

Comprehensive Plan

2024 Update

May 2024

**Comprehensive Plan
2024 Update**



DRAFT

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Comprehensive Plan 2024 Update



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PUBLIC PARTICIPATION PROCEDURES
AND PLAN ADOPTION

Introduction

The Public Participation Procedures and Plan Adoption describes the means by which the City of Weyauwega engaged the public in the development of the 2024 Update to the City of Weyauwega Comprehensive Plan (hereafter, 2024 Update). The 2024 Update was developed within an open, consensus-based process, balancing the needs of individuals with those of the community at large, to achieve the desired future for the City of Weyauwega.

Comprehensive Planning Law Requirements

Wis. Stat. § 66.1001(4)(a) reads as follows: “The governing body of a local government unit shall adopt written procedures that are designed to foster public participation, including open discussion, communication programs, information services, and public meetings for which advance notice has been provided, in every stage of the preparation of a comprehensive plan. The written procedures shall provide for wide distribution of proposed, alternative or amended elements of a comprehensive plan and shall provide an opportunity for written comments on the plan to be submitted by members of the public to the governing body and for the governing body to respond to such written comments.”

Public Participation Procedures

The City of Weyauwega, Waupaca County, Wisconsin, in order to engage the public in the process of developing the 2024 Update, adopted the following Public Participation Procedures. It is the intent of these procedures to provide opportunities for the public to be meaningfully involved throughout the process of developing the document. In accordance with the requirements of Wis. Stat. § 66.1001(4)(a), the City of Weyauwega did:

- Adopt this Public Participation Plan.
- Make available to the public information about the planning process and copies of plan documents.
- Hold regularly scheduled meetings of the City of Weyauwega Plan Commission to review draft plan elements and maps.
- Formally present the First Draft 2024 Update to the public.
- Hold a Public Hearing to solicit testimony from interested parties regarding the recommended comprehensive plan.
- Post relevant plan process information and materials to the City of Weyauwega website.
- Record meeting attendance through sign-in sheets as part of the plan process record.
- Inform all adjoining municipalities, Waupaca County, East Central Wisconsin Regional Planning Commission, Wisconsin Department of Natural Resources, Wisconsin Department of Transportation.

All meetings related to the comprehensive plan were open to the public and posted pursuant to Wis. Stat. § 985.02(2). The required public hearing was published as a Class 1 notice, pursuant to Wis. Stat. § 985.02(1), at least 30 days prior to the hearing. The Class 1 notice included the following:

PUBLIC PARTICIPATION PROCEDURES AND PLAN ADOPTION

- Date, time, and location of the hearing.
- Brief summary of the 2024 Update.
- The name of the City representative who could provide additional information regarding the process of developing the 2024 Update.
- The locations where a copy of the update could be viewed prior to the hearing.

Prior to posting the public hearing notice, copies of the recommended 2024 Update were made available for viewing at City Hall and on the City of Weyauwega website located at <https://www.cityofweyauwega-wi.gov/>. Written testimony was accepted prior to and during the public hearing. Oral testimony was accepted during the hearing. All approved revisions to the recommended 2024 Update resulting from testimony provided during the hearing were posted to the project website and included in the official minutes of the hearing.

Plan Adoption

Following the public hearing, and the incorporation of any revisions prompted by submitted testimony, the Plan Commission recommended to the Common Council the adoption of the 2024 Update. The Common Council, by majority vote, enacted an ordinance adopting the 2024 Update. The adopted plan was delivered to the following parties:

- Waupaca County.
- Weyauwega Public Library.
- Towns of Royalton and Weyauwega.
- Weyauwega-Fremont School District.
- East Central Wisconsin Regional Planning Commission.
- Wisconsin Departments of Administration, Natural Resources, and Transportation.

A copy of the 2024 Update will be permanently maintained at City Hall and the Weyauwega Public Library for public viewing purposes. A copy of the document may be purchased by contacting the City Clerk.

Plan Implementation & Update

The Plan Commission shall be the primary body responsible for implementing the provisions of the 2024 Update. From time to time, but not less than once every ten years, the Plan Commission shall review the comprehensive plan for potential changes, additions, amendments, or corrections. The Plan Commission shall be responsible for recommending comprehensive plan amendments to the Common Council on a majority vote of its entire membership.



Our Mission

The City of Weyauwega will continue to embrace its great heritage and history while actively researching, attracting, and implementing new opportunities and business for residents and guests to improve their quality of life through cost effective quality public services, great community events and recreational activities appropriate for all ages and cultures.

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Introduction

City of Weyauwega

The City of Weyauwega is located in south central Waupaca County approximately forty-five miles west of Green Bay. With an estimated 2023 population of 1,826, it is the seventh largest of Waupaca County's thirty-four municipalities. The city shares boundaries with Towns of Royalton and Weyauwega. Nearby municipalities include the Cities of Appleton, Green Bay, Stevens Point and Waupaca. Major transportation routes include USH 10, STH 110, and a Canadian National rail line. The City is bifurcated by Weyauwega Lake, a 250-acre impoundment of the Waupaca River.

History

In the 1800s, the Menominee Nation occupied 10 million acres of land in what is now northeast Wisconsin and Michigan's Upper Peninsula. Weyauwega lies in the center of that historic land base. European settlers arrived in the mid-1800s, drawn by the Waupaca River and the area's timber resources and fertile soils. The river served as the primary transportation route connecting Weyauwega with Stevens Point to the northwest and the growing Fox Cities to the east. Weyauwega was incorporated as a Village in 1856, becoming a city in 1939.



Tribal Lands Map (image courtesy Wisconsin First Nations)

Comprehensive Planning

Comprehensive plans are values-based guidance documents. They represent community visions and provide a road map for development and preservation. They must be crafted to reflect the values unique to each municipality; and their text, graphics, and maps must present those values within an easily understood document...one which informs stakeholders, provides direction to developers, and guides decision-makers. Most plans are written with a 10- to 20-year planning horizon, though their functional life begins to wane after five.



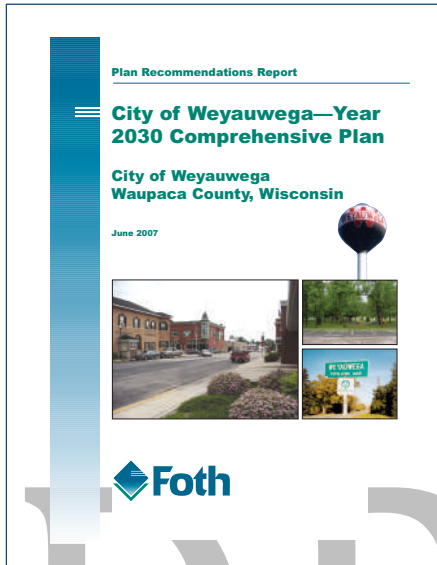
Main Street Weyauwega, circa late 1800s.

Comprehensive Planning Law

Wis. Stat. § 66.1001 (Wisconsin's Comprehensive Planning Law), requires municipalities that administer zoning regulations, subdivision regulations, or an official map to do so consistent with an adopted comprehensive plan. Under the law, a plan must include nine elements (or chapters) describing existing and desired conditions within the community. These elements include:

- ✦ [Issues & Opportunities](#). Background information on community and demographic data related to population, education, income, and employment, among others.
- ✦ [Housing](#). Assessment of current housing stock and a plan to ensure future housing will meet needs of all residents.
- ✦ [Transportation](#). Description of existing transportation network and plan for providing multi-modal systems to meet future demand.
- ✦ [Utilities & Community Facilities](#). Analysis of current facilities including water and sewer service, stormwater, electricity and natural gas, parks and recreation, healthcare, schools, municipal facilities, and public safety, among others; and strategy to ensure that those facilities are adequate to meet future needs.
- ✦ [Agricultural, Natural, and Cultural Resources](#). Description of community's resource base and efforts necessary to preserve that base in the long-term.
- ✦ [Economic Development](#). Plans and programs to promote the stabilization, retention, diversification, and expansion of the economic base and quality employment opportunities.
- ✦ [Land Use](#). Description of current land uses, and 20-year plan to guide development.
- ✦ [Intergovernmental Cooperation](#). List of existing intergovernmental agreements and identification of opportunities for future coordination and collaboration with adjoining municipalities.
- ✦ [Implementation](#). Compilation of the programs and actions the local government will take to implement the comprehensive plan.

