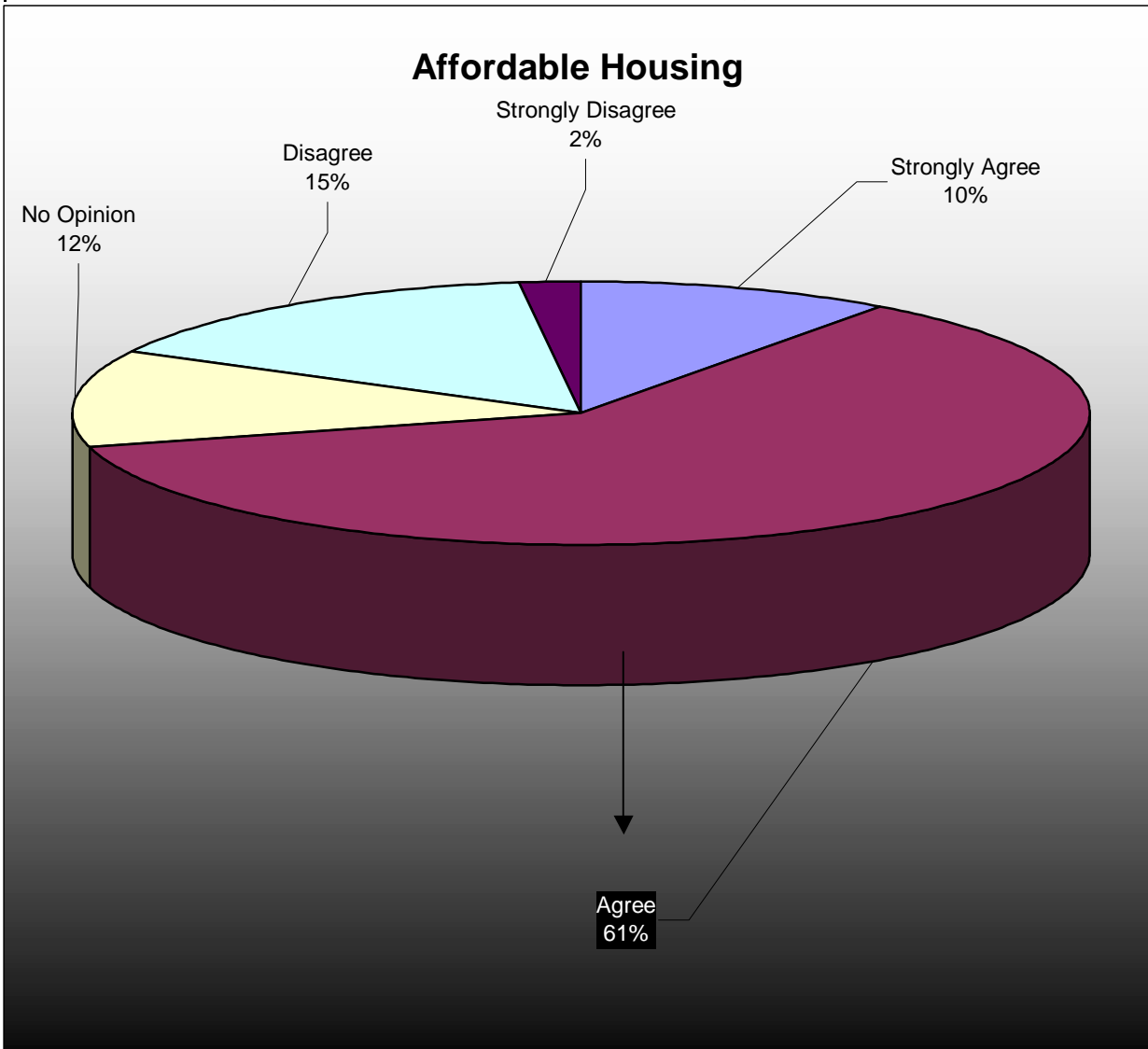
# Village of Plain Community Survey Results

Question 5. The Village of Plain needs more...

	<u>Strongly Agree</u>	<u>Agree</u>	<u>No Opinion</u>	<u>Disagree</u>
A. Single family homes	19	35	24	16
B. Duplexes (2 units)	11	24	27	25
C. Mobile homes	1	2	11	12
D. Elderly/Assisted living	12	40	30	12
E. Rental housing (3+ units)	7	22	28	23
F. Condominiums	9	31	25	14
G. Other				

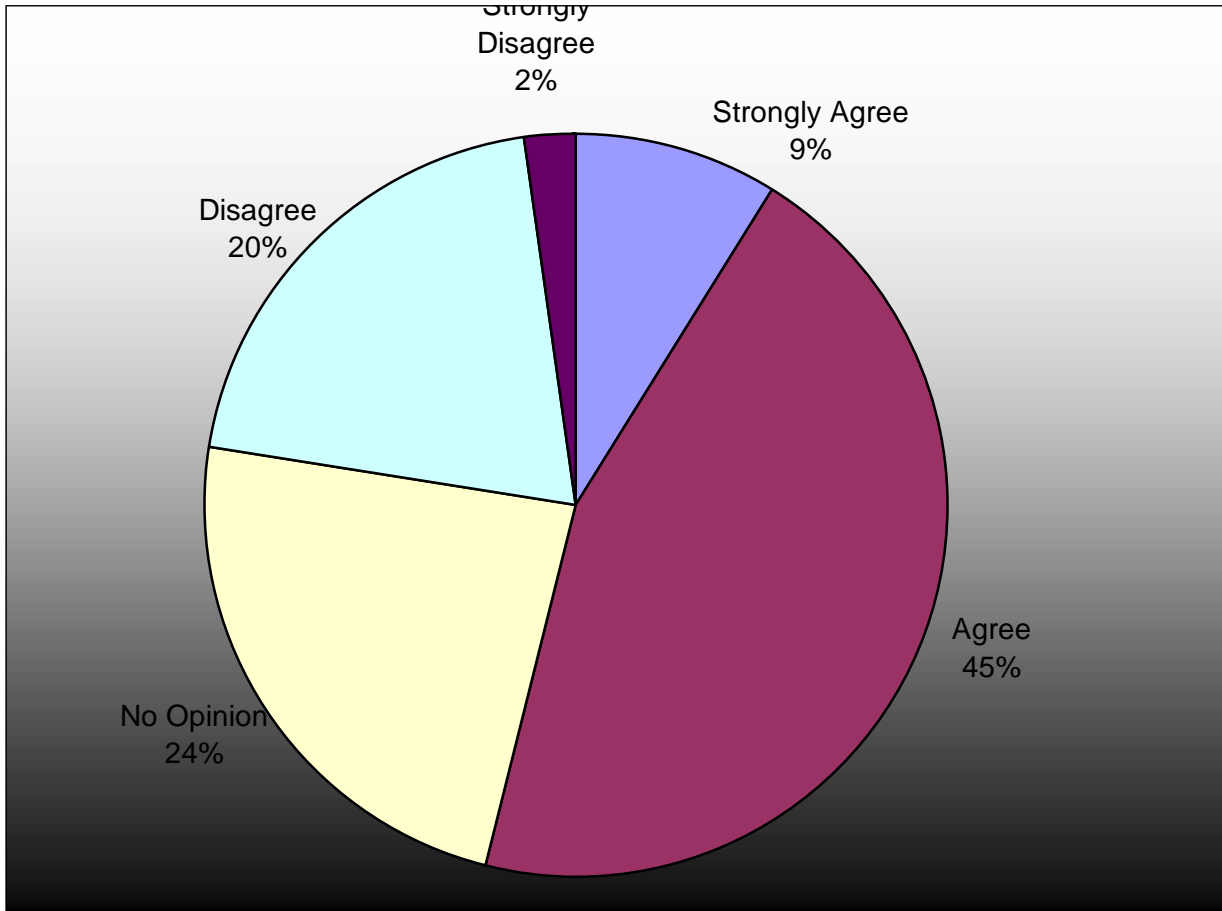
Comments: Trees, Industry, Business. A mobile home park if kept neat.

Question 6. Housing is generally affordable in the Village of Plain.

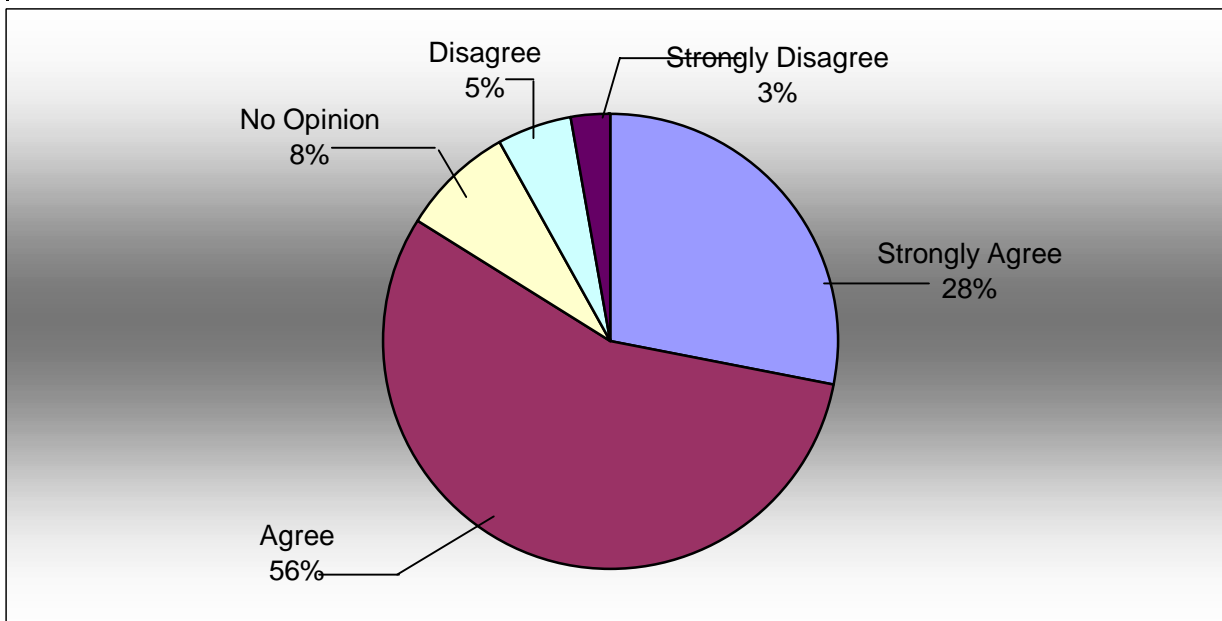


# Village of Plain Community Survey Results

Question 7. Existing housing stock in the Village of Plain is adequate.

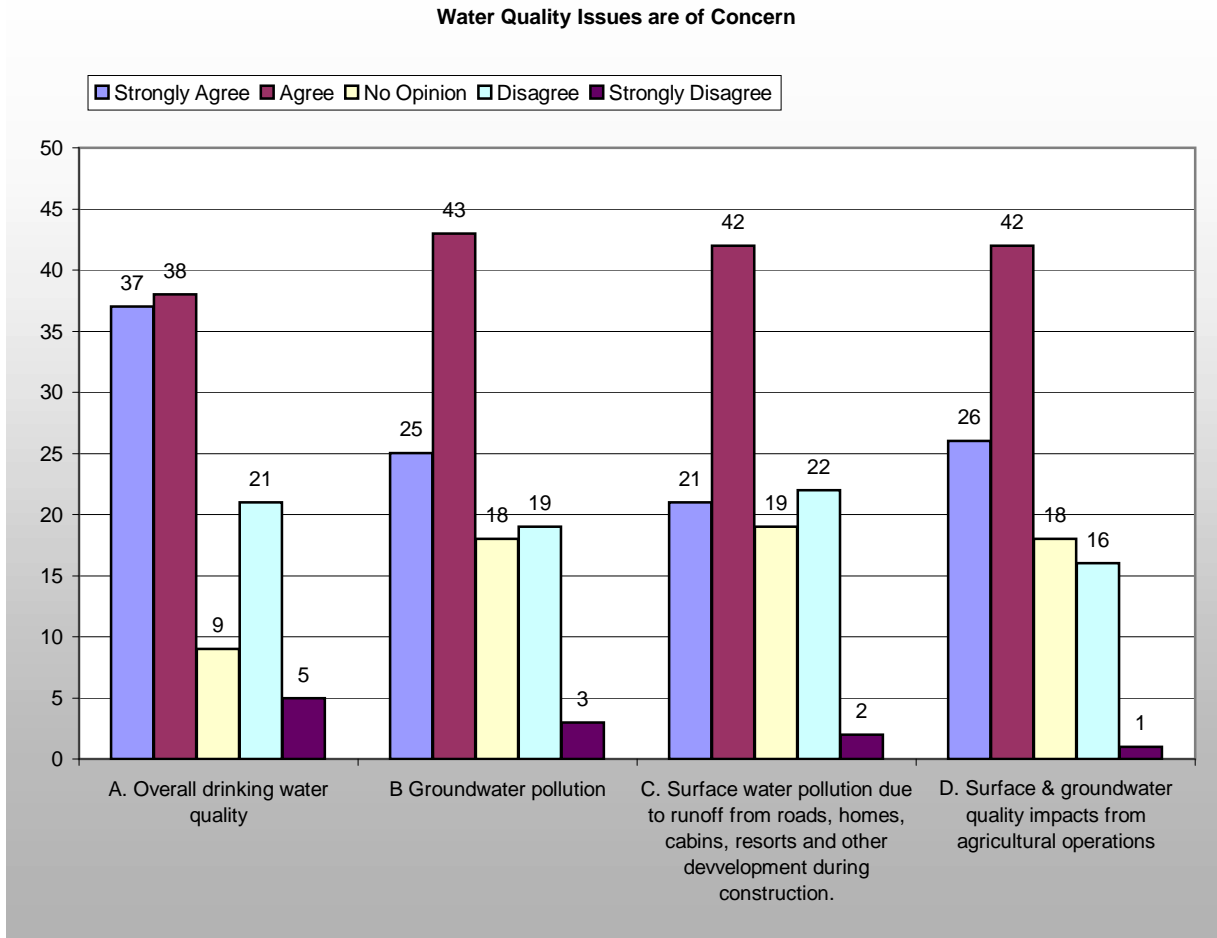


Question 8. Village of Plain should protect and promote buildings, sites & artifacts of historical importance.



# Village of Plain Community Survey Results

Question 9. Water quality issues are of concern....

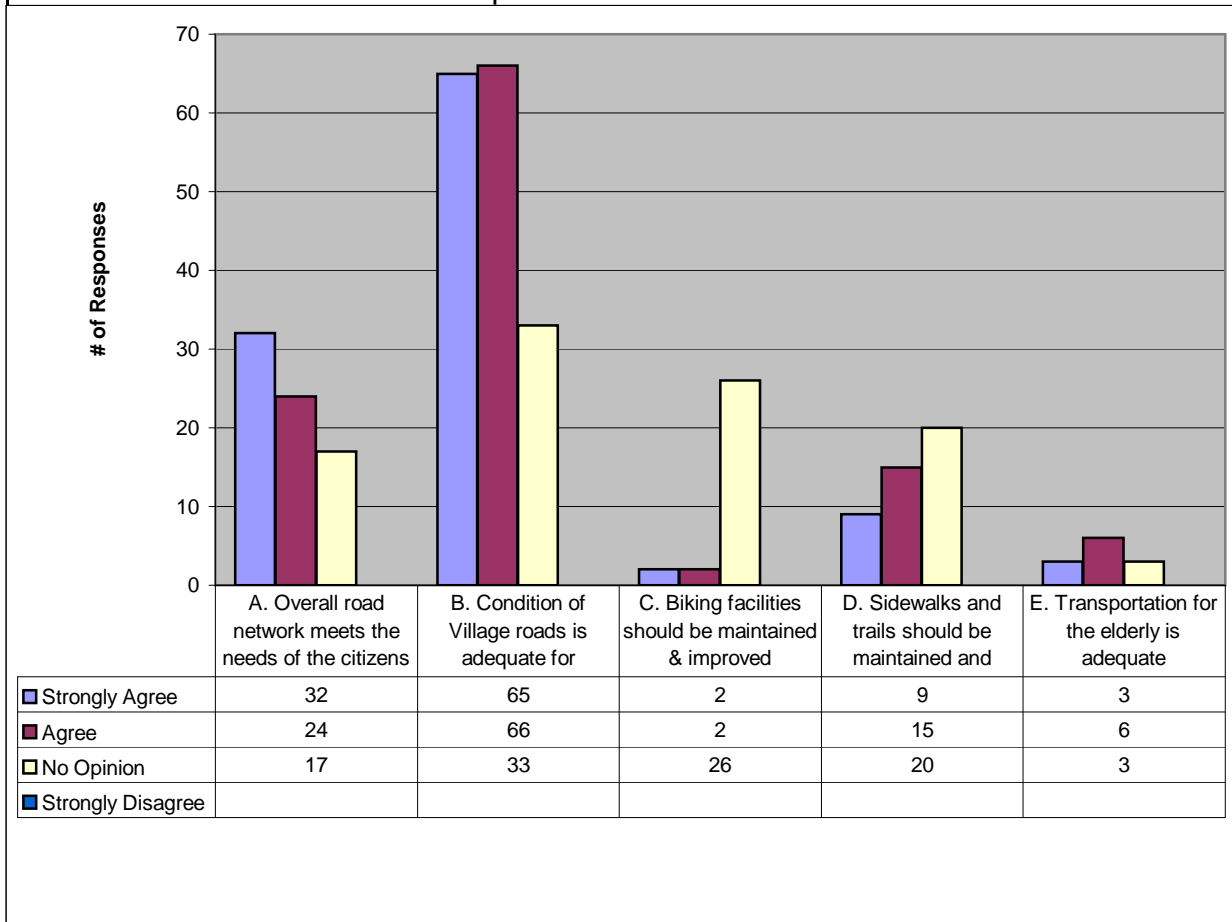


Question 10. Natural resources important to protect...