City of Weyauwega – Year 2030 Comprehensive Plan



The current comprehensive plan was adopted in June 2007. Prepared by Foth, its primary goal was to prepare Weyauwega for *'potential growth and maintain the valued characteristics of the city including small town atmosphere, natural resources, recreational opportunities, a downtown commercial core, local employment opportunities, and historic features.'*

The plan was constructed upon thirty-five goals, each of which reflected the City's values and visions gained during a March 2004 community visioning session.

2024 Update

This document represents an addendum to, not a rewrite of, the 2007 plan. Intended to supplement the original text, it includes updated demographic data, a reexamination of plan elements,

and a rewritten implementation chapter. Where a discrepancy exists between the goals, objectives, and policies of the two documents, it will be those of the 2024 update which guide decision-making. The 2007 plan will be retained as a reference document.

Community Engagement

Community Land Use Survey

The City of Weyauwega 'Community Land Use Survey' was made available to the public in October 2023. The 22-question online survey instrument was crafted to gain insight into opinions regarding community values and the future of the City. In all, seventy individuals completed the survey. Key findings are presented below and on the following pages. For the complete survey results, please see Chapter X: Appendix.

65 of 70 respondents are year-round residents, 39 of which have lived in Weyauwega for 10 or more years

Growing up here and proximity to family and work are the reason 60% have chosen Weyauwega as a place to live, vacation

63.8% are satisfied or very satisfied with Weyauwega as a place to live, vacation, or operate a business

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41.4% cited development as the land use issue of greatest concern, followed by economy & jobs (14.5%), housing (8.7%), Lake Weyauwega (8.7%), and roads (2.9%)

Respondents identified the supply of the following housing types as inadequate:

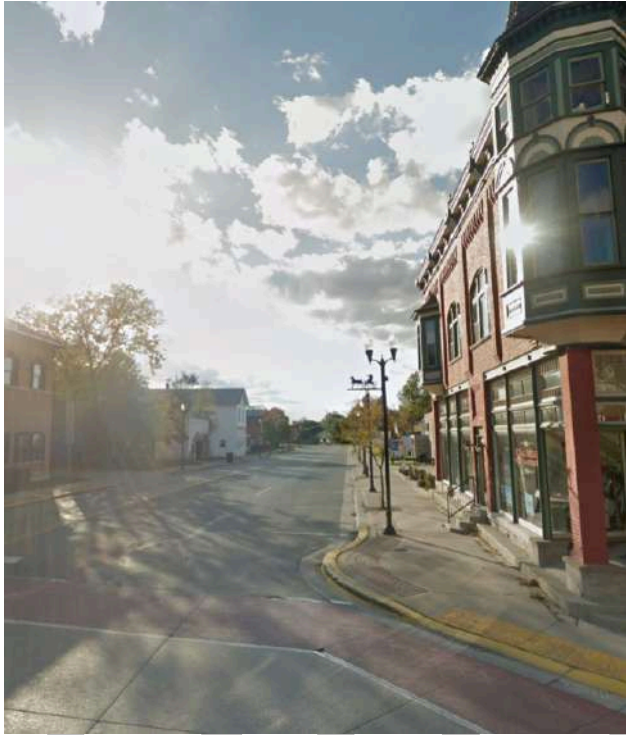
- ✦ Affordable rental units (57.2%)
- ✦ Condos/townhouses (54.4%)
- ✦ Sustainable housing (53.4%)
- ✦ Senior housing (46.1%)
- ✦ Short-term rentals (45.9%)



60,000 sf Agropur Weyauwega FETA Production Expansion (image courtesy Miron Construction)



Town houses on Leroy Butler Drive in the City of Waupaca (image courtesy Apartmentguide)



Main Street (image courtesy Google Streetview)

Residents are generally satisfied with the transportation network; however, 44.1% are unsatisfied with bicycle and pedestrian routes and 44.0% are unsatisfied with transportation for seniors

Availability of the following recreation options was identified as most inadequate:

- ✦ Indoor recreation center (75.0%)
- ✦ Dog park (67.2%)
- ✦ Skate / BMX park (66.7%)
- ✦ Hiking/off-road biking trails (52.2%)
- ✦ Pickleball courts (52.3%)
- ✦ Camping areas (51.5%)
- ✦ Pedestrian/bicycle facilities (51.5%)
- ✦ Nature trails (50.0%)
- ✦ Access to woods/grasslands (47.8%)
- ✦ Ski/snowshoe trails (43.7%)

Strong support exists for natural features, particularly Lake Weyauwega, the Waupaca River, ground water, habitat, native species, forests, and quietness



Lake Weyauwega (image courtesy Realtor.com)

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The ten most desired types of development are:

- ✦ Grocery store (90.0%)
- ✦ Locally owned small business (78.6%)
- ✦ Family dining (67.1%)
- ✦ Coffee shops, cafes (62.9%)
- ✦ Healthcare, clinics (48.6%)
- ✦ Breweries, distilleries, wineries (47.1%)
- ✦ Discount retail (45.7%)
- ✦ Childcare, daycare (42.9%)
- ✦ Pubs, bars, taverns (41.4%)
- ✦ Light manufacturing (40.0%)



Images, clockwise from above: Gerold Opera House, Weyauwega; New London Fabrication (courtesy New London Fabrication); Thedacare Clinic, Weyauwega; Harden Dry Goods, Weyauwega (courtesy Vintage Paper Memories).



70.1% of respondents view a mixture of housing types as desirable for Weyauwega. Specific examples include housing for seniors (49.3%), condos/townhouses (28.4%), Duplexes/triplexes (28.4%), apartment complexes (28.4%), multi-generational housing (26.9%), and small/tiny houses (26.0%)



'Musical Mondays' Music in the Park, Lake Park Milwaukee (courtesy Lake Park Friends)

Among the most desired public projects and civic activities are:

- ✦ Farmers' Market (76.8%)
- ✦ Local events, festivals (72.5%)
- ✦ Outdoor music (63.8%)
- ✦ Regularly scheduled community events (62.3%)
- ✦ Movies in the park (53.6%)



Waupaca farm market (image courtesy Farm Fresh Atlas)

Support exists for a variety of economic development policies and programs

Community Engagement Session

The Plan Commission hosted a Community Engagement Session at City Hall on November 15, 2023. The purposes of the session were to: introduce the process of updating the plan to the public; present updated demographic data related to population, income, employment, and housing, among others; summarize the results of the community survey; and engage participants in a visioning exercise intended to identify future land use preferences.

During the visioning exercise, participants were asked to visualize Weyauwega's ideal future. Those in attendance were asked to imagine it is the year 2040 and indicate, through responses to a series of directed questions, what the Village looks like with regards to key land use elements. The visioning exercise focused on five general land use categories: housing, transportation, economic development, parks and recreation, and preservation. The results are presented on the following page.

In 20 years, housing in Weyauwega includes...

- ✦ Multi-family (6)
 - Multigenerational (4)
 - Apartments (3)
 - Low income
- ✦ Senior Housing (6)
 - Assisted living (3)
 - Low maintenance
- ✦ Single-family homes (5)
 - Smaller (2)
 - 1,400 sf.
 - For young families
 - Three bedroom, one bath (900 to 1,500 sf)
- ✦ Affordable housing (3)
- ✦ Cottages (3)
 - Courtyard cottages
- ✦ Condos (2)
 - Overlooking Lake Weyauwega
- ✦ Duplexes (2)
- ✦ Accessory dwelling units
- ✦ Community house
- ✦ One story, one level
- ✦ Tiny homes (with communal gardens)
- ✦ Townhouses

In 20 years, the transportation system in Weyauwega includes...

- ✦ Electric vehicle infrastructure (5)
 - Charging stations (4)
 - Electric bikes
- ✦ Taxi (3)
 - City cab
 - Uber
- ✦ Sidewalks (2)
 - Expand sidewalks
- ✦ Integrated system
 - Buses
- ✦ Light rail (in median of STH 10)
- ✦ Trails (see 'parks and recreation' below)
- ✦ Transportation for seniors

In 20 years, economic development in Weyauwega includes...

- ✦ Grocery store (9)
 - Food co-op (5)
 - Hispanic [food]
- ✦ Small business (5)
 - Artisans
 - Locally-owned
 - More
 - Small, creative jobs

- Small shops downtown
- ✦ Broadband (4)
 - Better internet
 - Great internet
- ✦ Lodging (4)
 - Hotel (3)
 - RV park
- ✦ Manufacturing (4)
 - Business park
 - Cheese industry
- ✦ Microbrewery (3)
- ✦ Hardware store (2)
- ✦ Agriculture-based businesses
- ✦ Arts hub
 - Opera house
- ✦ Boutique winery
- ✦ 'Car free' Main Street
 - Sidewalk business
- ✦ Entertainment
 - ATV/UTV/snowmobile-based

- For families
- Hispanic-centric
- ✦ Farmers' Market
- ✦ General store
- ✦ Growth in industrial park
- ✦ Growth of the town
- ✦ High School PAC (better use of)
- ✦ Machine shop
- ✦ Milk factory
- ✦ Restaurants
 - More
- ✦ Retail
- ✦ Revitalized downtown
- ✦ Outdoors-based businesses
- ✦ Short-term rentals
 - Airbnb
- ✦ Sporting good stores
- ✦ Travel-based shopping
- ✦ Work from home

In 20 years, parks and recreation in Weyauwega includes...

- ✦ Trails (10)
 - Biking paths/lanes/trails (6)
 - Walking (4)
 - ATV/UTV trails (3)
 - Friendship trail, connecting to Waupaca and Fremont (2)
 - Around Weyauwega
 - Cross-country skiing
- ✦ Community garden (4)
- ✦ Parks (4)
 - Dog parks (2)
 - Bike park
 - Community park
 - Gazebo
 - More basketball

- Small parks
- Upgrades to City Park
- ✦ Splash pad (3)
- ✦ Sledding hill (2)
 - Bigger
 - Improved
- ✦ Community kitchen (to can and preserve food)
- ✦ Expand waterway opportunities
- ✦ Golf cart lanes
- ✦ Improvement to the lake
- ✦ Outdoor music, movies
- ✦ Pickleball
- ✦ Trees
- ✦ Upgrades to pool

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In 20 years, Weyauwega has successfully preserved...

- ✦ Small town atmosphere/feel (5)
 - Culture
 - With big city amenities
 - Very tight community
- ✦ Downtown (4)
 - Buildings (2)
- ✦ Cheese-making heritage (2)
- ✦ Historic structures (2)
 - Homes
- ✦ Parks (2)
 - Silo at Peterson Park
- ✦ Access to Waupaca River and Lake Weyauwega
- ✦ Affordable place to live
- ✦ Connectivity to USH 10
- ✦ Fairgrounds
- ✦ Farming heritage
- ✦ Maasch Park

First Draft Working Session

The Plan Commission held a Working Session on January 29, 2024, at City Hall. The purpose of the session was to review the rough first draft comp plan in preparation for public presentation.

Presentation of First Draft

The first draft of Comprehensive Plan 2023 Addendum was presented to the Plan Commission on June 30, 2024, at City Hall. The draft document was also posted to Weyauwega's website for review. Following the presentation, and discussion at subsequent Plan Commission meetings, the document was revised in preparation for the Public Hearing.

Public Hearing & Adoption

A Public Hearing was held on **MONTH DAY, 2024** at the City Hall, during which interested parties provided testimony in support of, or opposition to, the proposed plan, and Comprehensive Plan 2023 Addendum was adopted by the City of Weyauwega Common Council on **MONTH DAY, 2024**.

Intergovernmental Distribution

Comprehensive Plan 2023 Addendum was distributed to all intergovernmental units, and copies of the document will be maintained for public viewing at the City Hall and Weyauwega Public Library.



Ch. 1: Issues & Opportunities

Image courtesy: Waupaca County Planning & Zoning Viewer

Introduction

The process of updating the comprehensive plan begins with a description of the people who live and work in the community. The Issues & Opportunities chapter provides a snapshot of the City as it exists today, and projections for the future. It describes the community using existing demographic data gathered, predominantly, from the United States Census Bureau (hereafter, Census Bureau) and Wisconsin Department of Administration – Demographic Services Center (hereafter, WDOA). Demographic data is critical to forecasting future housing and infrastructure needs, resource allocation, and demand for services. It is a foundational component of each comprehensive plan chapter.

The purposes of the profiles that follow are to identify trends and patterns that, when compared with neighboring communities, will allow for a clearer understand of the local planning context. Additional demographic data is presented in later chapters.

The Census

The 2000 Census was the last to utilize a long survey format. Beginning in 2010, the Census Bureau distributed an abbreviated survey instrument, one that collected a more limited volume of data. Due to these limitations, the census is now supplemented with additional data gathered through the annual American Community Survey (ACS). Also conducted by the Census Bureau, the ACS is an expanded statistical survey sent to approximately 250,000 addresses monthly. It gathers information previously contained in the decennial census.

Population Profile

Weyauwega has sustained a moderate level of growth, adding an average of 131 residents each decade since 1970. That changed in 2020, when the population fell by 104 people. However, WDOA estimates a 2023 population of 1,826, indicating the community may once again be growing. Weyauwega's projected 2040 population is 2,090.

Table 2 compares Weyauwega's past and projected population with that of surrounding communities. The City's projected annual growth rate of 0.4% is matched by that of the City of Waupaca and is exceeded only by the Towns of Lind [1.1%], Caledonia [1.0%], and Mukwa [0.6%].

Table 1: Past & Projected Population

Year	Pop.	Change	
		Number	Percent
1970	1,377	--	--
1980	1,549	172	12.5%
1990	1,665	116	7.5%
2000	1,806	141	8.5%
2010	1,900	94	5.2%
2020*	1,796	-104	-5.5%
2020+	2,010	214	11.9%
2030	2,140	130	6.5%
2040	2,090	-50	-2.4%

Source: WDOA

* – actual population

+ – projected population

Table 2: Comparison of Past & Projected Population

Municipality	2000	2040	Change		Annual Average
			Number	Percent	Number
C. Manawa	1,330	1,325	-5	-0.4%	-0.1
C. New London	5,618	5,975	357	6.4%	8.9
C. Waupaca	5,676	6,595	919	16.2%	23.0
C. Weyauwega	1,806	2,090	284	15.7%	7.1
V. Fremont	666	700	34	5.1%	0.9
T. Caledonia	1,466	2,025	559	38.1%	14.0
T. Lind	1,381	1,970	589	42.7%	14.7
T. Mukwa	2,773	3,450	677	24.4%	16.9
T. Royalton	1,544	1,475	-69	-4.5%	-1.7
T. Waupaca	1,155	1,315	160	13.9%	4.0
T. Weyauwega	627	480	-147	-23.5%	-3.6

Source: WDOA

Figure 1 compares the population of select age groups for the years 2000 and 2020. Changes within these age groups are important for planning purposes since each have differing needs with respect to land uses and community services. Characteristics associated with each group are presented in Table 3.

The Pros and Cons of Growth

Some residents see growth as necessary and beneficial; others may view it as a threat to community character. Finding a balance between the 'preservationists' and 'pro-growth' advocates is a crucial component of every comprehensive planning process. The benefits of an increasing population may include an expanded tax base, additional consumer spending at local businesses, employment opportunities related to new home construction, and more students in local schools. Challenges may include strains on the housing supply, increased traffic, and the loss of natural resources and open space.