	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
A. Air quality	65	41	2		
B. Farmland	47	45	10	5	
C. Floodplains	35	48	16	4	2
D. Hillside/Steep slopes	32	43	15	4	1
E. Natural areas	38	51	12	2	
F. Rural character	42	53	11	1	
G. Scenic views	46	48	8	1	
H. Water quality of lakes, streams,	49	47	6	1	
I. Wetlands	36	44	19		
J. Woodlands	35	51	17		
K. Other	1	1	9		

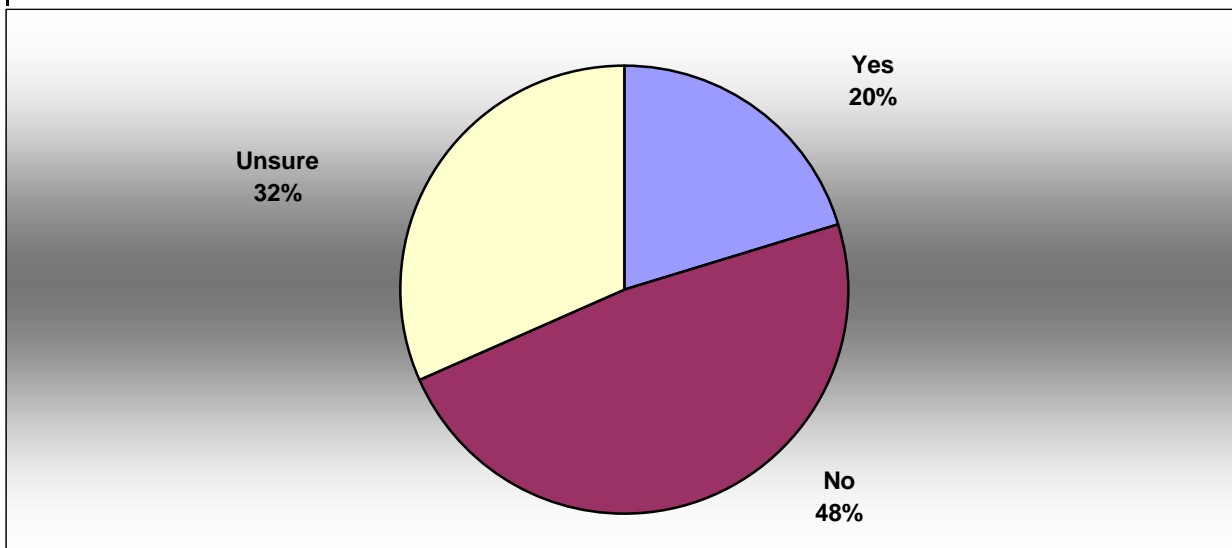
# Village of Plain Community Survey Results

Question 11. Statements on transportation facilities....



Other responses: Safer passage for kids across highway to access library and pool. Stop light at Main street intersection. Need more bike paths. Better sidewalks by park and pool. Parking space is limited. Highway B from main Street going East should be "industrial park" area.

Question 12. Are there any transportation facility needs or problems that need to be addressed.



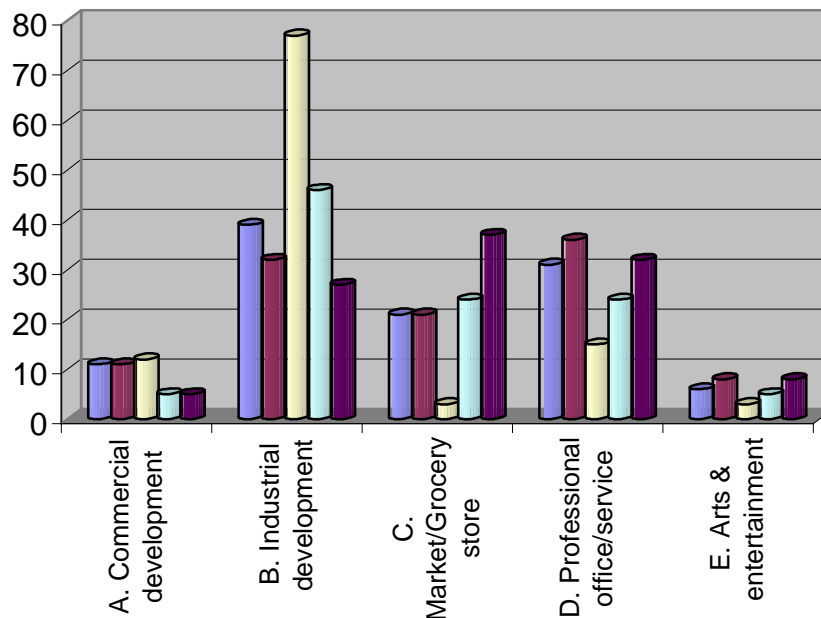
# Village of Plain Community Survey Results

## Question 12: Comments:

- Street program is not good. Old streets and sewers that are not being upgraded. Wasting money on seal coat. Pavements are bad.
- As population ages there must be a handicapped van for those in need.
- Roads, curb and gutter, and sidewalks should be replaced on a scheduled plan; not just overlain. Decorative streetlights should replace existing lights of main street.
- Need wider main streets.
- American Legion parking lot.
- Intersection of Hwy 23 and Hwy B. Busy street, half of Plain's children must cross it to reach park, pool, library.
- Roads need to be repaired and/or rebuilt
- The 23 speed limits should be moved farther out. The 13 speed limits should be increase to 35 mph.
- Grocery delivery – many elderly here, rides to Dr. visits, treatments
- Stop light at Wachter and County B
- Transportation for elderly would mean that some people who are now driving wouldn't have to.
- We need a 4-way stop at intersection B and 23.
- Roads are in terrible condition.
- There is not transportation facility that I know of.
- Vans or other means of transportation should be available to Madison for people working there, especially with the price of gas.
- I believe no street project should be approved without 2/3 of the people living on that street supporting the project.
- Stop light needed by Shell.
- Truck and school bus parking on residential streets should be eliminated.
- Lions Lane could be extended South of the Honey Creek Bridge so biking/walking wouldn't have to occur on Hwy 23. Safer!
- Handicap area seems adequate; space is limited for general parking.
- With an aging population and many people unable to drive, Plain needs to develop a ride plan for people to get to Sauk / Prairie Clinic, Spring Green, Reedsburg, and Madison.
- Parking to utilize downtown businesses.

## Question 13. Are the following types of businesses adequate in the village?

Strongly Agree  
  Agree  
  No Opinion  
  Disagree  
  Strongly Disagree



Comments: Need a pharmacy and sit down restaurant.



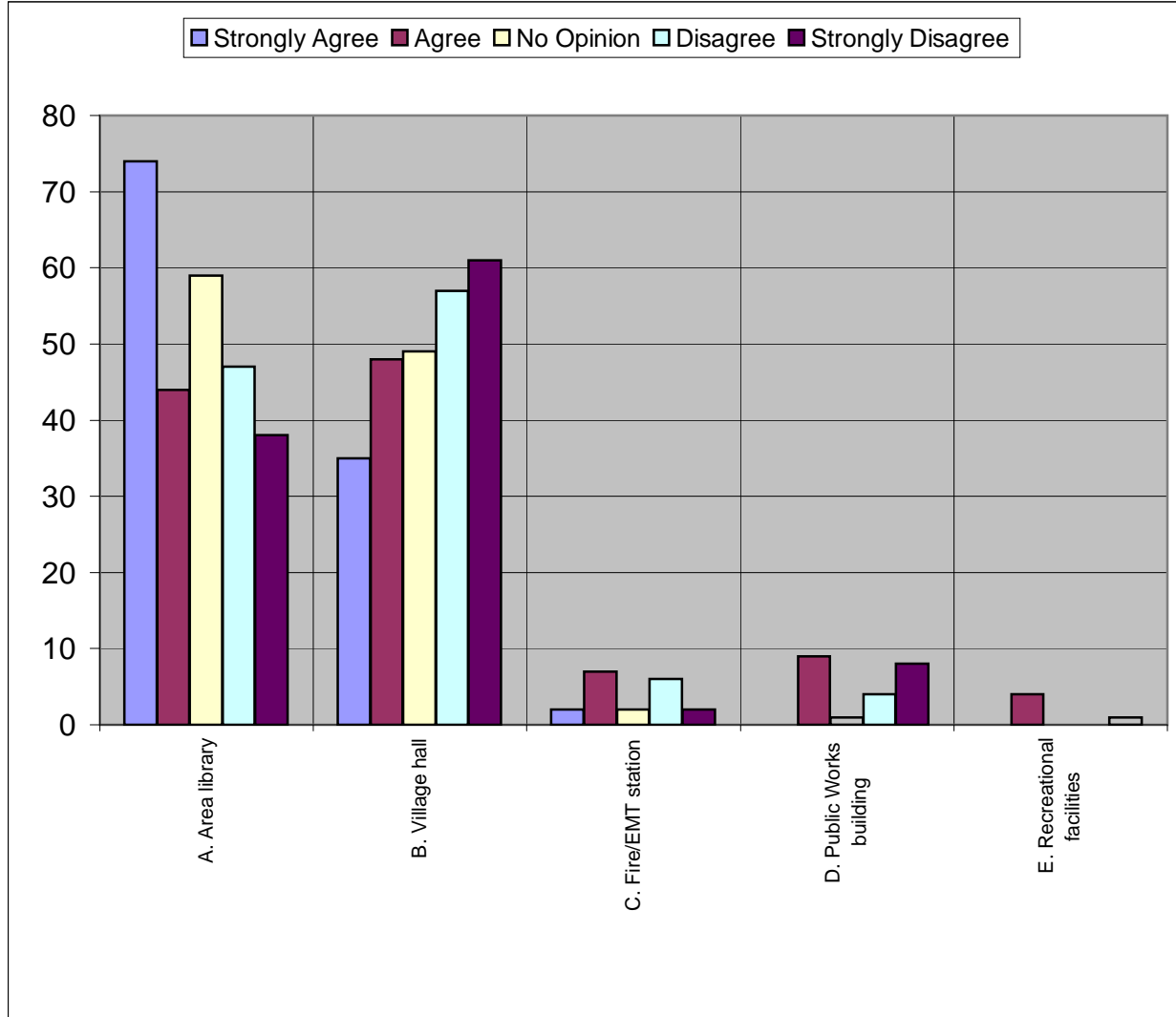
# Village of Plain Community Survey Results

Question 14. If you disagree or strongly disagree with choices in question 13, what suggestions do you have?

- Provide incentives (tax and Otherwise) to allow for expansion of the village including annexation of buildable commercial and industrial parks and rezoning of downtown residential properties to commercial business.
- We need a restaurant in town so people that don't want to go in tavern to eat can eat in a restaurant instead.
- There should be more effort put forward to promote the disagree areas.
- We just need to have more options in this village. We definitely need a nice restaurant.
- Our village would be complete if we had a small café or early morning coffee shop where we could have breakfast or coffee. I know our bars try to fill this role, but that's not workable for someone who feels uncomfortable going into a bar alone. A small early morning café would be wonderful to have.
- We need a small restaurant-family type-to serve breakfast and lunch.
- We need a family restaurant in Plain. One that is big enough to support the village, the travelers and the operators of the restaurant and the workers in Plain who have a short lunchtime.
- Nice family restaurant (w/o bar) would be nice to have.
- Promote establishment of a family restaurant. Promote commercial / industrial development to foster growth.
- It would be nice to have a drug store and a restaurant instead of going in a tavern.
- Plain needs a restaurant bad nothing here for tourists.
- Court restaurant possibility
- Plain needs to grow commercially and industrially in order to expand single-family housing. In this case more daycare is needed.
- Non-alcoholic restaurant is needed and has been needed for many years. Daycare is now furnished in private homes and is a small provision of this service.
- We need a restaurant
- Desperately need a restaurant
- Vacant daycare building filed. Restaurant where old one was on "B" – Main Street.
- We need a nice café or restaurant. If you don't want bar food you have to go out of town. Even a subway store or something similar would be nice.
- Strong German element here – should have an annual Heritage Festival
- We need to promote and aggressively try to gain business into the Village of Plain.
- Someone to provide meal other than in tavern
- Daycare should be centrally located and not scattered in private homes.
- Light industry. Village needs to make a commitment to purchase land for development
- Can't offer any suggestions. Increased law enforcement causes concerns that prevent entertainment to be successful. Could use a better restaurant choice.
- Larger chain grocery store, more restaurants.
- A restaurant that is not a bar would be such a good Idea. Think of something like a Blue Spoon.
- Why can't you get some fast food place in our town. With all the traffic on Hwy 23 we could sure use someone here and it would help our town grow.
- Better grocery store, no industrial or commercial, better restaurants and better convenience store.
- It would be nice to have a restaurant.
- Incentives to bring in new business. E.g. Tax advantages, Building sites, etc.
- Restaurant for lunch and dinner.
- I do not have enough knowledge to give an intelligent suggestion.
- Need more business development to attract more people, we need more Ag. Supply (machinery & implement). Need a good family restaurant.
- Need to have business park in area.
- A restaurant that's not located in bar. A cafe would be great.
- Need a morning coffee shop or breakfast restaurant for carry-out or breakfast in the restaurant.
- I'm not sure I have the answer to get these businesses to come to our small town.
- I don't see how a village with so many workers in it doesn't have a restaurant open during working hours. Other than a tavern.
- Plain needs a good family restaurant-meet the needs of families who work and the elderly.
- We need a restaurant that is not in a bar. We have no welcoming pkg. For new residents. Village can always use more business.
- Promote new business in town. One restaurant in town that is not a bar would be nice.
- Town should have a small restaurant other than having to go to a bar.
- More choices, cheaper prices.
- I mean improvement in those areas all important. We do not have a sit down restaurant in the village.
- High quality day care center needed.
- Do need more restaurant variety instead of being limited to eating in the local bars / taverns.
- I think Plain should try to diversify its economic base, which is now mainly focused on construction and agriculture, attracting an ethanol plant and other applied biotech industry makes sense. If Plain were to try to attract more new families, they would need to have access to daycare. Daycare provision in Plain is currently uneven in quality. I wonder is a coffee shop could be a successful business in Plain.
- Plain definitely needs a breakfast / lunch restaurant and coffee shop. Maybe a shop selling gift wrap, cards, some hobby materials (serving, knitting scrap booking).
- Encourage business to build in Plain. If EKS fails, will hurt economy and welfare of citizens and business and tax base.
- Drugstore. Subway.

# Village of Plain Community Survey Results

Question 15. Are these community facilities adequate in the village?



Other responses:

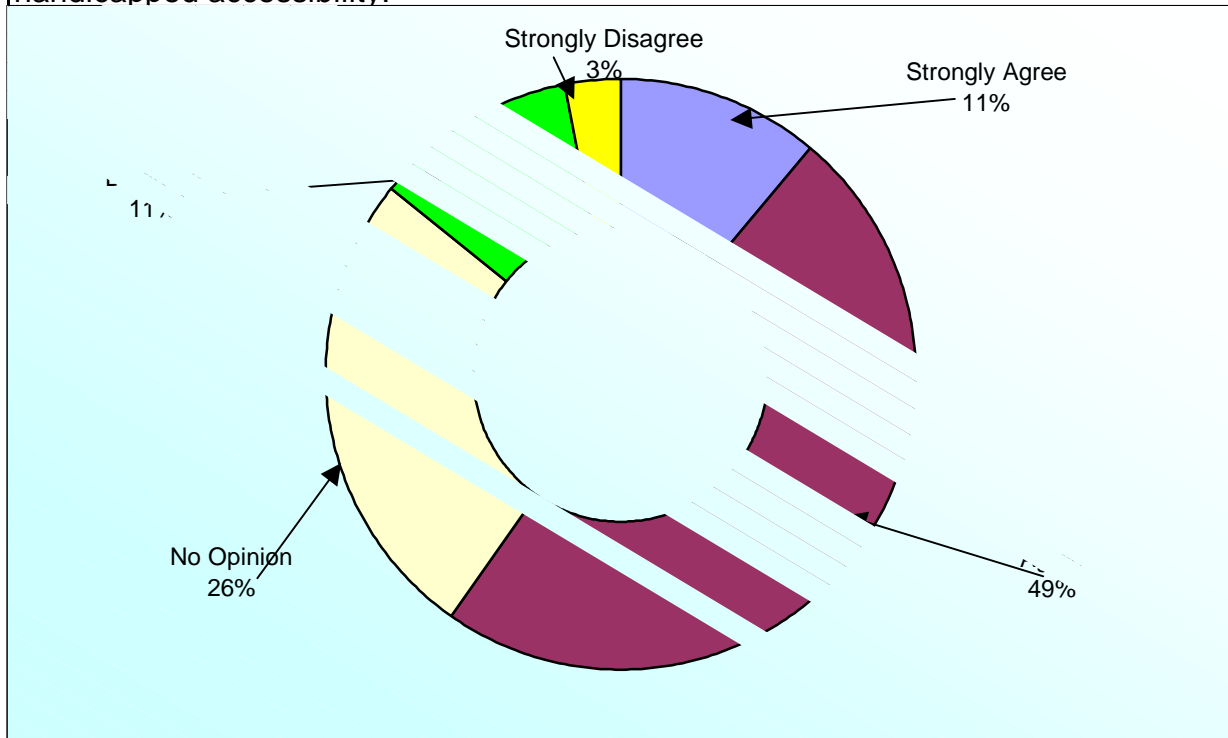
Glad to see maintenance with creek being done!! Looks great. Future expansion to 18 holes would be great place. Indoor swimming pool.