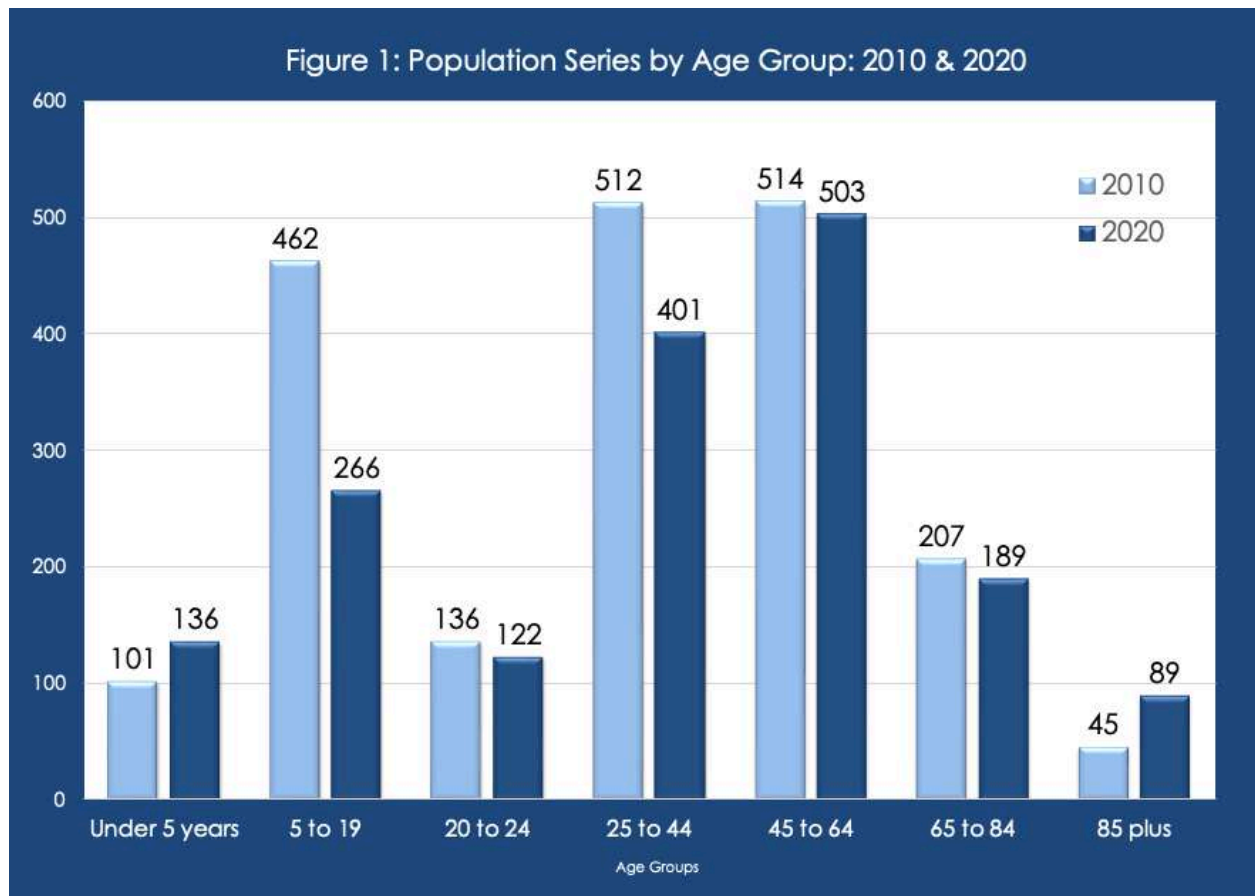


Table 3: Characteristics and Needs of Select Age Groups

Age Group	Description	Characteristics	Types of Park & Recreation Needs
Under 5	Infants, toddlers, pre-school, and kindergarten	Entirely dependent upon others	Playgrounds; splash pads; summer park programs; neighborhood parks; gymnastics and tumbling.
5 to 19	School aged children and young adults	Dependent upon others for lodging, food, education, and most other needs	Athletic facilities; multi-purpose sports fields; BMX/skate parks; splash pads; playgrounds; disc golf; RC/drone areas; adventure facility (climbing walls, ropes course, etc.); ice rinks; summer park programs; youth baseball/ soccer; neighborhood parks; teen center; youth fitness & wellness programs; after school programs.
20 to 24	Post high school; job and career training (college, trades, military, etc.)	Somewhat dependent upon others for certain needs	Ice rinks; music in the park; disc golf; RC/ drone areas; adventure facility (climbing walls, ropes course, etc.); martial arts, sports fields/courts.
25 to 44	Established adults	Increasing earning and spending potential; traditional child-raising years	Outdoor fitness stations; public art; water features (fountains, reflecting pools); camping; community gardens; yoga/tai chi in the park; softball/volleyball leagues; meeting space for rental.
45 to 64	Mature adults	Prime earning years, often 'empty nesters'	Community gardens; outdoor fitness stations; yoga/tai chi in the park; pickleball; meeting space for rental.
65 to 84	Retirement-age	Decreased earning, sustained activity level, increasing healthcare costs	Hiking/biking trails, equipment rentals (kayaks, XC skis, etc.), community gardens; senior exercise stations; yoga/tai chi in the park; dancing; pickleball; meeting space for rental.
85 and over	Post retirement	Decreased earning, spending, and activity level	Community gardens; senior exercise stations; yoga/tai chi in the park; dancing.
All ages	n/a	n/a	Multi-use trails; pedestrian & bicycle facilities; passive parks; fishing areas; swimming pools; music/movies in the park; public art; water features (fountains, reflecting pools); nature center/nature trails; equestrian trails;



picnic areas; dog parks/exercise areas;
performing arts facility; multi-
generational community center;
programs for people with disabilities;
community festivals & special events; arts
& crafts.

Note: The information presented in this table is intended to reflect examples of the types of park and recreation facilities that may be desired by the given population group. It should not be considered an exhaustive list.

General Characteristics¹

- ✦ Gender Distribution: 50.4% female, 49.6% male
- ✦ Median Age: 38.3 years (37.6 in 2010).
- ✦ Race: 94.5% identified White, 2.9% as Two or more races, and 0.8% for all others
- ✦ Hispanic or Latino: 6.9% (by Census Bureau rule, an ethnic group not a race)
- ✦ Marital Status: 46.9% married; 34.4% never married; 14.8% divorced or separated; 3.8% widowed.
- ✦ Individuals with Disabilities: 13.8%
- ✦ Veterans: 8.2%

Household Profile

The size of households in the US has been declining for more than fifty years. In the City of Weyauwega, the average household size fell from 2.47 persons in 1990 to 2.30 in 2020. By 2040, average household size is projected at 2.12. The reasons behind the decline, in Weyauwega and elsewhere, include people waiting longer to get married, fewer women choosing to have children, those that do choosing to have fewer children and waiting until later in life to have them, and increases in average life span (resulting in more seniors living alone). The trend is significant since a decrease in household size means that additional housing units will be necessary even if the overall population remains stable.