Question 16. The need for the following should be a high priority.

	<u>Strongly Agree</u>	<u>Agree</u>	<u>No Opinion</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
A. Bike trails	11	27	26	26	13
B. Library	18	23	22	22	18
C. Soccer fields	5	10	37	29	20
D. Walking/Hiking/CC ski trails	9	35	26	19	15
E. Playground & Equipment	12	39	23	21	8
F. Picnic areas/Shelters	10	34	21	22	14
G. Rec Services Director	11	33	33	19	5
H. Dog parks	3	12	21	42	26
I. Baseball/Softball fields	14	28	19	21	10
J. Summer recreation program	14	53	21	14	3
K. Outdoor skating rink	15	33	32	18	8
L. Tennis court	12	34	25	24	8
M. Other					

# Village of Plain Community Survey Results

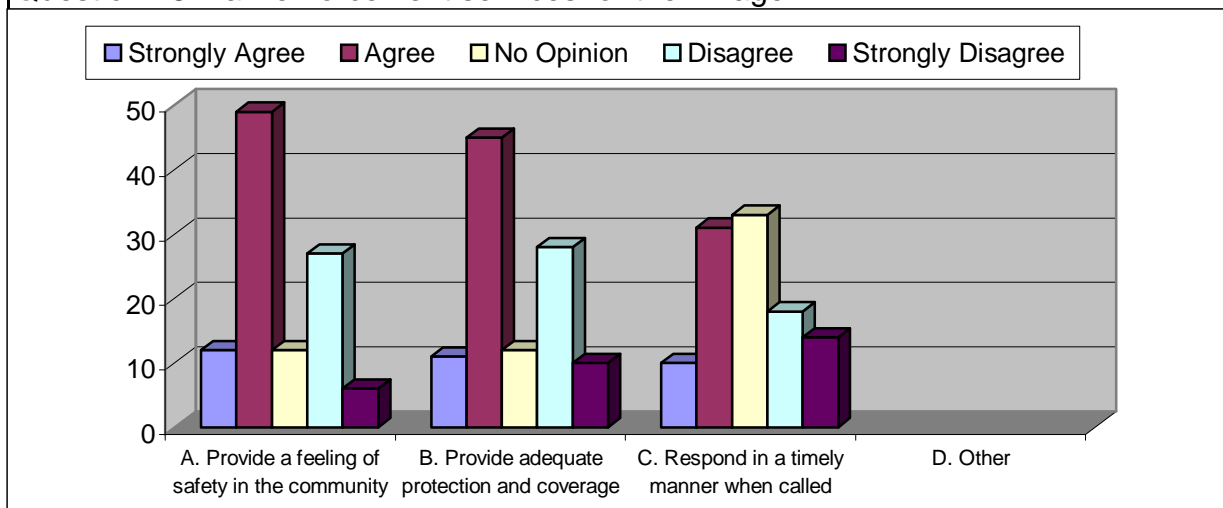
Question 17. The Village of Plain's community facilities have adequate provisions for handicapped accessibility.



**OTHER RESPONSES:**

Village Hall / Police Department  
 Bathrooms at pool and park, village hall and police department not very accessible.  
 The village clerk office should be more accessible – also the police dept.  
 It would be nice to have a way to go upstairs at the village clerk and police for the older peoples and other places are fine.  
 Village office.  
 Village Hall is not handicap accessible.  
 There is room for improvement for handicap accessibility to the village businesses. Please check it out.  
 Village Hall has problems with access to the second floor; also to the bathroom facilities.  
 A handicapped stairway/ramp into the pool (into the water) would be nice.  
 The steps in front of the voting place should be removed, I've seen so many people almost fall.  
 A place for handicap and elderly people to gather and share part of the day.  
 The pool is not handicap accessible – you can get to the pool but not into it. Village office and Police dept. are not accessible.  
 Municipal building

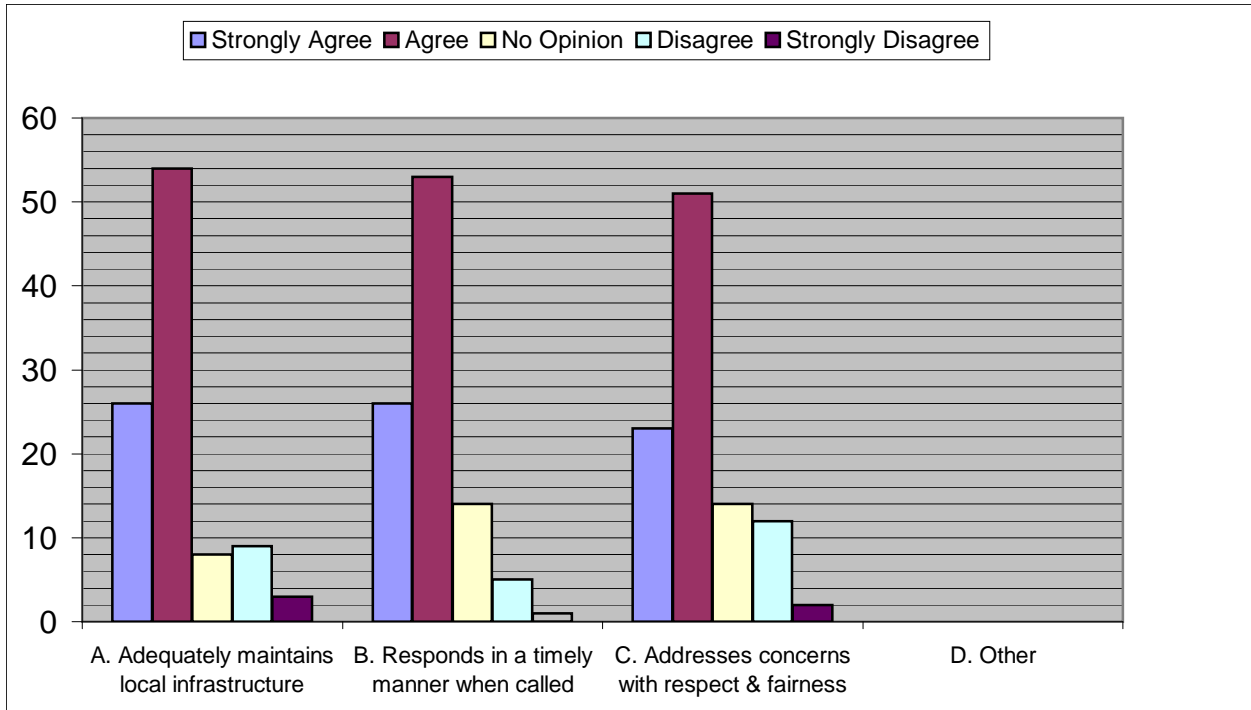
Question 18. Law enforcement services for the Village....



Other responses: Never there. I would like to commend Chief Meyer on the work he does!! Keep up the good job. Be more visible.

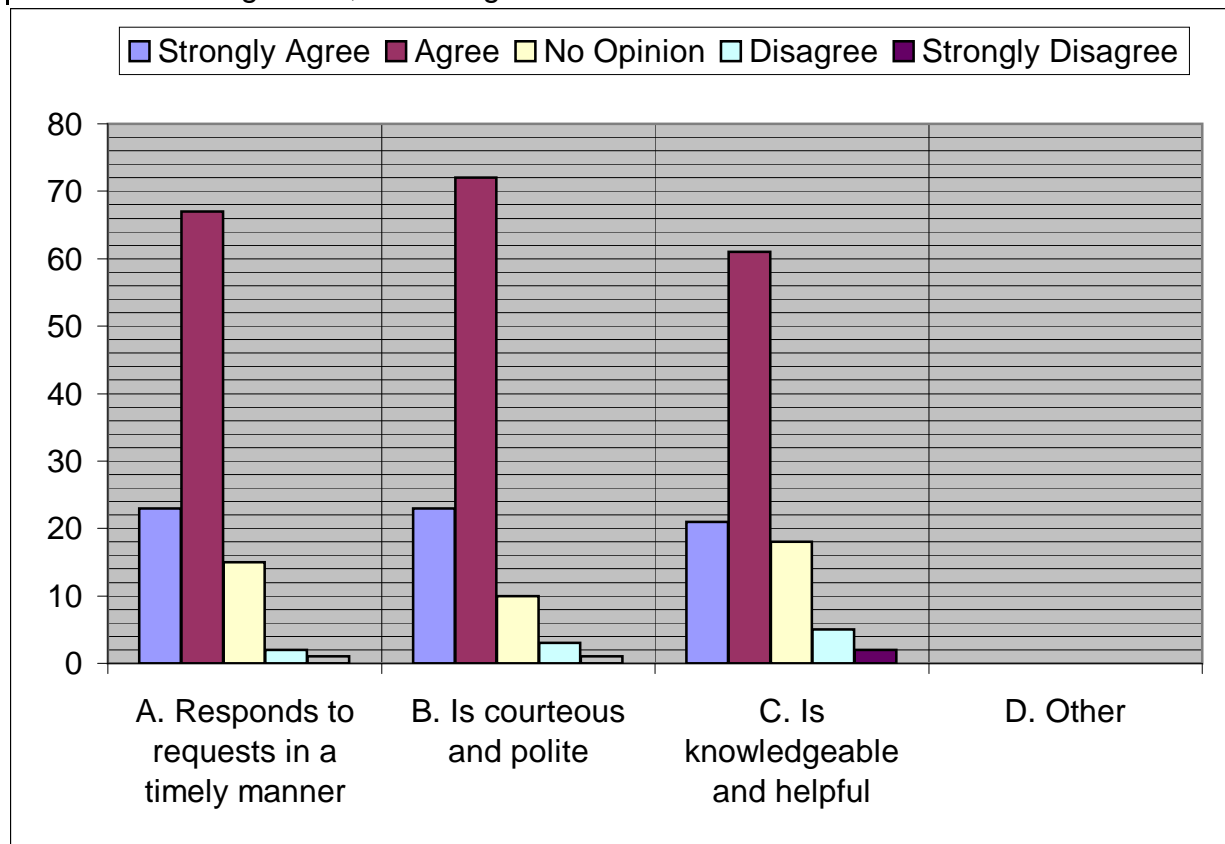
# Village of Plain Community Survey Results

Question 19. Village of Plain's Public Works Department....



Other responses: If it doesn't have a steering wheel its not done. Thanks John for the fine work and professional example you share with Village people. Poor snow plowing.

Question 20. In general, the Village of Plain's Administrative staff...



# Village of Plain Community Survey Results

Question 21. The following services are adequate...

	<u>Strongly</u> <u>Agree</u>	<u>Agree</u>	<u>No</u> <u>Opinion</u>	<u>Disagree</u>	<u>Strongly</u> <u>Disagree</u>
A. Ambulance service	43	59	5		
B. Fire department	45	59	4		
C. Library programs	55	51	3		
D. School system	46	56	2	2	1
E. Park & Rec opportunities	35	63	9	3	1
F. Storm water management	25	60	19	4	
G. Garbage collections/drop off	36	69	3		
H. Recycling program	33	68	2	3	1
I. Electrical service/supply	28	70	7	2	
J. Telephone service	27	67	6	5	2
K. Cable service	21	54	15	14	2
L. Internet service	<u>16</u>	59	13	12	3
M. Cell phone service	17	44	13	18	11
N. Other					

Other responses: Medical Veterinarian. Need wide band WiFi.

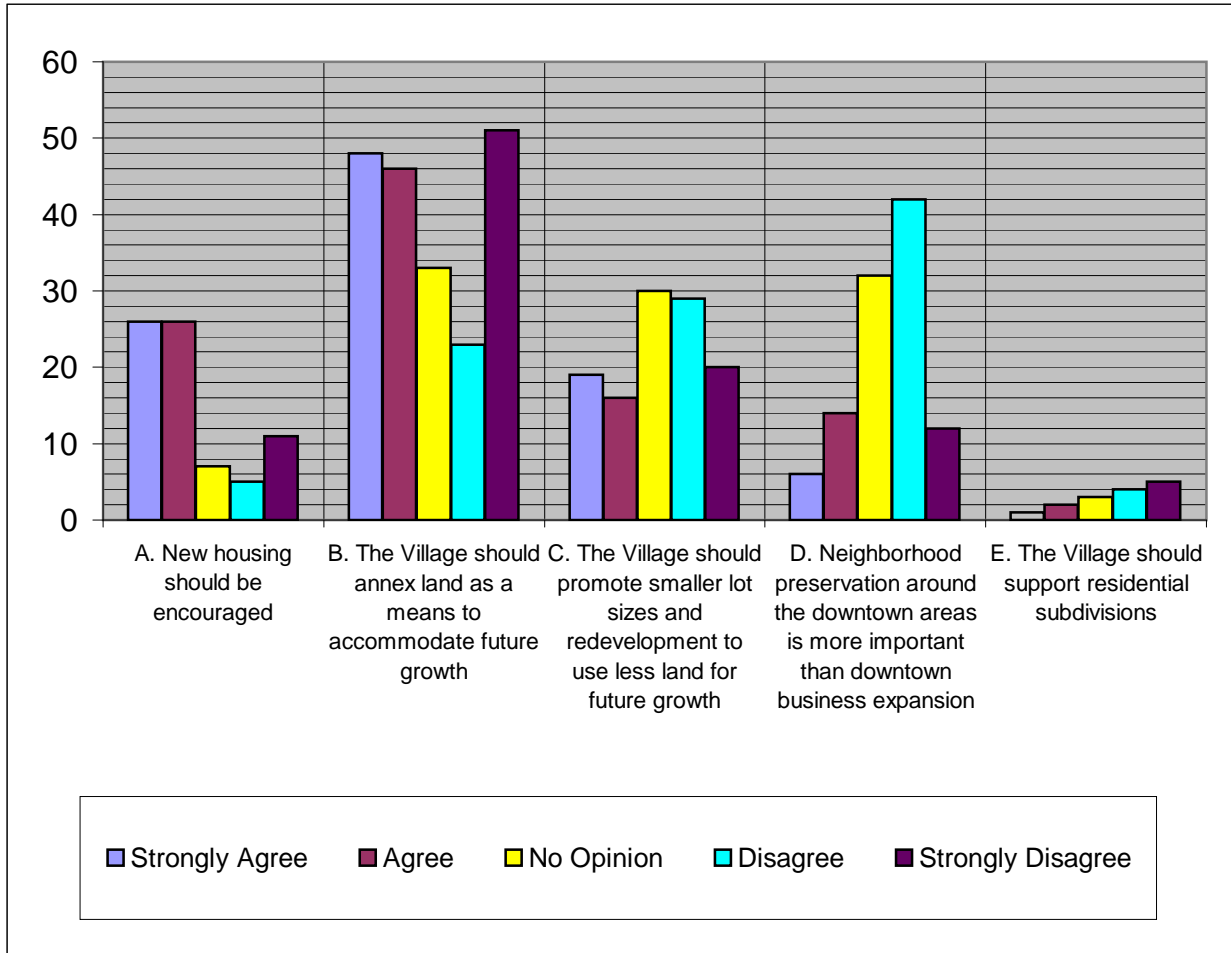
Question 22. The following features in downtown are adequate...

	<u>Strongly</u> <u>Agree</u>	<u>Agree</u>	<u>No</u> <u>Opinion</u>	<u>Disagree</u>	<u>Strongly</u> <u>Disagree</u>
A. Overall area layout	12	69	10	7	2
B. Building appearance	16	62	6	17	3
C. Historic character	<u>17</u>	59	18	12	1
D. Business signs	13	74	8	7	2
E. Street signs	17	76	6	6	2
F. Sidewalks	15	70	6	9	7
G. Parking availability	12	69	4	16	3
H. Traffic flow/circulation	13	<u>74</u>	<u>8</u>	<u>10</u>	<u>1</u>
I. Trees/Streetscape	15	71	10	15	3
J. Lighting	15	71	6	12	2
K. Mix of business	11	52	15	24	3
L. Other					

Other responses: The village needs a restaurant outside of the bar setting. Post office traffic is dangerous.

# Village of Plain Community Survey Results

Question 23. Choices about future direction for the Village of Plain...



Question 24. The following features along Hwy 23 and County Rd B within the Village are adequate.

	<u>Strongly Agree</u>	<u>Agree</u>	<u>No Opinion</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
A. Overall area layout	12	70	12	9	1
B. Building appearance	12	70	7	14	1
C. Business signs	13	68	12	9	2
D. Street signs	13	74	6	10	1
E. Sidewalks	12	66	10	12	3
F. Business parking lots	8	59	13	15	6
G. Traffic flow circulation	10	71	13	7	2
H. Business landscaping	11	67	14	8	1
I. Street trees	9	64	18	15	1
J. Lighting of buildings/parking	13	63	14	7	1
K. Mix of business	6	43	19	24	2

# Village of Plain Community Survey Results

## Question 25. What are the most important land use issues in the Village of Plain?

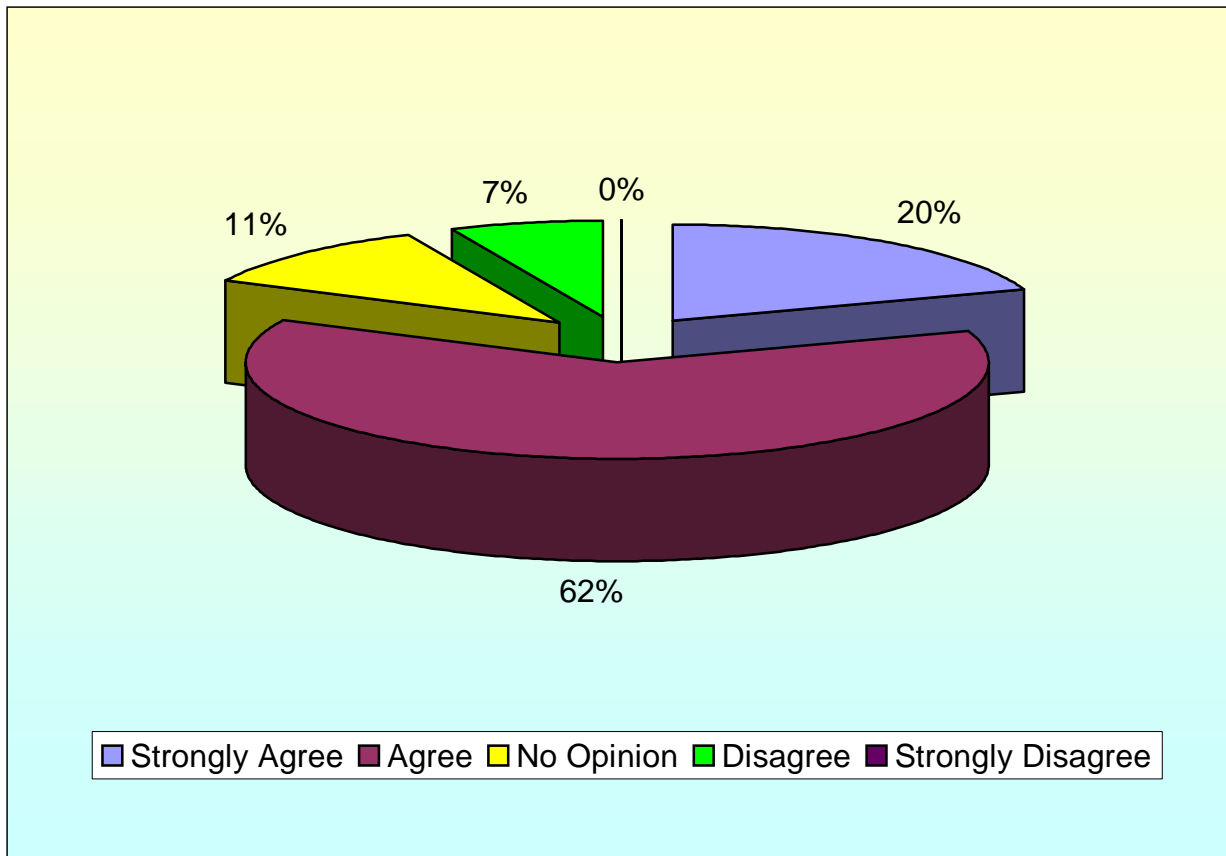
- Maintenance of existing old homes, lawns, and enforcement of ordinances for parking, sheds, etc.
- Encourage industrial park and make sure the village has land available down the road.
- Save the rural character of Plain and support the small farms that surround it. Preserve the residential land in the older (west end) of Plain. Don't allow new businesses to replace homes. Encourage new businesses but within the current downtown (i.e. encourage new businesses to use or renovate existing commercial buildings.
- New homes should be placed on (1) lot – Not 2 or 3 lots
- Don't waste land on big lots, they're not making any more land.
- Long term affects of decisions with regards to overall aesthetics and property value. When looking at subdivision keep in mind how you will deal with unmowed / unused lots.
- Industrial development, farmland preservation
- Commercial development, Downtown beautification, residential development.
- That we have a place for our lawn and garden things. That it is close to town. That we don't have to burn our paper any more that is a big relief.
- Homes and businesses.
- Housing, Commercial, Industry
- Residential, recreation, business development
- Keep the village clean, Encourage business growth.
- More commercial and less industrial, less single family rental homes, more ownership.
- Development restrictions on surrounding lands, Control erosion from construction sites, Providing two neighborhood park in residential area.
- DNR refusal to dredge creek
- Lack of land for business opportunities.
- More businesses
- Not enough land available for residential use. Not enough land available for industrial use. Not enough land available for business.
- Mowing vacant lot, expansion
- Protection from pollution. Reduce sizes of homes built in future – smaller lots. Preserve rural character
- Development of commercial property. Development of residential property. Conservation of wetlands.
- Industrial development, commercial, residential
- Village is great the way it is.
- Commercial, woodlands, housing
- No trailer courts, no low-income housing, no factories and big business.
- Maintain the small town atmosphere. Improve and maintain what you have. Go slow on future growth!!
- Putting on your property what you want. Out buildings. Fences
- Housing – Subdivision
- Parking
- None
- Housing, Affordable industrial / commercial land, Roads
- Maintaining rural character
- Business, Housing, Recreation
- The need for more business. The keeping of the creek clean. A friendlier business climate, there is more to Plain than the name Kraemer, if you let it happen.
- Too much lowland – nowhere to go. Lacking a true business Main Street
- Sidewalks
- Land for development
- Storm water management, Protecting ground water, Slow growth
- Housing, Business
- Walking paths, Recreation for children, Plant more trees.
- More business/that provide jobs. Laundry mat. Rental properties.
- Building on scenic hill.
- Commercial development
- Golf course, Ball Diamond, Swimming pool and park
- Business, Houses, Park
- Parking spaces
- Maintaining the small town character of the Village. Attracting new residents, with housing that does not destroy the character of the Village. Providing adequate infrastructure to support a diverse economic base for residents of Plain.
- Memorial Park for veterans, Ball field, Golf course.
- Affordable land for business to encourage settling in this community. Look at taxes. Higher than Reedsburg and Spring Green. High taxes discourage growth and building. Need to look "outside the box".
- Will be annexed for future growth? Will housing be added?

# Village of Plain Community Survey Results

Question 26. Which of the following design features for new residential neighborhoods do you support for the Village?

	# of responses
Sidewalks	64
Street trees	35
Decorative street lighting	61
Neighborhood parks	12
Neighborhood schools	44
Bike paths	4
Alleys	41
Narrower streets	25
Front porches & other architectural standards	21
Shopping centers within walking distance	28

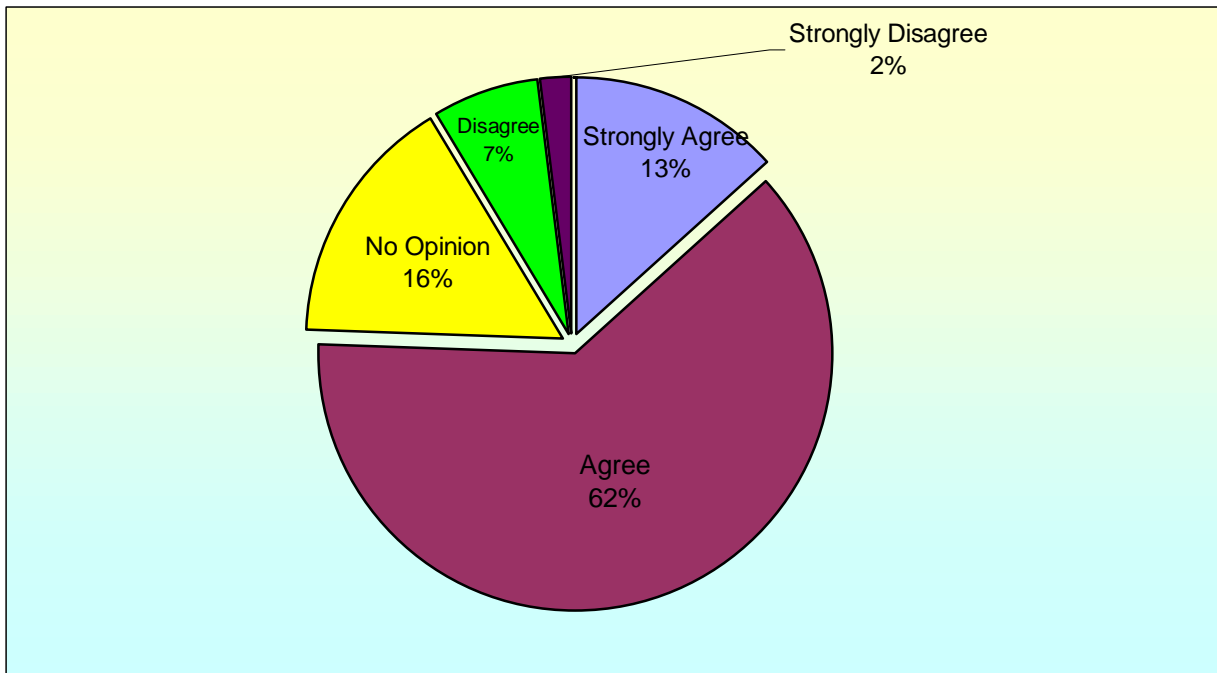
Question 27. Should the Village of Plain preserve and enhance the "Village Center" area?



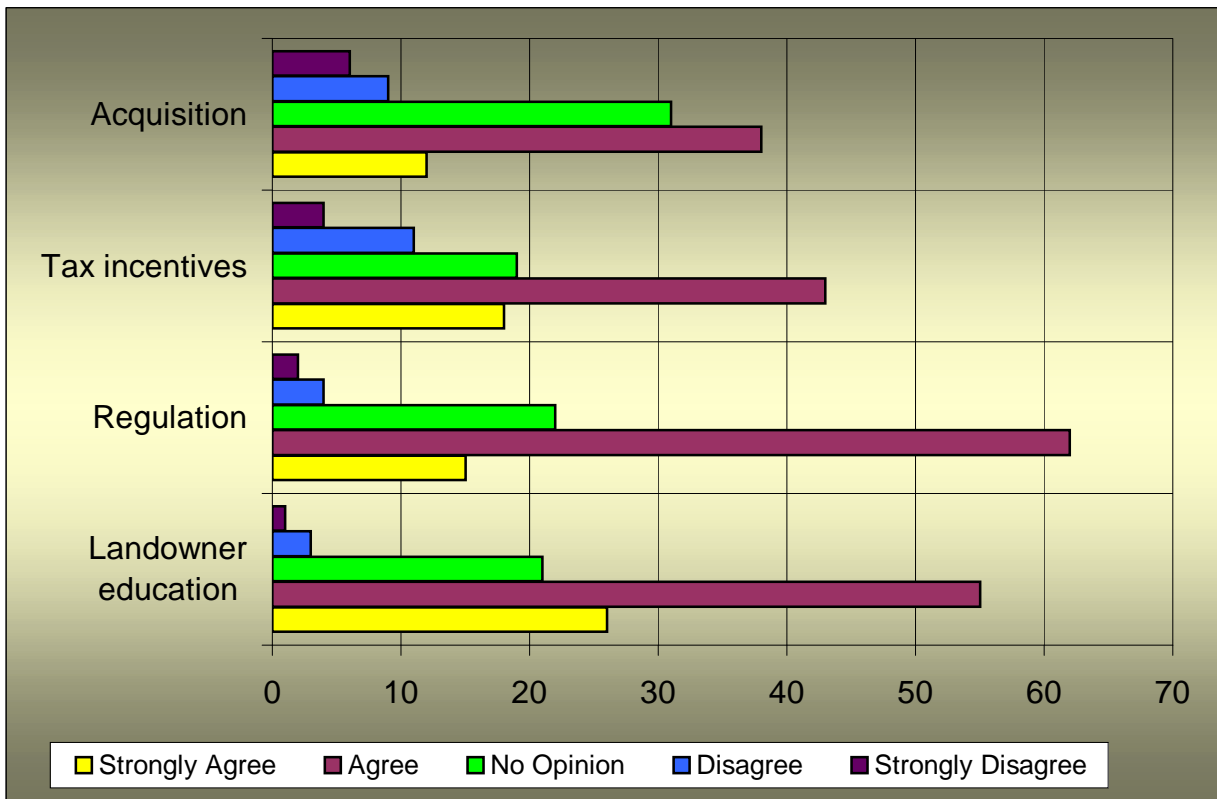


# Village of Plain Community Survey Results

Question 28. Should the Village of Plain apply aesthetic guidelines to new construction in the "Village Center" area?

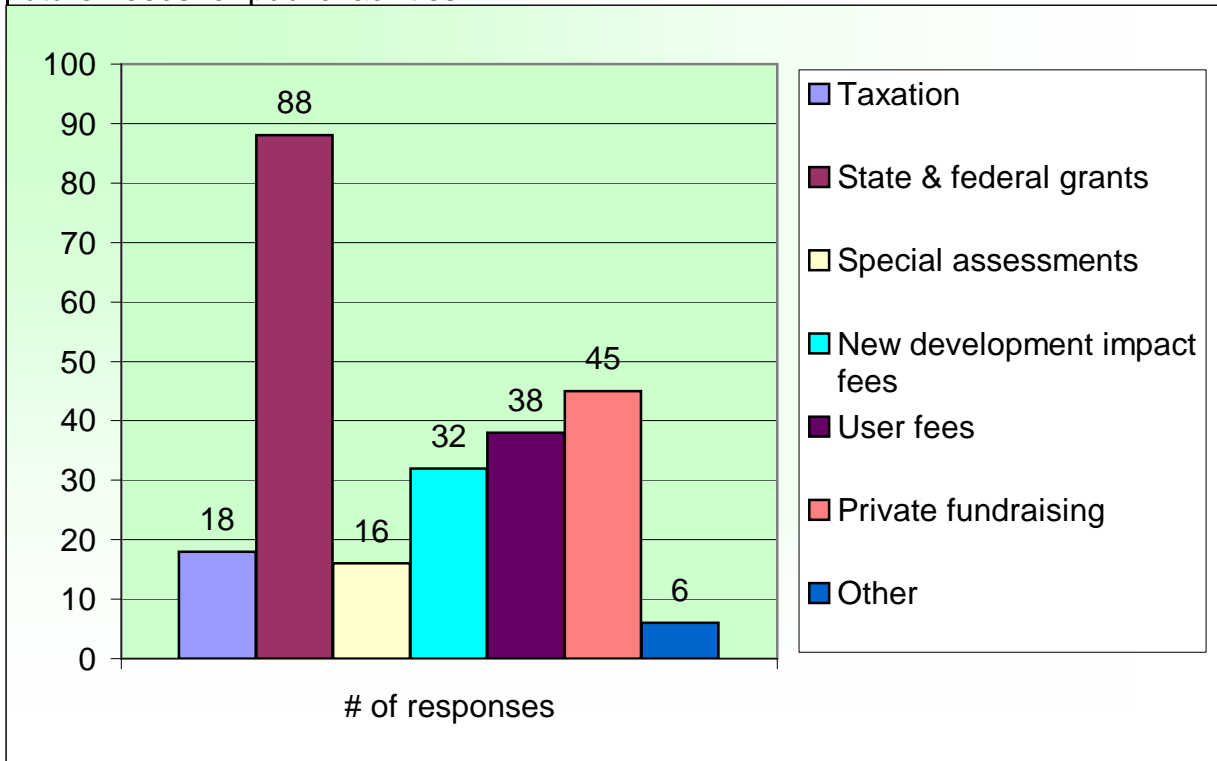


Question 29. The following should be used to achieve the goals of growth management and resource protection in the Village.



# Village of Plain Community Survey Results

Question 30. The Village of Plain should consider the following ways of financing future needs for public facilities....



## Other responses

Use grants to improve the housing so that high-income people move in.

Our taxes don't need to be any higher.

If you use it you pay for it.

Borrowing to complete projects

Taxes are high enough, don't encourage people to sell and leave cause they can't afford taxes.