General Household Data²

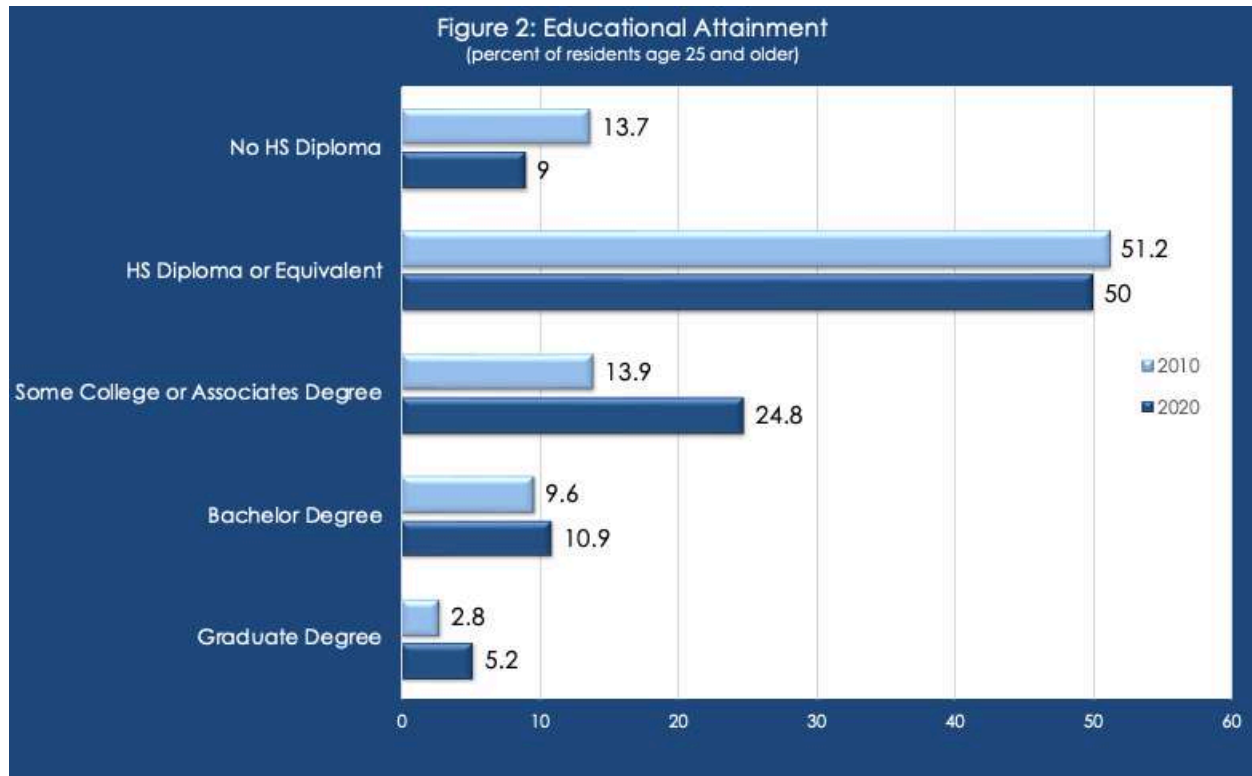
- ✦ Total housing units: 814 (815 in 2010)
- ✦ Total households: 828
- ✦ Projected households in 2040: 896
- ✦ Owner-occupied housing units: 501
- ✦ Renter-occupied housing units: 313

For additional information related to housing in the City of Weyauwega, please see Ch. 2: Housing.

¹ Source: Census Bureau.

² Source: Census Bureau.

Education Profile



The level of educational attainment in a community is a key indicator for quality of life. Generally, a high level of educational attainment reflects a skilled population with higher earnings potential. The benefits of higher education extend beyond the individual to society as a whole.

For individuals:

- ✦ A correlation exists between higher levels of education and higher earnings for all racial/ethnic groups and for both men and women.
- ✦ The income gap between high school graduates and college graduates has increased significantly over time.
- ✦ The earnings benefit to the average college graduate is high enough for graduates to recoup both the cost of full tuition and fees and earnings forgone during the college years in a relatively short period of time.
- ✦ Even a small amount of college experience produces a measurable benefit when compared with no post-secondary education, but the benefits of completing a bachelor's degree or higher are significantly greater.

For society:

- ✦ Higher levels of education correspond to lower levels of unemployment and poverty. As a result, adults with higher levels of education are less likely to depend on social safety-net programs, generating decreased demand on public budgets.
- ✦ College graduates have lower smoking rates, more positive perceptions of personal health, and lower incarceration rates than individuals who have not graduated from college.
- ✦ Higher levels of education are correlated with higher levels of civic participation, including volunteer work, voting, and blood donation.

As Figure 2 shows, the level of educational achievement in Weyauwega is increasing. The percentage of the population without a High School diploma has fallen by 34%, while those with some level of college or a degree has increased by 56%.

Employment Profile

This section briefly describes the job market through demographic data and factors related to employment, income, and poverty rates. The information presented below and on the following pages offers a general description of key economic indicators as they exist today. For a more comprehensive look at the local economy, please refer to Ch. 6: Economic Development.

Figure 3 compares employment by industry sector between for the years 2010 and 2020. Employment within most sectors remained relatively stable; whereas manufacturing and retail experienced significant declines (-32.8% and -38.5%, respectively). Transportation and warehousing showed the highest increase (+205.0%).

The top five industry sectors for employment of Town residents in 2020 appear in descending order below. Numbers in parentheses indicate where each ranked in 2010.

- ✦ Manufacturing (1st)
- ✦ Educational services, and health care and social assistance (2nd)
- ✦ Retail (3rd)
- ✦ Transportation, warehousing, etc. (10th)
- ✦ Arts, entertainment, etc. (4th)

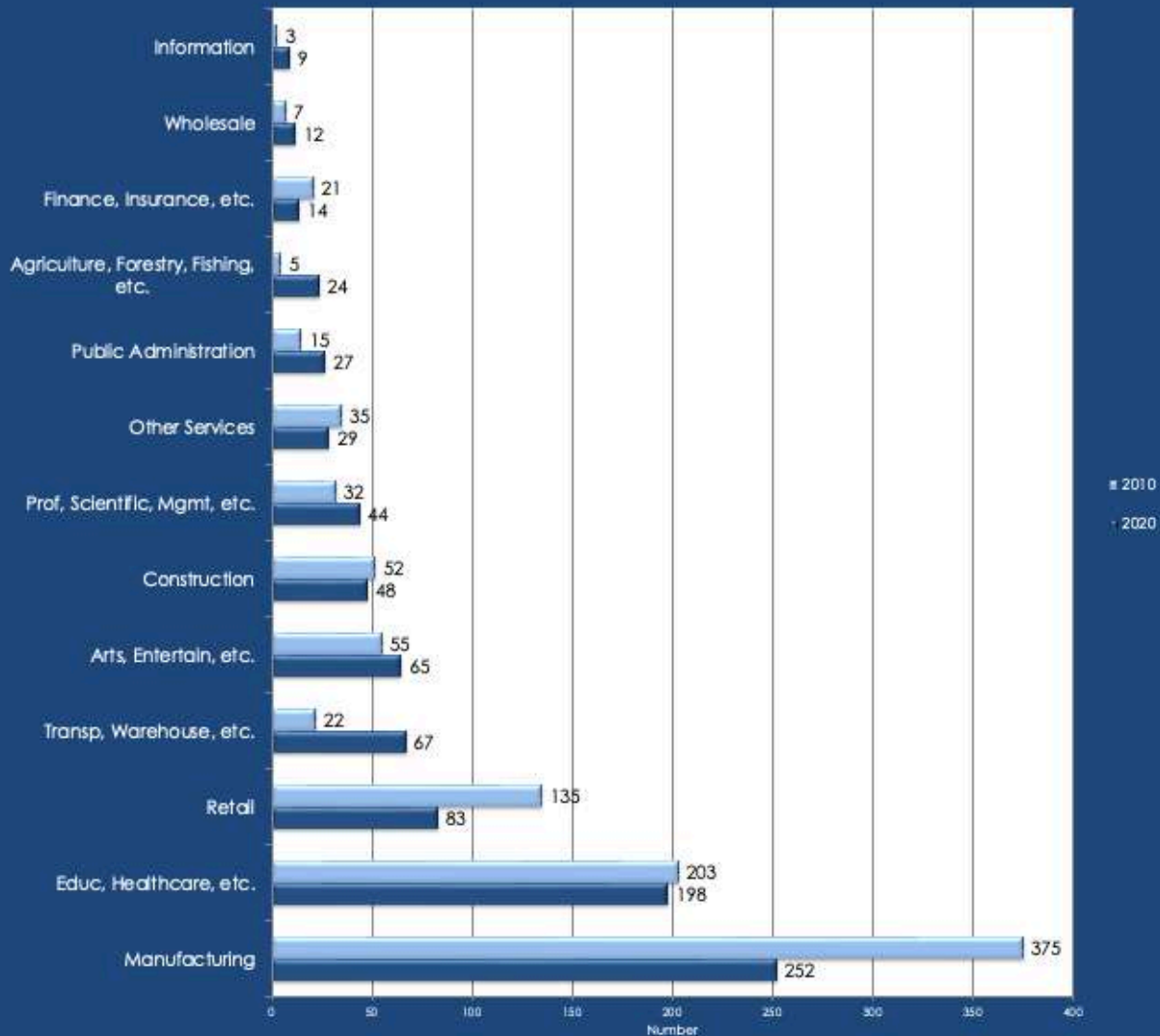
General Employment and Income Data for Workers 16 Years and Older, 2020³

- ✦ Total Number in Labor Force: 951 (Male, 487; Female, 464 male)
- ✦ Employed: Male, 484; Female, 462
- ✦ Unemployed: Male, 3; Female, 2
- ✦ Employed in Local, State, or Federal Government: 89
- ✦ Self-Employed: 52
- ✦ Poverty: 205 (11.8%)

³ Source: Census Bureau.

- ★ Poverty by Gender: Female, 104; Male, 101
- ★ Poverty by Age: 17 or younger, 55; 65 or older, 34
- ★ Poverty by Family: 48 (10.2%)

Figure 3: Comparison of Employment by Industry Sector





Ch. 2: Housing

Introduction

Housing is a basic necessity providing shelter from the elements. It is also a prominent feature of the built environment, a driver of transportation patterns, a consumptive good, and an investment for building financial security. Housing styles often express the values of occupants, and physically connect residents to their neighborhoods. Finally, housing preference vary depending on age, income, marital and family status, and geographic location, among others.

Housing Goal

To provide a diversity of housing options to meet the needs of current and future residents.

Housing Stock

Supply

As of 2020, there were 814 housing units in Weyauwega. Of these, 696 were occupied and 118 were vacant.

Table 4: Comparison of Past and Current Housing Units.

	1990	2000	2010	2020
Total Units	674	763	815	814
Occupied	639	720	759	696
Owner-Occupied	451	521	553	480
Renter-Occupied	188	199	206	216
Vacant	35	43	56	118

Source: US Census Bureau

Occupied vs. Vacant

A housing unit is occupied if a person or group of persons is living in it at the time of the interview or if the occupants are only temporarily absent, as for example, on vacation. The persons living in the unit must consider it their usual place of residence or have no usual place of residence elsewhere. The count of occupied housing units is the same as the count of households.

Source: US Census Bureau

Of the 696 occupied housing units in 2020, the total by number of units in structure were as follows:

- ✦ One unit, detached: 508
- ✦ One unit, attached: 30
- ✦ Two unit: 23
- ✦ Three or four units: 18
- ✦ Five to nine units: 17
- ✦ Ten or more units: 52
- ✦ Mobile home or other type of housing: 48

Of all total housing units, 313 (45.0%) were constructed prior to 1960 and the advent of modern building codes. Just 56 have been constructed since 2000. Although age alone is not predictive of condition, there is an assumption that older homes will require more frequent and costly maintenance.

Value

As of the 2020, the median value of the 480 owner-occupied units with a mortgage in Weyauwega was \$137,100, a slight increase from \$112,400 in 2010.

Table 5: Comparison of Owner-Occupied Housing Units by Value

Value	2010		2020		2022	
	Number	Percent	Number	Percent	Number	Percent
Less than \$50,000	45	8.1%	47	9.8%	55	12.6%
\$50,000 to \$99,999	163	29.5%	173	36.0%	98	22.5%
\$100,000 to \$199,999	293	53.0%	242	50.4%	228	52.3%
\$200,000 to \$299,999	42	7.6%	13	2.7%	45	10.3%
\$300,000 to \$499,999	10	1.8%	--	--	2	0.5%
\$500,000 to \$999,999	--	--	3	0.6%	6	1.4%
\$1,000,000 or more	--	--	2	0.4%	2	0.5%

Source: US Census Bureau

There were 200 occupied units paying rent in Weyauwega 2020. The median monthly rent was \$713, an increase from \$662 in 2010.

Table 6: Comparison of Gross Rent

Value	2010		2020		2022	
	Number	Percent	Number	Percent	Number	Percent
Less than \$500	41	22.2%	17	8.5%	20	8.0%
\$500 to \$999	133	71.9%	173	86.5%	188	75.2%
\$1,000 to \$1,499	11	6.0%	10	5.0%	42	16.8%
\$1,500 to \$1,999	--	--	--	--	--	--
\$2,000 or more	--	--	--	--	--	--

Source: US Census Bureau

Affordability

The most used affordability calculator was developed by the US Department of Housing and Urban Development (HUD). The HUD method compares current income to existing housing costs. Under HUD guidelines, housing is considered affordable when it costs no more than 30% of total monthly household income. Residents should be able to live in safe and

Table 7: Percentage of Monthly Income Allocated to Housing in 2020 for Owner-Occupied Households with Mortgage

Percent of Income	Number	Percent
Less than 20%	130	35.4%
20% to 29.9%	138	37.6%
30% or more	99	27.0%
Total (w/mortgage)	367	100%

Source: US Census Bureau

decent housing for less than one-third of their household income. Families who pay more than thirty percent are considered cost burdened and may have difficulty affording necessities such as food, clothing, transportation, and medical care, particularly during economic downturns. As of 2019, one in four owner-occupied households spent thirty percent or more of monthly income on housing.

Table 8: Percentage of Monthly Income Allocated to Housing in 2020 for Renter-Occupied Households

Percent of Income	Number	Percent
Less than 20%	38	21.5%
20% to 29.9%	79	44.6%
30% or more	60	33.9%
Total (w/mortgage)	177	100%

Source: US Census Bureau

As Tables 7 and 8 show, a quarter of all homeowners with a mortgage in Weyauwega, and more than a third of renters, exceed the 30% affordability threshold.

Housing Plan

The quantity, style, and location of future housing units will be driven by the residential marketplace, the evolving needs and desires of the population, and the Future Land Use map. The demand for housing alternatives will increase along with the number of residents aged 65 years and older. During coming years, the 2,000+ square foot single-family dwelling that has dominated the market since the 1990s will likely give way to smaller homes, secondary suites, townhouses, and well-designed rental units. The housing plan includes a number of recommendations intended to diversify the housing stock, including the types of rural-compatible 'missing middle' living options once common in the United States.

The Missing Middle

Daniel Parolek, founding principal of Opticos Design, coined the term 'missing middle' in 2010 to describe a range of small, multi-family or clustered housing types compatible in scale and form with detached single-family homes typically located in a walkable neighborhood. Small-scale missing middle housing such as duplexes, triplexes, and quadplexes are generally compatible with and, in some cases, indistinguishable from, single-family homes. These types of residential dwelling units sit right in the middle of a spectrum anchored on one end by detached single-family dwellings and, on the other, multi-family apartment buildings. Once common in the United States, they fell victim to the exclusionary zoning techniques (i.e., single-family zoning), which proliferated in the 1950s. Providing variation in housing types allows a municipality to account for demographic changes, meet the needs of all residents, and protect against economic downturns in a manner consistent with the culture and character of the community.

Senior Housing

Wisconsin's senior population is growing. During the next thirty years the number of people over the age of sixty-five is expected to increase by nearly 100%, while those aged 85 and older will increase by 140%. An older population with health and mobility issues will drive demand for home modifications, services to help residents age in place, and housing options that facilitate the delivery of services and help prevent premature entry into nursing homes.⁴ Older adults almost universally say they want to age-in-place...meaning, stay in their current community if not their current home.