# Village of Plain Community Survey Results

## Question 31. What is the biggest issue facing the Village of Plain over the next several years?

- Paying for needed renewal of public service facilities and offices.
- We need a plan for upgrading streets in town, a new pool and concerned about age of water treatment facility.
- Balanced growth
- Indiscriminate expansion with no consideration of history and aesthetics.
- Does the village have land available for expansion?
- Development. We need to be able to attract young families.
- To become self-sufficient, self-sustaining by encouraging our local economy and supporting our local businesses and our local farmers.
- Keeping the village clean maintained and groomed like Plain has been known for. Golf course is not as nice as it use to be!! Too much Round-up being used!
- To keep a grocery store in the village and keep businesses in the village.
- Property taxes
- Property taxes
- Expansion to help control property tax.
- Bringing new business to town
- If the village, and the village board, do not find a way to attract new businesses, and new families, the quality of life will suffer and the village will deteriorate and become less viable.
- That we would get more businesses in the village, a restaurant that we would go to eat instead of a tavern that people could work in Plain instead of driving to Madison or other places to work.
- Industry – aging people can't afford taxes
- Support of schools
- Our do very little police department
- Property taxes
- Certain "families" have sway over what goes on or doesn't go on. People don't want to speak up if they disagree because of possible belittlement.
- Making land available for more homes and businesses in the Village.
- Swimming pool, Server update
- Rising real estate taxes will hold down development.
- Sustaining quality employment.
- County zoning regulations which could result in land use restrictions because the property owners sold 5 acres for 2 house site and restricted the remaining 35 acres.
- The influx of low income people with a "load" of personal problems that create social problems that the village must deal with.
- Keeping business downtown – economy a big factor.
- How to grow
- Lowering taxes
- Adequate business environment to help create jobs.
- The only thing would be nice to hear is a family restaurant or small café where you didn't have to go to the bar.
- New business
- Attracting new small business
- Police coverage at certain times of the day, i.e. early morning school hours.
- Money to maintain service in light of the high taxes for schools.
- Exodus of young people due to the lack of adequate business to give them a purpose to stay.
- Adequate land for expansion.
- The village is in desperate need of a restaurant.
- Local employment
- Loss of population
- Keeping the small town quality of life the same.
- Water quality
- More employment opportunities
- Taxes
- Police department. Never out in the public eye.
- The Village should have a restaurant or coffee house so visitors do not have to frequent the bars or taverns.
- More rif raf coming into town because renters don't screen their renters.
- Improvements as needed
- Employee performance
- Growth
- New business / Affordable housing
- Keeping the business we know
- Expansion

# Village of Plain Community Survey Results

## Question 31 Continued.....

- Single income family and elderly housing not necessarily low income but smaller structure and lots.
- Fix the tax situation make the people that build 300,000 plus houses pay for it. If they remodel at a cost of 100,00 pay for it. Why make the general public pick up this cost.
- Keeping jobs in the area.
- Getting new business to area.
- The Villages water and sewer infrastructure needs to continue to be upgraded. A new well house is needed.
- Future growth and development
- Trying to grow slow/trying to get other businesses. Being more friendly to outsiders/another church
- Keeping up the expensive housing in a failing economy.
- Property Values
- People in Plain have built many nice homes. However, Plain needs something to entice people to live in Plain. Selling a home in Plain is not easy. Plain needs to "fight" to keep the school there also.
- Upkeep of properties in the older section of town and enforcing ordinances that pertain to them.
- Inadequate parking – ie – blocked vision at intersection
- Comprehensive plan to upgrade repair streets, and underground utilities. Improve Village park – parking lot, drainage by pavilion. Need to replace pool.
- Lack of business in the Industrial park.
- Street improvement
- Small business growth.
- Equalizing the taxes of different properties. Better than it is. Interview new residents – no drugies.
- High taxes due to high assessed home values. How many people can sell their home for what it is assessed at? The Demand to move to Plain is low! As opposed to a community such as Sauk Prairie, there aren't many job opportunities in Plain and I suspect a large percentage of the working class commutes to Sauk, Madison, Richland Center etc.
- Increase in property taxes that are already too high!
- People not taking care of their property the way they should.
- I think the greatest strength of Plain is that it is a stable, safe community with a strong tradition of community participation. Maintaining this character will not happen automatically, but maintaining it is the most important issue facing the Village.
- Taxes. The people who have 4 to 6 hundred thousand dollar houses pay their fair shares of taxes.
- Removing and replacing "do-nothing" police chief. Without responding law enforcement the Village will experience increased incidents of theft, vandalism, etc. and no one will want to live here.
- Keeping taxes affordable. They are way too high. In regards to taxes, keeping businesses they have and inviting new business to Plain.

## Question 32. What do you want the Village of Plain to look like in 20 years?

- More restaurants and affordable housing for the middle income and working class.
- I would like it to be a clean, well-maintained village that can attract young families and business.
- A progressive balanced village.
- Sweet, clean, orderly, quiet, housing, festivals for art and kids and music concerts. We should have a town square if possible! A local newsletter with pictures and announcements i.e. Babies, weddings, funerals...
- A nice peaceful and small to moderate size village.
- Much like it is today, retaining its local schools; but with greater conservation of its natural resources and farmland and topsoil. More trees. Fewer streetlights. A vibrant self-sustaining business district that thrives in the existing buildings.
- Clean, well groomed like it use to be!
- To keep the present well-maintained appearance with more homes and industry to increase the tax base.
- Very much like it is now. I hear many comments on the nice neat town. If it aint broke, don't fix it.
- Similar to what is today. Maintain the overall high standards for the village in both appearance and quality of life.
- Larger with the same quality of life.
- Little larger community, family restaurant still small town feeling.
- I would like to see the village of Plain increase in size by attracting new families, new jobs, and maintaining the quality of life.
- That we would have more business.
- Tough question

# Village of Plain Community Survey Results

## Question 32 Continued....

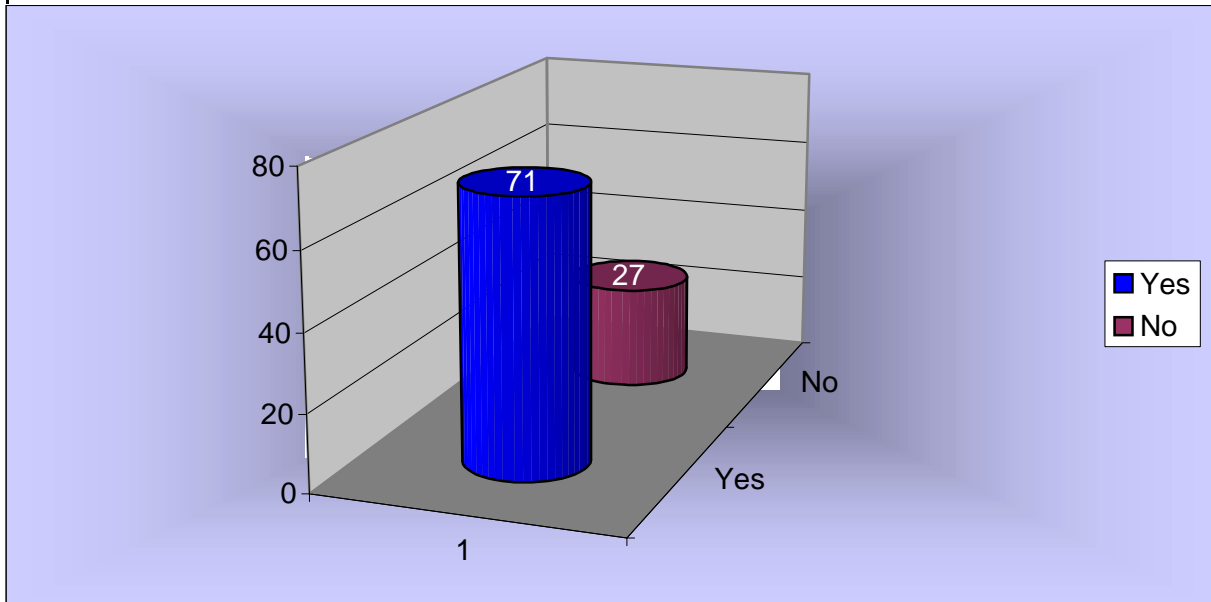
- I'd like it to look about the same. A few more houses and a few more people, so the businesses we do have can make a living, they certainly don't need competition.
- About 2000 people
- Very little growth, so it doesn't change much. It's beautiful the way it is.
- The same
- There is no "bad part of town". It should stay a nice residential community.
- Still a neat, clean place to live with a small increased population.
- Clean and well kept.
- Preserve some of our 150 year old history of the village by helping to save some of the original sites left in the Village.
- An expanding, sustainable, viable community.
- More vibrant business area, more street trees and more sidewalks.
- The way it was 30 years ago.
- Picturesque as it is now! Clean and well maintained!
- Keep it clean
- I hope I won't be here
- Clean and more local business to employ more people.
- A clean and pleasant environment as it is at present.
- Have a beautiful village! We have a golf course, swimming pool, beautiful library. What more do we need? Lets keep it that way.
- Variety in food and shopping.
- Same as now
- Very similar to what it looks like now.
- Somewhat the same – increase population to no more than 1,000.
- Clean, well maintained buildings with rural character.
- Approximately a population of 2,000 people with diverse businesses.
- Bigger
- Neat
- More development, increase in population of 250 people
- Just the way it is
- We have so much and we need to maintain it. But lets Dream! 18 Hole golf course with clubhouse, restaurant, supper club, small industry that employs 20 – 30. Several condos maybe along the new golf course.
- Larger
- As beautiful as it is today
- A small, clean, impressive Town not a junky place or a place for big business.
- Very much the same as it is right now. Plain is a beautiful little community
- I like the way it looks. Maybe more homes.
- A nice clean town, get rid of the slum lords
- Stay as bedroom community.
- Pop. =< 2000, More homes, More businesses
- Similar to now
- New growth / housing and business but keep growth the same character
- A little growth – not much
- I rent my home out
- Like a small city with a Walmart.
- A well kept beautiful small town with the feel of our German Irish ancestors. Not a small version of a large city
- Bigger and organized and clean
- Like a Village that is prospering with more business activity not a retirement center.
- Need more competition to pick out Phone Company, cell phone, electrical, gas, etc.
- A clean town.
- Similar with slow growth
- Keep growth under control, but provide adequate services for community. Plain is a great place to raise family but needs a few additional services for residents.
- Maybe 1000 – 1200 Pop.
- Like it did 20 years ago. Not practical but you asked the question.
- Residents of Village of Plain be able to afford and keep up their homes, apartment and businesses.
- About the same.
- Take a look at Plain now in the daytime, quiet is good, but Plain is too quiet. Plain needs stores and more activities. Plain needs a place for senior citizens to gather on a daily basis.
- Neat and orderly with well-maintained streets and sidewalks and offering a good library and park/pool facilities to attract young families.
- Expanded

# Village of Plain Community Survey Results

## Question 32 Continued....

- Revitalized downtown; improvements to older houses; some new businesses; replace walls on Main Street – very dangerous
- A place with nice school, church and friendly run businesses.
- Same as now.
- Dressed up in appearance, streets in good condition and vehicles off the street over night. Replace what's old and worn out (i.e. signs, lights, etc.)
- Better than it is now.
- A "clean" Community-buildings/houses maintained, roads/sidewalks maintained etc.
- The same only with a few more restaurants and other businesses to keep up with the times. Still want to keep the small town quaintness and feeling of community safety that already exists.
- Neat and clean.
- About the same population or slightly bigger mix of "old" families (who have lived in Plain for generations) and new families. I would love to see more tolerance for ethnic diversity in Plain.
- Same.
- Especially as it is now with a few new businesses and a restaurant in the main business district. A drug store and transportation for the elderly would be a plus.
- More businesses and keeping it looking nice, outsides of business and residents.

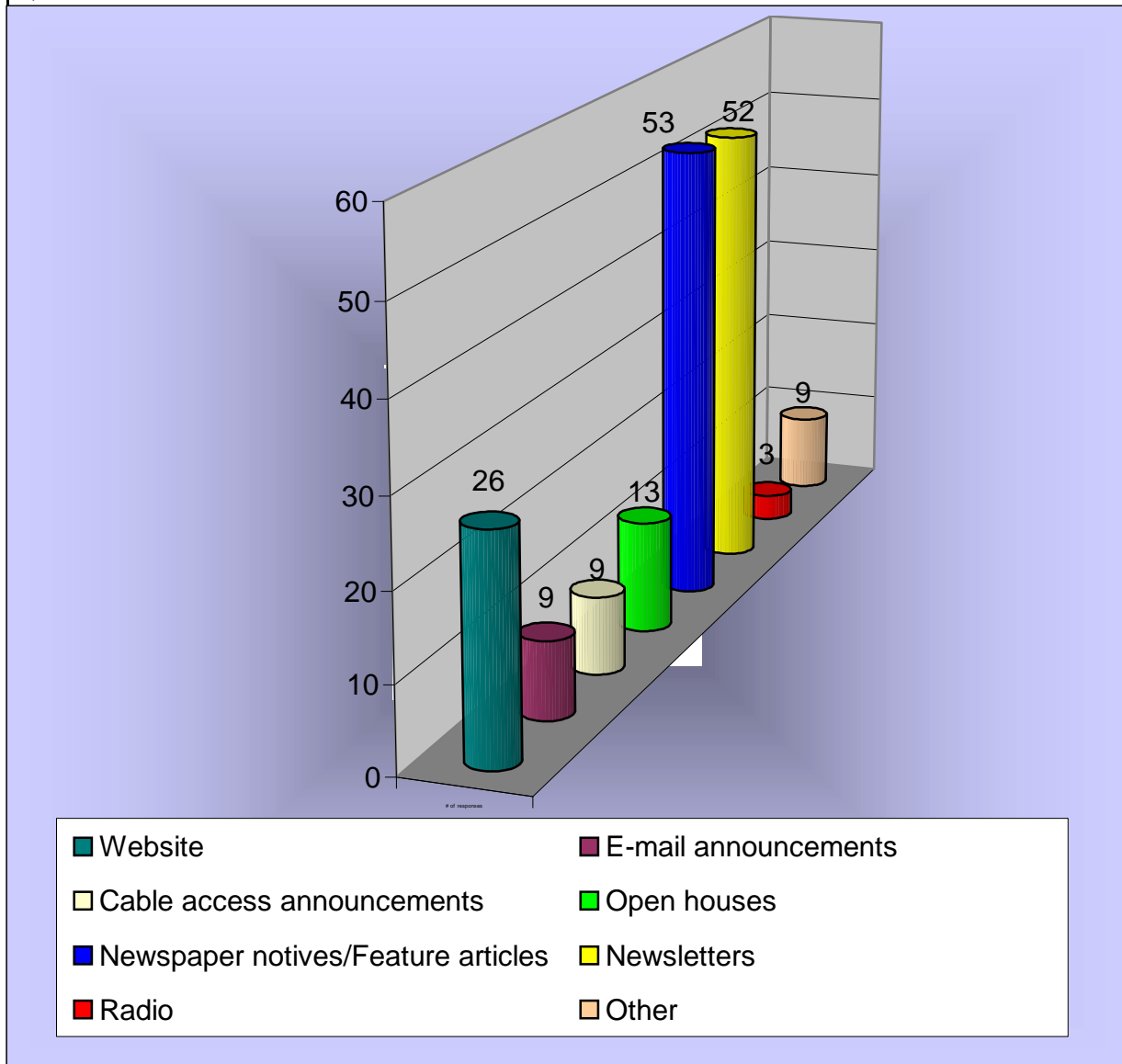
## Question 33A. Does the Village Board & staff communicate adequately with residents?



- Only with a select few.
- Listen to voters. Make meeting notices more visible.
- Have public hearings-never know when meetings are (don't see notices.)
- More Visible chief of police.
- Never got a direct answer.
- Do things their way
- New residents are not informed of village regulations.
- They have personal agendas
- Never hear a thing
- Some people get treated better than others because of their last name.
- They rely on home news (not Plain friendly paper)
- Unless you attend a meeting(s) you are not informed of all that is happening.
- Open meetings to public for info on what is being planned for future.
- Everything seems to be secret.
- They make decisions to benefit themselves.
- Issues are pre-cut etc.
- Newspaper notices only.
- Police "blotter" should be in home news, local paper does poor job of announcing agenda of upcoming board meetings.

# Village of Plain Community Survey Results

Question 33B. Methods of communication to be used more:

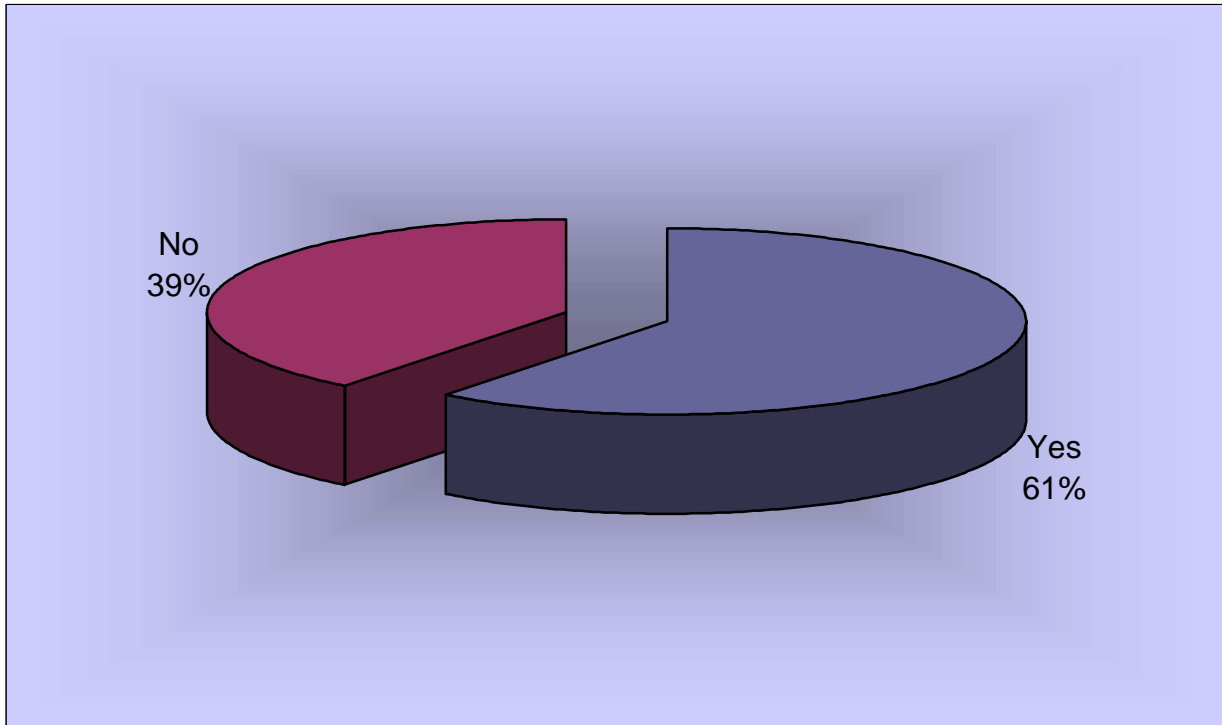


Other responses (methods of communication)

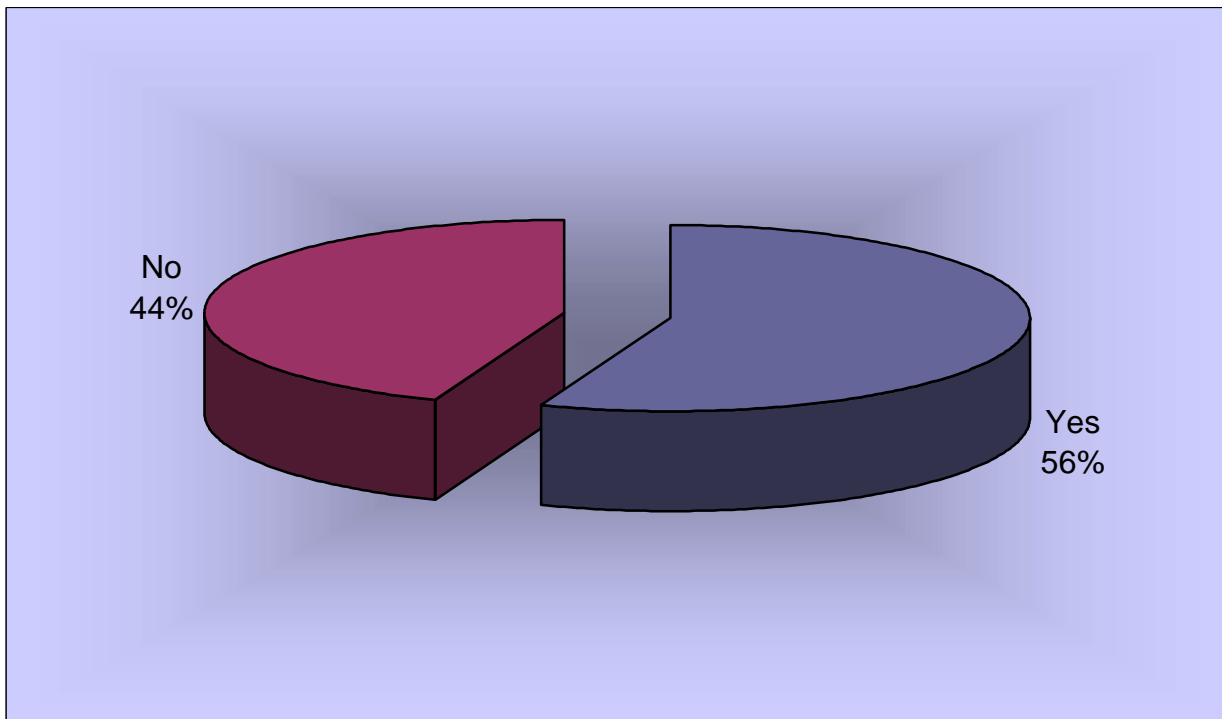
- Television
- Visit with citizens one on one in their homes on their schedule

# Village of Plain Community Survey Results

Question 34A. Have you volunteered in any Village activities in the past 5 years?



Question 34B. Would you be interested in future opportunities?

























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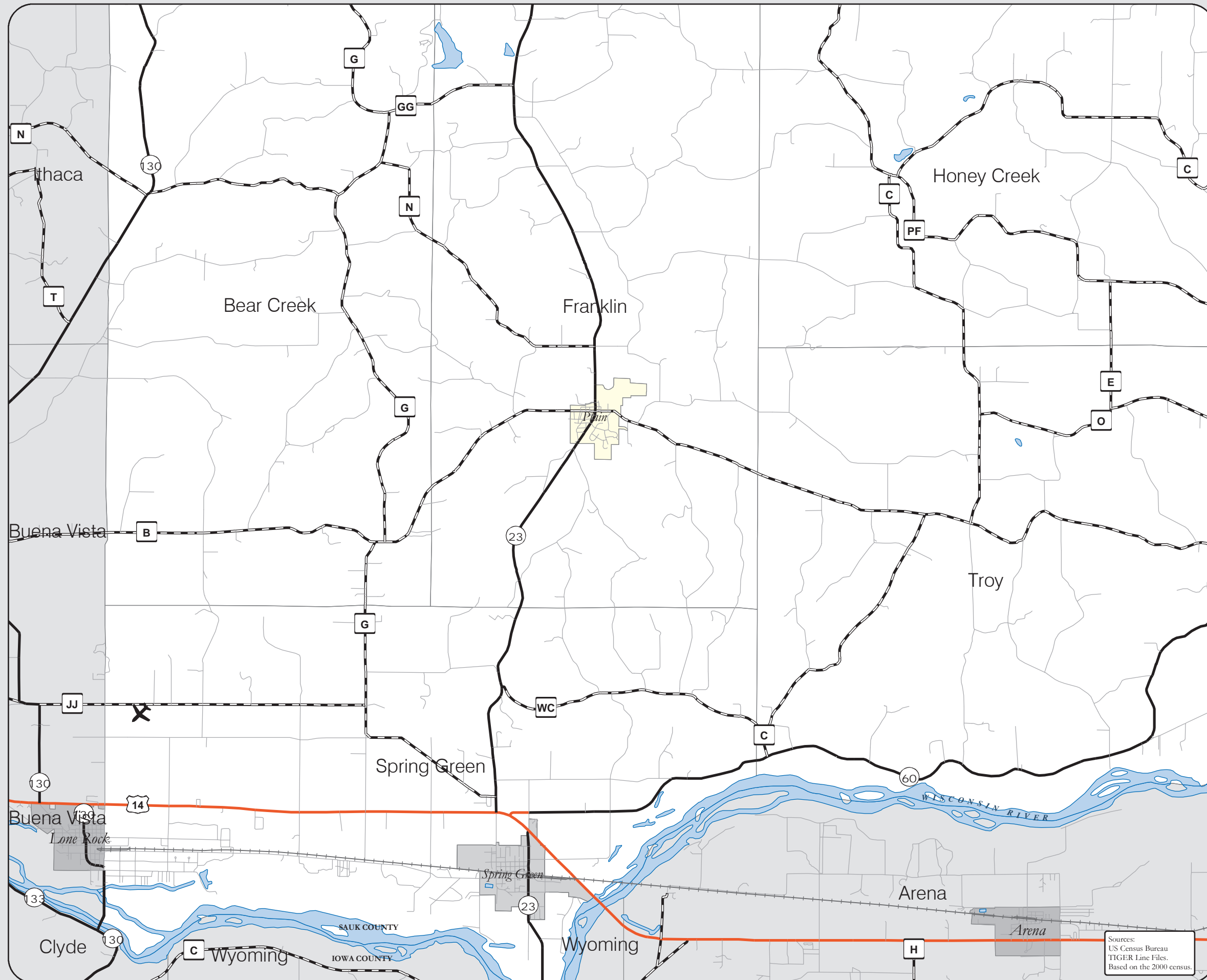












### Regional Context Legend

- Airport
- Town Roads/Municipal Streets
- United States Highway
- State Highway
- County Highway
- Railroad
- Recreation Trail
- County Boundaries

**Sauk County**  
Planning & Zoning

Miles  
0 0.5 1 2

Sources:  
US Census Bureau  
TIGER Line Files.  
Based on the 2000 census.


### Jurisdictional Boundaries

**Legend**

 Planning Area

**Transportation**

 State Highway

 County Highway

 Town Road

 Municipal Street

 "400" State Trail

**Boundaries**

 Parcel Boundary

 Village of Plain

 Town Boundaries

 River/Stream

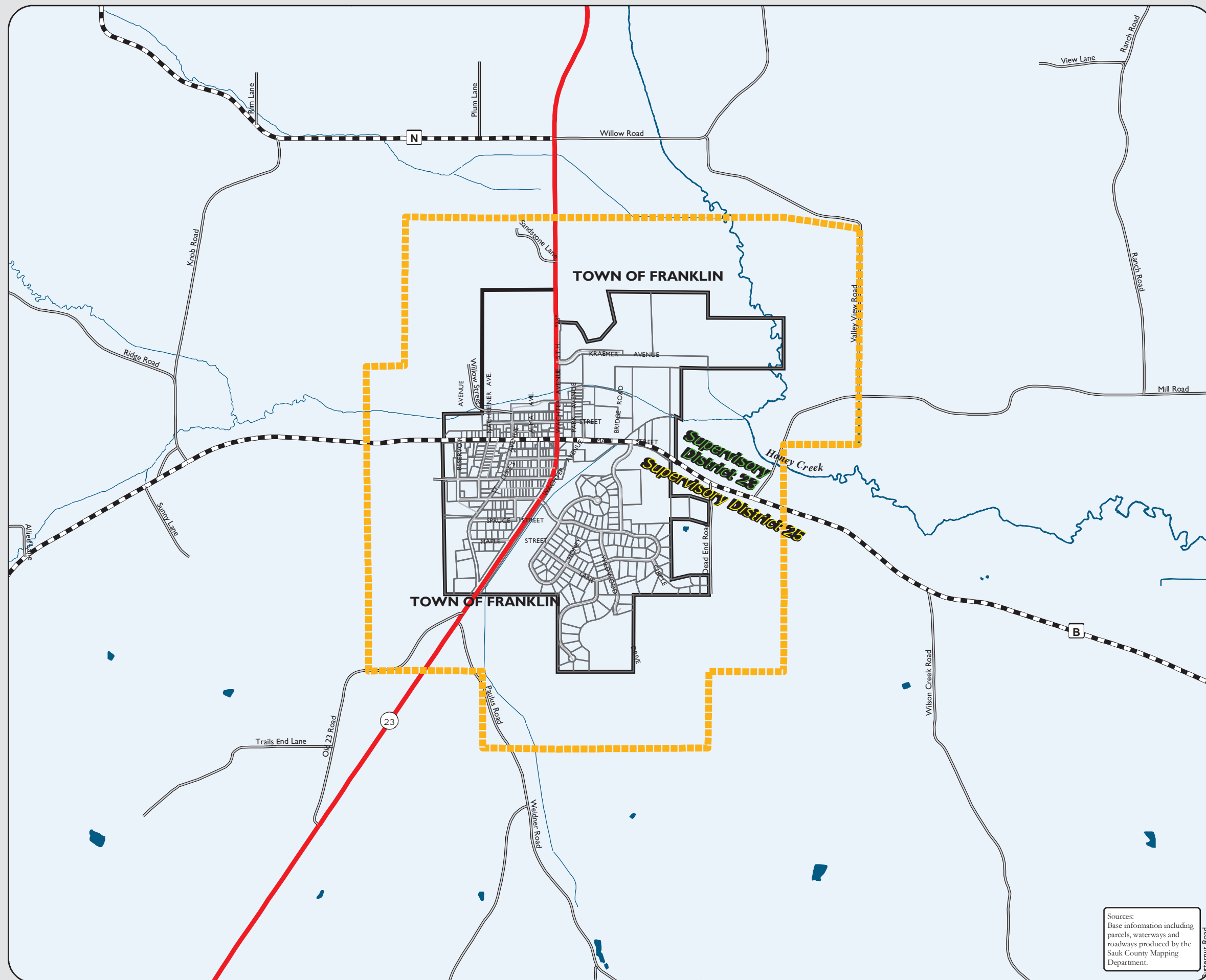
**School Districts**

 River Valley

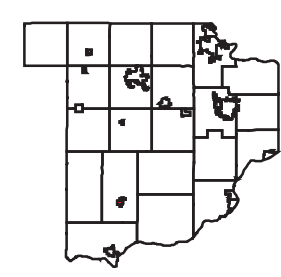
**Supervisory Districts**

 District 23

 District 25



Sources:  
Base information including  
parcels, waterways and  
roadways produced by the  
Sauk County Mapping  
Department.



## Aerial Photography

### Legend

#### Boundaries

Parcel Boundary

Village of Plain

Town Boundaries

Planning Area

#### Transportation

State Highway

County Highway

Town Road

Municipal Street

"400" State Trail



Sources:  
Base information including  
parcels, waterways and  
roadways produced by the  
Sauk County Mapping  
Department.










Feet  
0 500 1,000






## Transportation

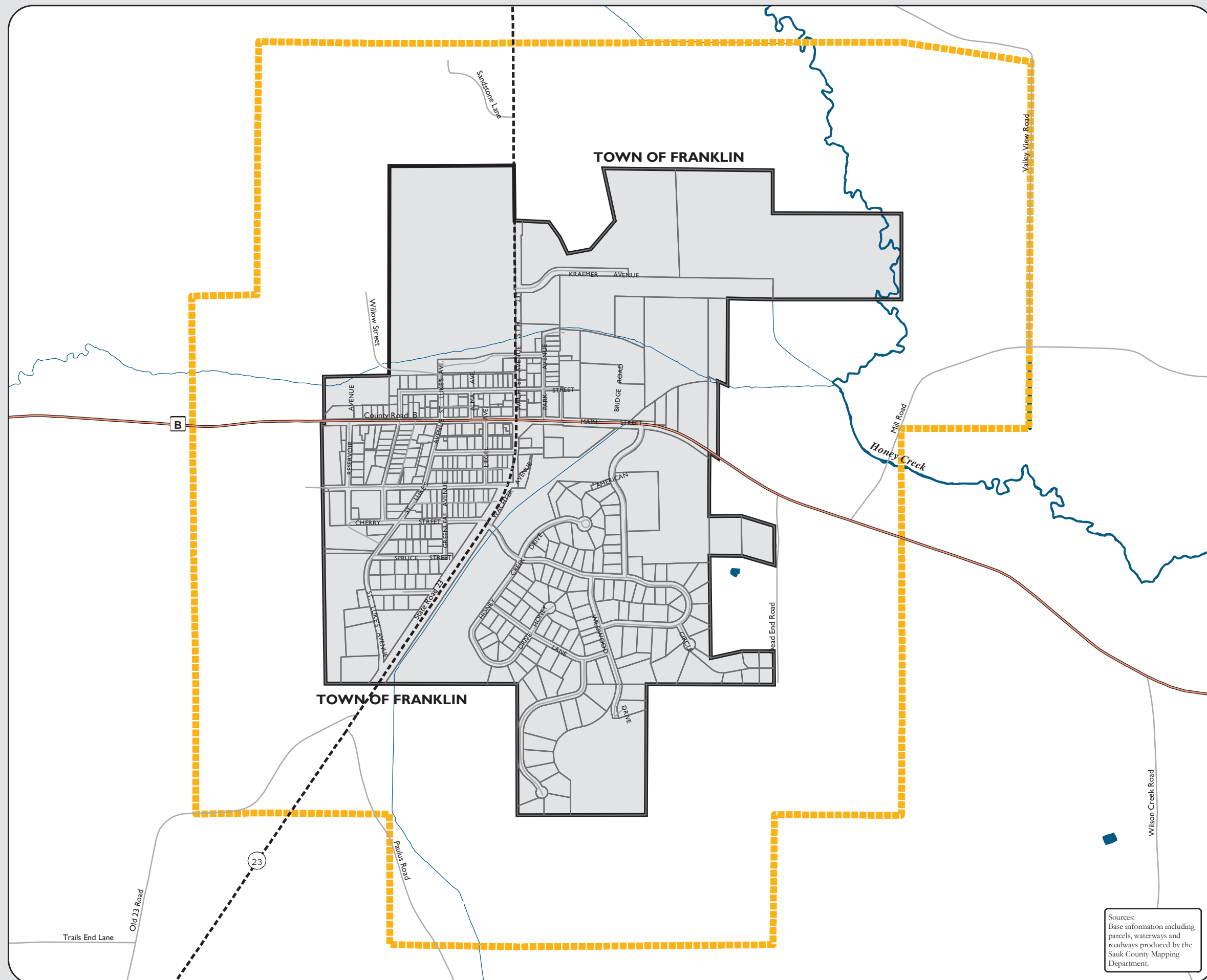
### Legend

#### Functional Classification

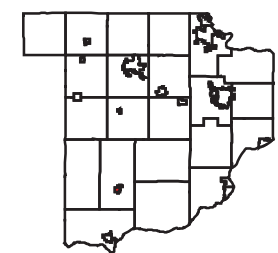
-  Principal Arterials - Interstate
-  Principal Arterials - Other
-  Minor Arterials
-  Major Collectors
-  Minor Collectors
-  Local Roads
-  Recreation Trails

#### Boundaries

-  Parcel Boundary
-  Village of Plain
-  Town Boundaries
-  River/Stream
-  Planning Area








Sources:  
Base information including  
parcels, waterways and  
roadways produced by the  
Sauk County Mapping  
Department.