Senior housing options. Images courtesy (from top): Cottage Homes Senior Living, Carmel, IN; Sycamore Springs, New Holland, PA; Global Alliance Realty, Tysons Corner, VA

Multigenerational Housing

The US Census Bureau defines multigenerational families as those consisting of more than two generations living under the same roof. Living in a household with multiple generations is becoming increasingly common. Reasons include cost savings, children over the age of 18 moving back home, and the health and caretaking needs of aging parents. The number of households with three or more generations in Wisconsin increased from 40,000 to 50,000 between 2000 and 2010. A nationwide report by the Pew Research Center suggests that as much as 18% of the population lives in a home with two or more adult generations, double the number from 1980.

⁴ Excerpted from *Wisconsin Land Use Megatrends: Housing*, UW-Stevens Point Center for Land Use Education, Summer 2015.



Multigenerational housing. Images courtesy (from left): Invisia and The House Plan Shop

Condominiums & Townhouses⁵

A condominium is a home ownership model involving a building or complex of buildings containing several individually owned attached or detached units. One of the fastest growing condominium models is that of the detached, single-family dwelling. Detached condos allow for home ownership while transferring the ownership of the property, and all its maintenance responsibilities, to a condominium association. They also provide municipalities with an attractive alternative to traditional, high-density housing developments.

A townhouse is a single-family dwelling with at least two floors that share a wall with another house. Unlike duplexes or quadplexes, however, each townhouse is individually owned. Unlike a condo, the owners of a townhouse also own a portion of the property upon which the townhouse complex sits.



Condominiums and townhouses. Images courtesy (clockwise from top left): houseplans.pro; Pinterest; Realtor.com

⁵ Source: Realtor.com.

Small Multi-Family Units

Small rental units, such as duplexes and quadplexes, offer an affordable housing option for rural communities. Available at market prices, they provide housing alternatives desirable to singles, young families, and seniors. Zoning and subdivision ordinance regulations can ensure structures are compatible with existing housing stock.



Duplex. Image courtesy: Ethan Place Country Duplex, houseplansandmore.com



Accessory Dwelling Units⁶

An accessory dwelling unit (ADU) is a smaller, independent home located on the same lot as a single-family residence. ADUs go by many different names throughout the U.S., including accessory apartments, secondary suites, and granny flats. ADUs can be converted interior portions of existing homes, additions to new or existing homes, new stand-alone accessory structures or converted portions of existing stand-alone accessory structures.

ADUs all have the potential to increase housing affordability (both for homeowners and tenants), create a wider range of housing options within the community, enable seniors to stay near family as they age, and facilitate better use of the existing housing fabric in established neighborhoods.



ADUs, courtesy Renaissance Homes, Portland, OR; Strong Towns; San Gabriel, CA; Gordon Bell, Spaces Magazine

⁶ Excerpted from: *Accessory Dwelling Units*, American Planning Association, 2021.

Apartment Buildings

A combination of appropriately scaled, affordable, market-rate, and boutique apartment complexes can provide increased housing diversity, at a range of rental rates. The images at right provide examples of each housing type.

Affordable

Affordable housing is housing which, after paying rent, leaves the renter with enough money for necessities like food, health care, and transportation. As presented earlier in this Chapter, HUD has established the '30% rule' wherein housing is deemed affordable when it costs no more than 30% of total monthly household income.

Market Rate

Market rate housing refers to rental units that are priced at the going rate for the area, while affordable housing refers to rental units that are priced below the market rate, typically for households with lower incomes.

Boutique

A boutique apartment building is typically a smaller, more intimate property that offers a unique living experience for its residents. These buildings usually have a limited number of units, often ranging from five to ten. They often feature upscale amenities, high-quality finishes, and a strong sense of community. Boutique apartment buildings are becoming increasingly popular among investors and residents alike, as they offer a more personalized and exclusive living experience compared to larger complexes.



Towne Lakes Apartments, Appleton; Riverview, Waupaca, and Parkside Luxury Apartments, Appleton (images courtesy Apartments.com)

Live / Work Units

A live/work unit is a structure (e.g., studio, loft, or one bedroom) consisting of both a primary workspace and a residential component, each occupied by the same resident. By combining living quarters with workspace, they reduce fuel consumption and air pollution related to commuting, provide an affordable housing option for small business owners and startups, and supporting mixed-use and infill development.

Distinguished from home occupations in residential zoning districts, live/work units are primarily permitted in commercial and industrial zone districts and are not subject to significant restrictions on hours of operation, types of commercial activities, and number of employees, as is usually the case for home occupations. By outward appearance, such structures may be indistinguishable from adjoining buildings. Live/work units provide both a housing alternative and an economic development option in the community.

A live/work unit example increasingly popular in rural communities is the 'barndominium.' Barndominiums combine a living area, usually built above (or around) a larger interior space used as a barn, a workshop, a shed, or some other hobby requiring extra square footage. It may be a custom-built structure or conversion of an existing barn.



Live/work units. Image courtesy (from top):
Quadrangle Architects; Zillow



Modern manufactured home. Image courtesy:
Palm Harbor Homes

Manufactured Housing

Manufactured housing offers a means by which to increase the availability of affordable housing in a way compatible with the values of a rural community. Not to be confused with mobile homes, manufactured housing has grown in quality and popularity in recent years. It is considered a viable affordable housing choice when units are similar in size, appearance, and quality to existing housing stock. Manufactured housing units must conform to local building and zoning restrictions.

Courtyard Cottages⁷

Courtyard housing is a distinct medium-density, multi-family housing typology centered on a shared outdoor open space or garden surrounded by one or two stories of apartment units. This style of housing developed independently in many cultures around the world. Courtyard cottages typically entail a group of small (1 to 1.5-story), detached structures arranged around a shared court visible and accessible from the street. The shared court is an important community-enhancing element and the main entrance to each unit from the shared court. The court replaces the function of a rear yard. Courtyard units may be owner- (condominium/townhouse) or renter-occupied (apartment).



Courtyard cottages. Image courtesy: Missing Middle Housing

Smaller Single-Family Dwellings

According to the Census Bureau, the average size of an American home was 983 square feet in 1950 and 1,660 square feet in 1973. By 2010, it had increased to nearly 2,400. Despite the dominance of large homes, demand for smaller single-family dwellings is on the rise. This for a variety of reasons, including affordability, energy efficiency, lower maintenance costs, and increased open space, among others. At present the minimum allowable size for a single-family dwelling in the City of Weyauwega is 1,200 sf. with full basement, 1,400 sf. without a basement.

⁷ Source: The Cottage Court, Missing Middle Housing.



Single-family dwelling designs 950 to 1,100 square feet in size, courtesy (from left): The Plan Collection, The House Designers, Builder Magazine.

Conservation Design for Subdivisions



Summerhill West in the Town of Delafield, WI. Image courtesy: Siepmann Realty

Residents view Weyauwega as a special place to live. They do not want to see important natural features lost in order to make way for new development. However, additional homes will be necessary to meet the needs of a growing population. One method that may allow the City to address these seemingly conflicting needs – protecting the natural environment while allowing for additional residential development – is through the use of conservation design for subdivisions.

Conservation subdivisions provide developers with a marketable alternative to conventional subdivision design. They allow for profitable and desirable development while simultaneously preserving the important natural and cultural features present on a given piece of property (woodlands, farmland, historic structures, etc.). In a conservation subdivision, homes are clustered together on smaller lots so that the remainder of the parcel may be permanently preserved as open space or agricultural land. Typically, 40% or more of the site is protected through a conservation easement or similar method. Open spaces are maintained via a homeowner's association or similar mechanism. Trails, community gardens, and other amenities are often included in the design of conservation subdivisions.