## Prime Farmland - Slope Delineation

### Legend






#### Prime Farmland

-  Prime farmland
-  Prime if drained
-  Prime if drained and not flooded
-  Prime if not flooded
-  Not prime farmland






#### Slope

-  Slopes > 12%
-  Slopes > 20%

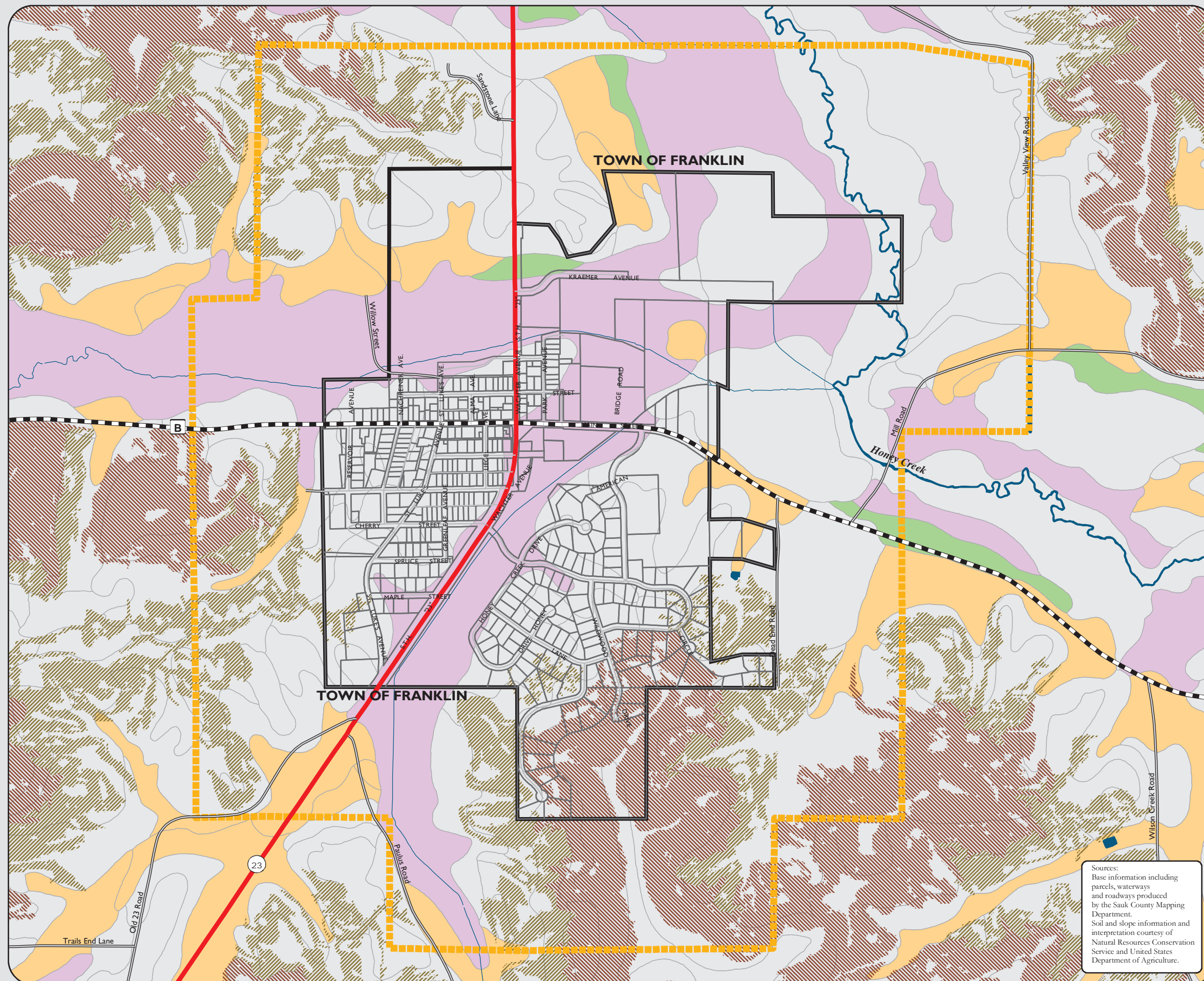
#### Boundaries

-  Parcel Boundary
-  Village of Plain
-  Town Boundaries
-  River/Stream
-  Planning Area

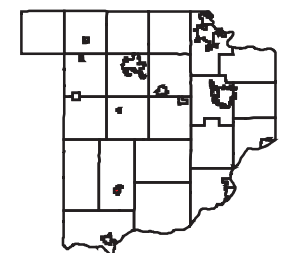
#### Transportation

-  State Highway
-  County Highway
-  Town Road
-  Municipal Street
-  "400" State Trail

Generally, land capabilities 1-3 are considered prime farmland. However, with each land classification certain soils have limitations such as- slope, erosion, flooding, or drought. So a soil class of 1-3, which generally would be considered prime farmland may not be officially labeled as prime farmland, because it has one of the limitations listed above.




Sources:  
Base information including parcels, waterways and roadways produced by the Sauk County Mapping Department.  
Soil and slope information and interpretation courtesy of Natural Resources Conservation Service and United States Department of Agriculture.













Environmentally  
Sensitive Areas  
*Legend*




Sensitive Areas

-  Surface Water
-  Wetlands Only
-  Floodplains Only
-  Hydric Soils Only
-  Floodplains & Hydric Soils
-  Wetlands & Floodplains
-  Wetlands & Hydric Soils
-  Wetlands & Hydric Soils & Floodplains
-  > 12%
-  > 20%

Boundaries

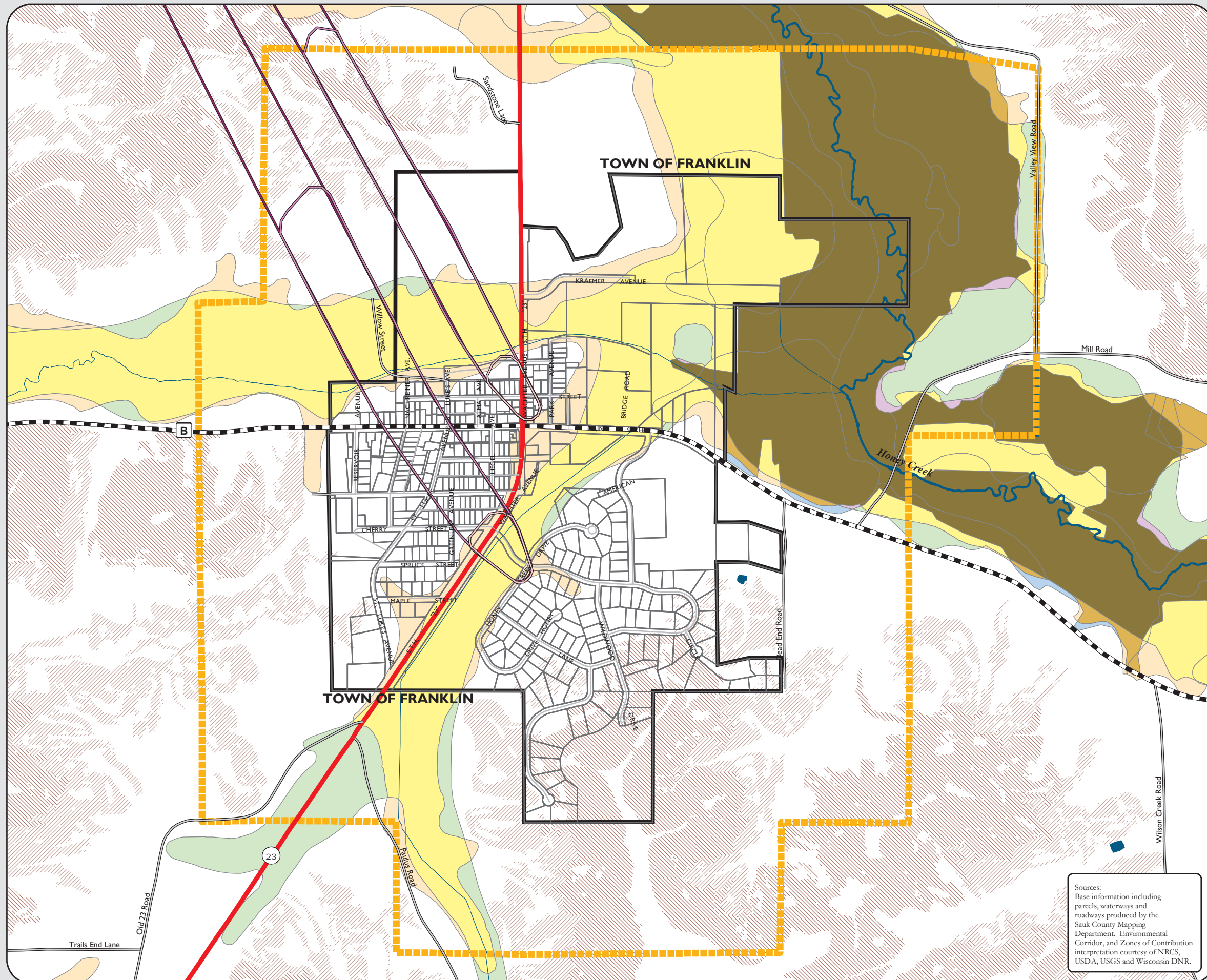
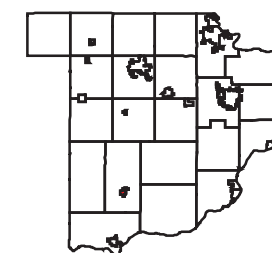
-  Parcel Boundary
-  Village of Plain
-  Town Boundaries
-  River/Stream
-  Planning Area
-  State Highway
-  County Highway
-  Town Road
-  Municipal Street
-  "400" State Trail

Zones of  
Contribution

-  5 Year
-  50 Year
-  100 Year

Zones of Contribution indicate groundwater recharge areas that correspond to the Village of Plain well. Each time period indicates the extent of the recharge area.

Sources:  
Base information including parcels, waterways and roadways produced by the Sauk County Mapping Department. Environmental Corridor, and Zones of Contribution interpretation courtesy of NRCS, USDA, USGS and Wisconsin DNR.



## General Elevations

### Legend

#### Elevation

High : 1138.4

Low : 778.085

#### Boundaries

Parcel Boundary

Village of Plain

Town Boundaries

River/Stream

Planning Area

#### Transportation

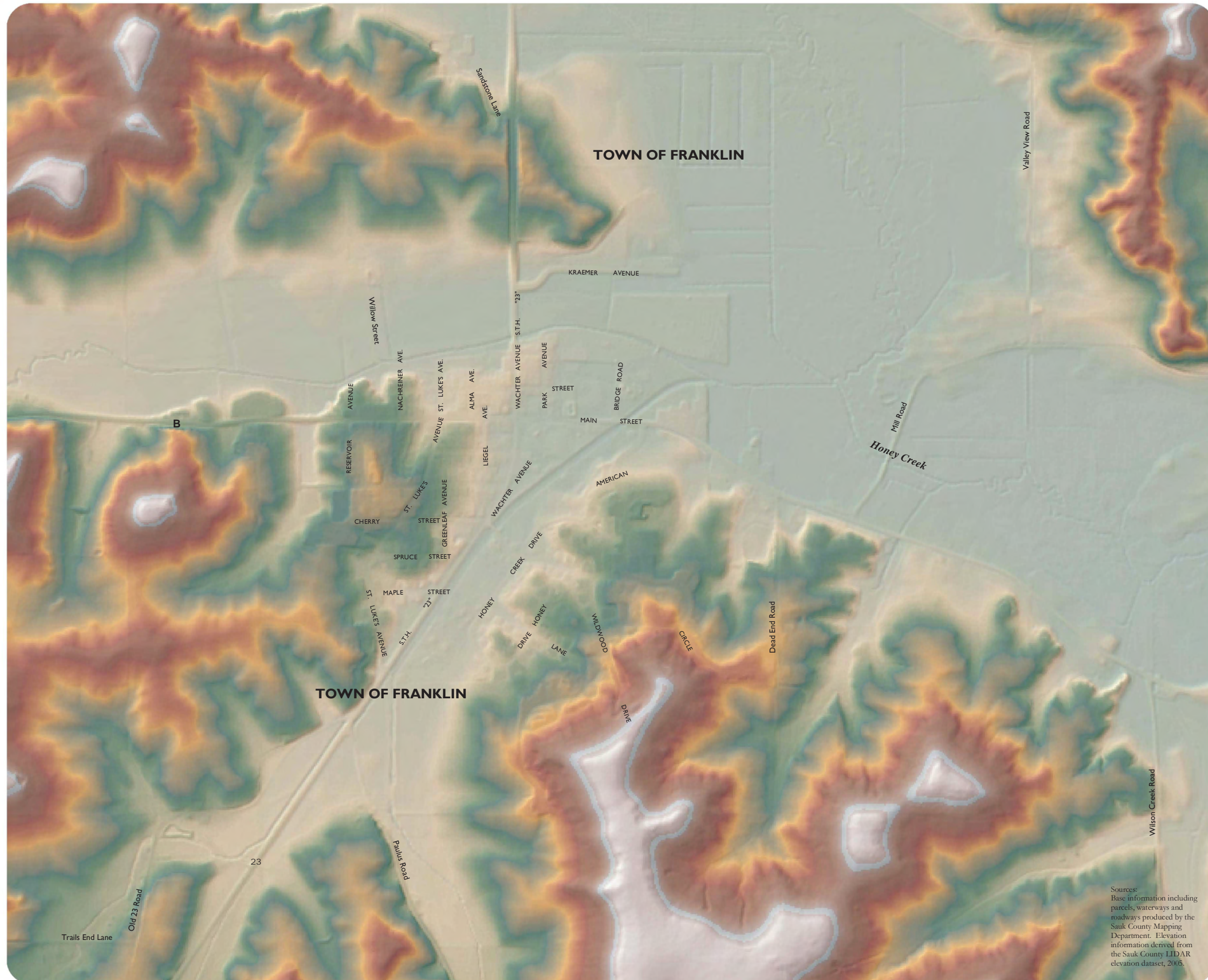
State Highway

County Highway

Town Road

Municipal Street

"400" State Trail



Sources:  
Base information including  
parcels, waterways and  
roadways produced by the  
Sauk County Mapping  
Department. Elevation  
information derived from  
the Sauk County LIDAR  
elevation dataset, 2005.




Feet  
0 500 1,000

### General Floodplain Areas

#### Legend

##### Floodplain

 General Floodplain Areas

##### Boundaries

 Parcel Boundary

 Village of Plain


 Town Boundaries

 River/Stream

 Planning Area

##### Transportation

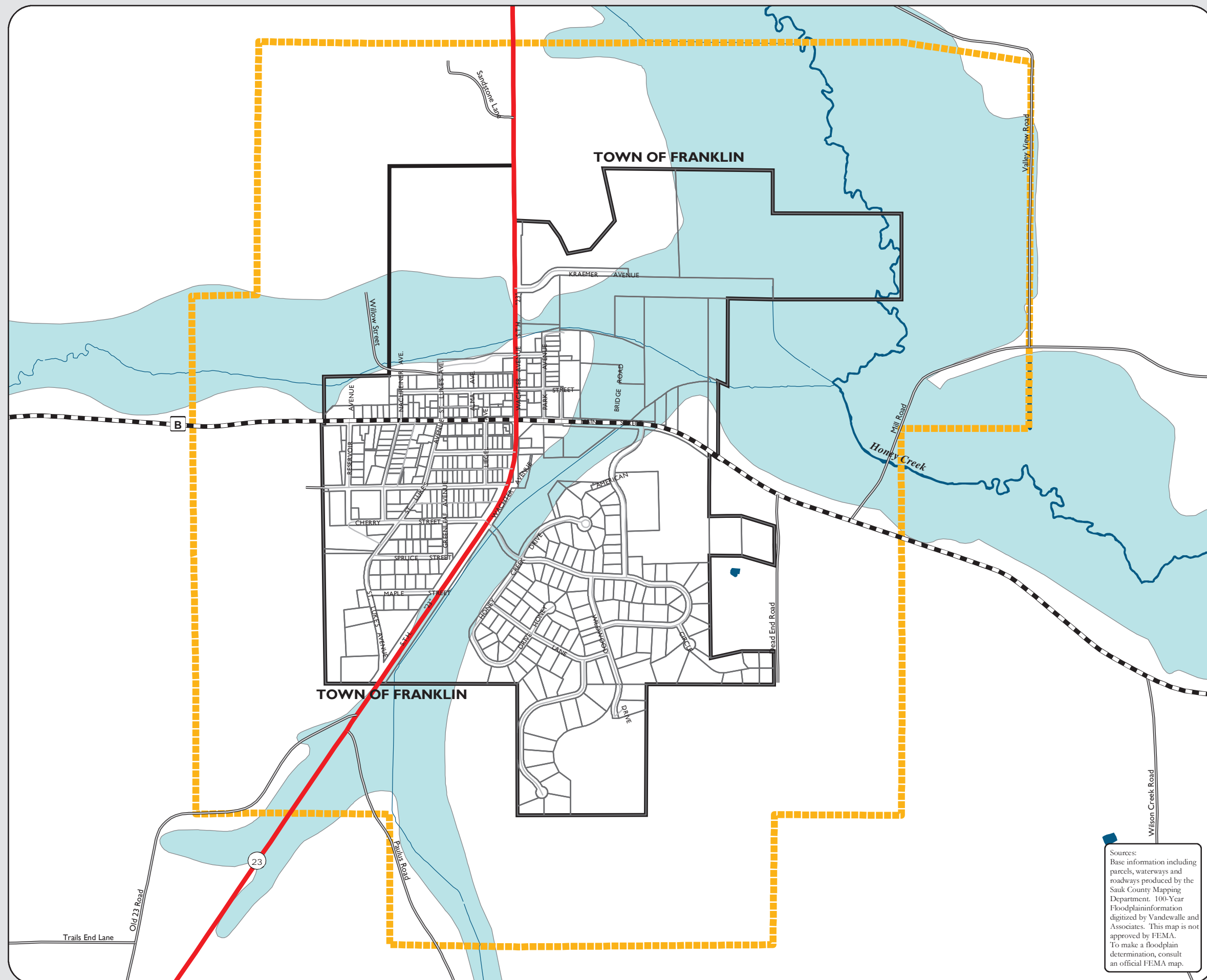
 State Highway

 County Highway

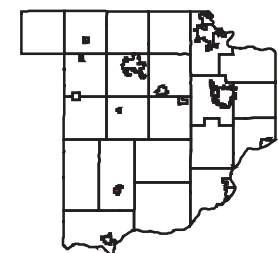
 Town Road

 Municipal Street

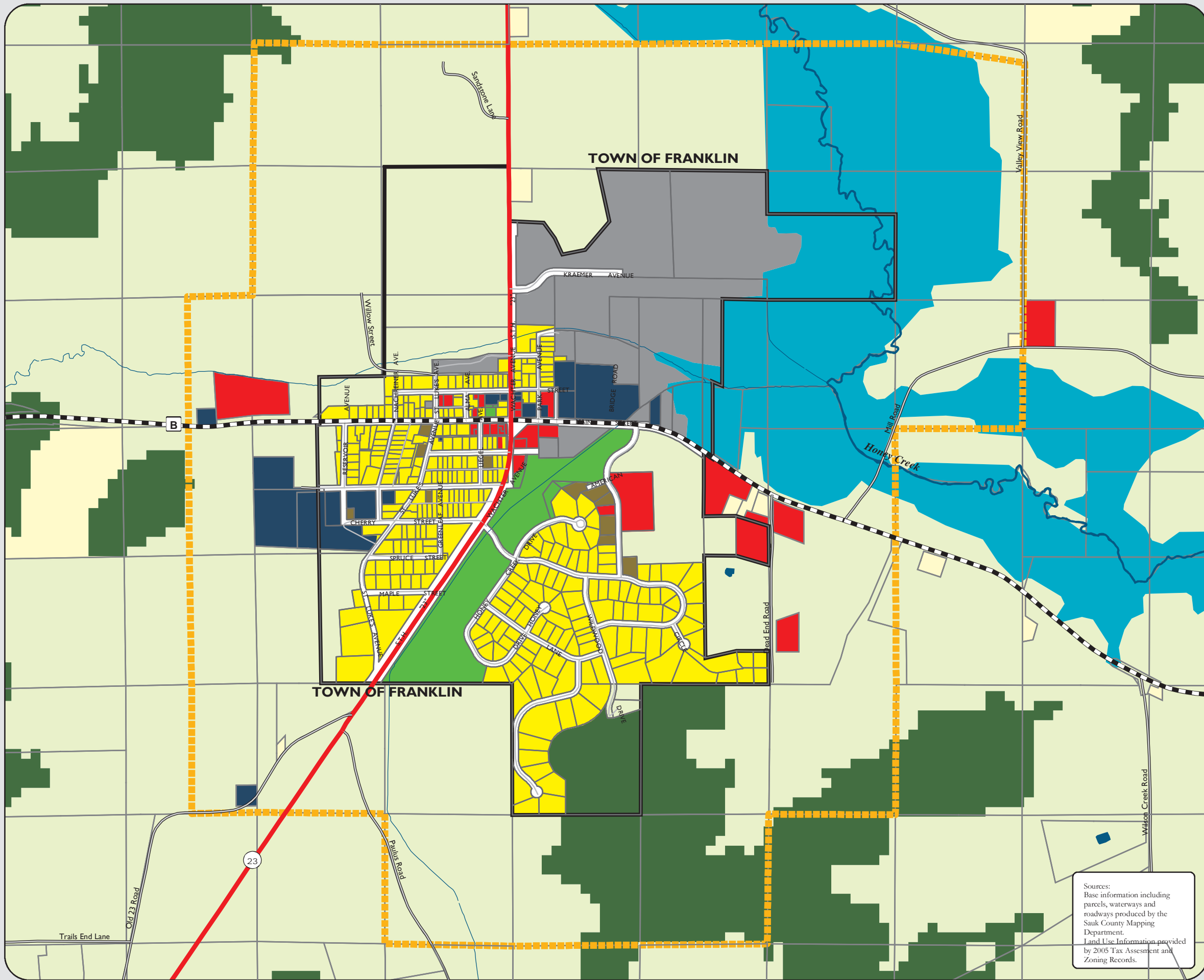
 "400" State Trail



Sources:  
Base information including parcels, waterways and roadways produced by the Sauk County Mapping Department. 100-Year Floodplain information digitized by Vandewalle and Associates. This map is not approved by FEMA. To make a floodplain determination, consult an official FEMA map.







### Existing Land Use Legend

**Existing Land Use Designations**

- Village Single Family Residential
- Rural Single Family Residential
- Mixed Residential
- Commercial
- Industrial
- Public Use / Institutional
- Agriculture & Open Space
- Wetlands
- Public Open Space
- Forest

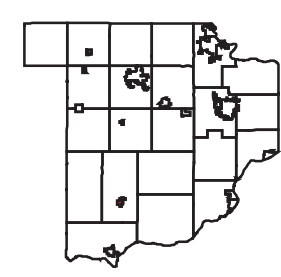
**Boundaries**

- Parcel Boundary
- Village of Plain
- Town Boundaries
- Planning Area
- River/Stream

**Transportation**

- State Highway
- County Highway
- Town Road
- Municipal Street
- "400" State Trail

Sources:  
Base information including parcels, waterways and roadways produced by the Sauk County Mapping Department.  
Land Use Information provided by 2005 Tax Assessment and Zoning Records.



Feet  
0 500 1,000

## Zoning Districts Legend

### Village Zoning Districts

- Single-Family Residential
- Multiple Family Residential
- Business/Commercial
- Industrial
- Agricultural
- Public
- Residential/Prospective Business

### Town of Franklin Zoning Districts

- Exclusive Agricultural
- Agricultural
- Single-Family Residential
- Commercial

### Boundaries

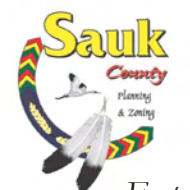
- Parcel Boundary
- Village of Plain
- Town Boundaries
- River/Stream
- Planning Area

### Transportation

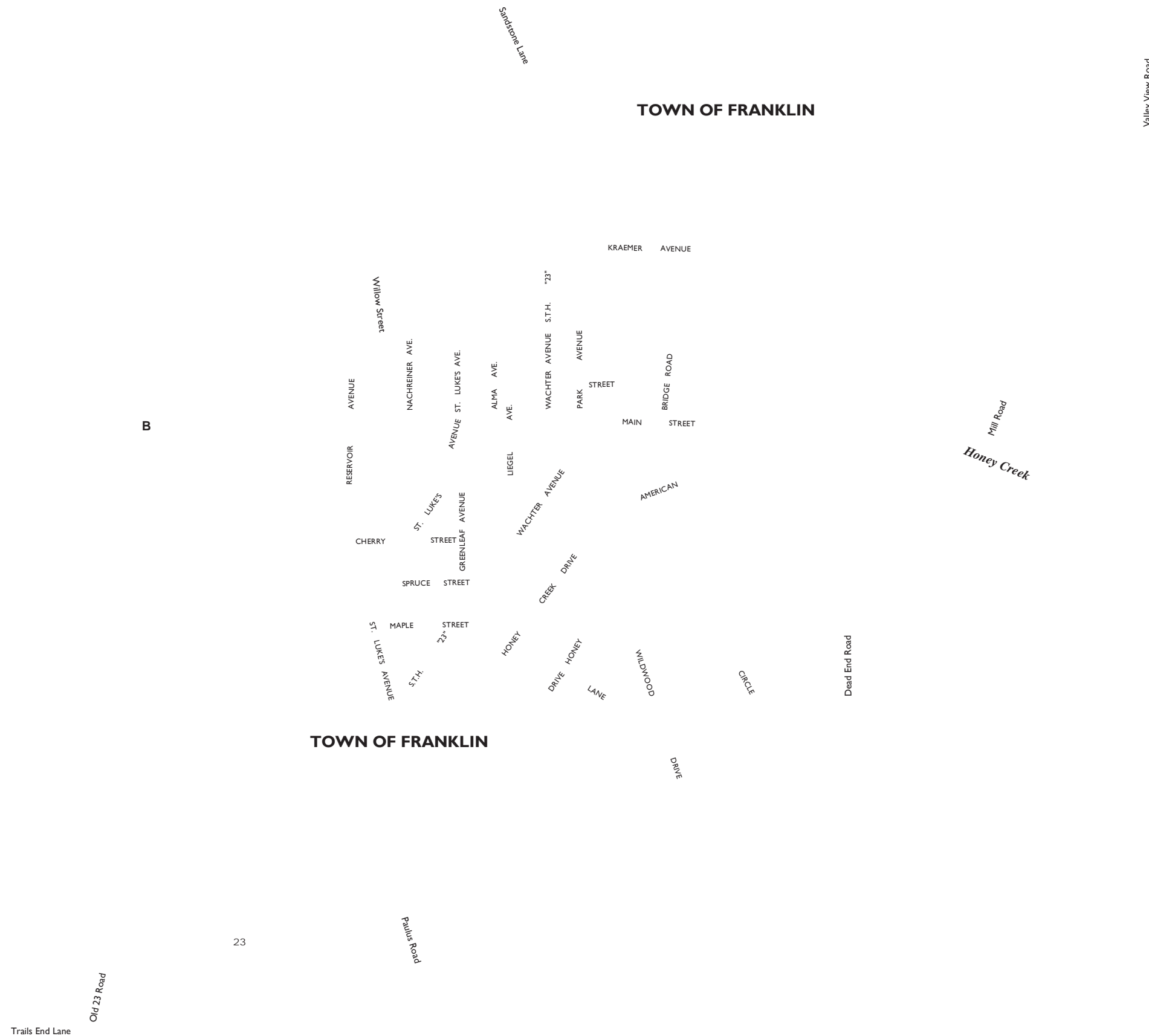
- State Highway
- County Highway
- Town Road
- Municipal Street
- "400" State Trail



Sources:  
Base information including parcels, waterways and roadways produced by the Sauk County Mapping Department.  
Zoning information provided by General Engineering.



Feet  
0 500 1,000



# Future Land Use Map

## Legend

### Transportation

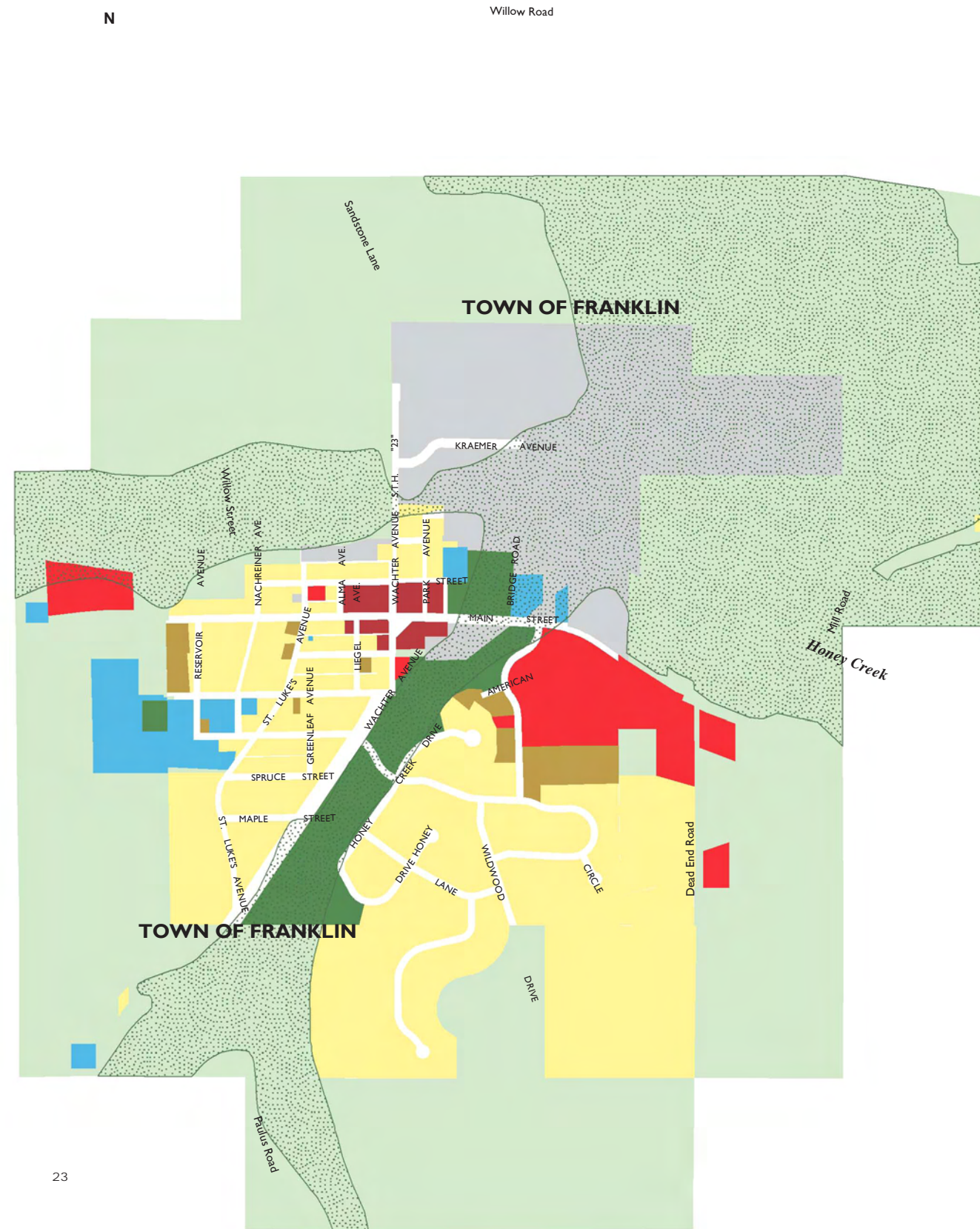
- State Highway
- County Highway
- Town Road
- Municipal Street
- "400" State Trail
- Village of Plain
- Town Boundaries

### Boundaries

- Parcel Boundary
- River/Stream
- Wetland / Floodplains

### Future Land Use Districts

- Agricultural Holding / Transition Area
- Commercial
- Downtown Business / Civic
- Industrial
- Single-Family Residential
- Multiple Family Residential
- Public Use
- Public Open Space



Wilson Creek Road

Sources:  
Base information including  
parcels, waterways and  
roadways produced by the  
Sauk County Mapping  
Department.



Feet  
0 500 1,000