Housing Programs

U.S. Department of Housing and Urban Development

The U.S. Department of Housing and Urban Development (HUD) is the federal agency primarily responsible for housing programs and community development. Though many of its programs are directed to larger cities and urban areas, the Town would qualify for some available funds. HUD provides money to non-entitlement communities (i.e., communities with populations fewer than 50,000) through grants. In the state of Wisconsin, the Department of Administration Division of Housing and Intergovernmental Relations (DHIR) is the agency responsible for the administration of this program. DHIR awards funds through a competitive proposal process.

U.S. Department of Agriculture-Rural Development

The U. S. Department of Agriculture-Rural Development provides a variety of housing and community development programs for rural areas. Support is generally available to communities with populations of 10,000 or fewer. USDA-RD provides support for rental housing development, direct and guaranteed mortgage loans for homebuyers, and support for self-help and cooperative housing development.

U.S. Department of Agriculture-Farm Labor Housing Direct Loans & Grants

The Farm Labor Housing Direct Loans & Grants program provides affordable financing to develop housing for year-round and migrant or seasonal domestic farm laborers. It assists qualified applicants that cannot obtain commercial credit on terms that will allow them to charge rents that are affordable to low-income tenants. Borrowers must have sufficient qualifications and experience to develop and operate the project. Qualified applicants include:

- ✦ Farmers, associations of farmers and family farm corporations
- ✦ Associations of farmworkers and nonprofit organizations

- ✦ Most State and local governmental entities
- ✦ Federally recognized Tribes

HOME Investment Partnerships Program

The HOME Investment Partnerships Program (HOME) provides formula grants to states and localities that are often used in partnership with local nonprofit groups to fund a wide range of activities that builds, buys and/or rehabilitates affordable housing for rent or homeownership or provides direct rental assistance to low-income people.

Participating jurisdictions may choose among a broad range of eligible activities, such as: providing home purchase or rehabilitation financing assistance to eligible homeowners and new home buyers; building or rehabilitating housing for rent or ownership; or for "other reasonable and necessary expenses related to the development of non-luxury housing, including site acquisition or improvement, demolition of dilapidated housing to make way for HOME-assisted development, and payment of relocation expenses." The program's flexibility allows states and local governments to use HOME funds for grants, direct loans, loan guarantees or other forms of credit enhancement, or rental assistance.

Wisconsin Department of Administration–Division of Housing and Intergovernmental Relations

Beyond the funds distributed through HUD, DHIR administers several state-funded programs that can potentially be used to finance housing improvements. Money available through the DHIR, because it is funded by general-purpose revenue, cannot be used to invest directly in housing development. However, funds can achieve the desired result by helping organizations develop the capacity to construct houses or by providing various types of financial assistance to homebuyers or renters through grants to local governments or nonprofit agencies.

Wisconsin Housing and Economic Development Authority

The Wisconsin Housing and Economic Development Authority (WHEDA) is a quasi-governmental agency that finances housing development through the sale of bonds. Unlike the DHIR, it receives no direct state-tax support. As such, WHEDA can provide mortgage financing for first-time homebuyers and financing for multifamily housing as well. Specific programs evolve and change with the needs of the housing market.

East Central Wisconsin Regional Planning Commission⁸

Since 1998, ECWRPC staff has served as a resource for addressing housing issues within the region by providing housing related data, identifying and discussing housing needs and potential solutions to those needs with communities. Staff meets with supporting organizations, assists organizations with grant applications, and serves on housing related boards and committees. Additionally, staff produces reports and fact sheets to help address or meet housing needs within the region. The intent of this program is to assist local housing authorities with strategic plans, facilitate the development of local

⁸ Source: WCWRPC website.

comprehensive plans, and provide assistance and guidance to local governments, developers and other entities as they address housing issues.

For additional information related to transportation, please refer to the 2007 City of Weyauwega Comprehensive Plan.

DRAFT



Ch. 3: Transportation

Image courtesy: Google Street View

Introduction

An effective transportation network supports the needs of residents, local businesses, visitors, and through-traffic, and is essential to the well-being and prosperity of every community. It connects people and businesses to goods and services, and links them to the region, state, nation, and world. It provides mobility and creates access to opportunity. Like most rural communities, Weyauwega's network is dominated by roads and highways. Safe and convenient access to pedestrian and bicycle facilities, accessible mobility options for seniors, electric vehicle infrastructure, and other such alternatives to cars, trucks, and the like are in short supply. Enhancing and expanding these multi-modal transportation facilities will allow the Town to accommodate current needs while better preparing for the future.

Transportation Goals

To provide connectivity, access, and mobility in the transportation system allowing for the movement of people by choice of transportation mode.

To expand access to safe and equitable walking, bicycling, senior transit, and electric vehicle infrastructure.



Waupaca County Transportation Program

Serving residents of Waupaca County who are aged 60 or older or individuals with a disability regardless of age (who do not receive Medicaid) are eligible to use the service.

WE CAN HELP WITH...

- Doctor & Healthcare Appointments
- Dental Appointments
- Grocery & Essential Shopping
- Hair Appointments
- Personal Appointments
- Elderly Nutrition Program
- Congregate Dining
- Bistros 60

RIDE COPAYS

In-town trip: \$2.50
In county trip: \$5.50
Out of county trip < 100 miles: \$11.00
Out of county trip 100-200 miles: \$16.50
Out of county trip > 200 miles: \$60.50
Additional fee for medical transport: \$10.00

TO SCHEDULE A RIDE

715-258-6279

Dispatch Hours:
Monday-Friday
7:30am-3:30pm

TO SCHEDULE A RIDE PLEASE HAVE...

- Appointment date and time
- Approximate length of appointment
- Facility name and address
- Additional information for the driver

Must provide 3 business days notice

Image courtesy Waupaca County Health & Human Services.

Transportation Plan

The primary focus of the transportation element is to maintain the existing road network and increase the availability of multi-modal transportation options. Although personal vehicles will remain the dominant means of transportation for years to come, the types of such vehicles will differ from today. They will likely be smaller, more autonomous, and based on systems other than internal combustion engines.

Transportation for Seniors

The number of adults over the age of 65 in Wisconsin is expected to nearly double over the next two decades. In contrast, the number of children and working age adults will remain relatively constant. By 2040, nearly one in four Wisconsin residents will be over the age of 65. Most older adults express a strong desire to age in place. This will present a range of transportation, housing, and human service challenges for local government. Without safe,

convenient, and affordable travel options, seniors may face isolation, reduced quality of life, economic hardship, and difficulty accessing services.

For most people, the ability to drive is synonymous with independence. Personal vehicles account for more than 80% of trips made by older adults. Seniors who no longer drive report making fewer trips to the doctor, to shop or dine, and to visit family and friends. Long before older adults stop driving, they often begin to self-regulate...they change where, when, and how frequently they drive. They also stop walking, avoid taking public transportation, and rely increasingly on family and friends to get around. Since safety and disability concerns increase with age, the demand for accessible transportation is expected to grow.

Waupaca County Catch-a-Ride

Waupaca County Catch-a-Ride, in collaboration with Feonix - Mobility Rising, Waupaca County Economic Development Corporation (WCEDC), and Make the Ride Happen is funded by the Wisconsin Workforce Innovation Grant. The goal is to provide employment rides as a top priority for any resident of Waupaca County, Wisconsin who needs transportation. Finding affordable and reliable transportation options in rural Waupaca County, Wisconsin can be a challenge.

Whether your vehicle is in the shop, your battery is dead, it's too cold to walk, or you don't have access to a vehicle; WCCAR is available for your transportation needs.

Source: WCCAR.

Pedestrian & Bicycle Facilities⁹

Bicycling and walking are basic, fundamental forms of transportation. Yet they are often overlooked in favor of cars and trucks when planning for future transportation needs. For many Americans, particularly children and seniors, the ability to walk or bike to a destination is critical to their freedom of mobility. Municipalities have the same level of responsibility to provide for the safety of bicyclists and pedestrians as they do for motorists.

In a comprehensive, national study on bicycling and walking, the U.S. Department of Transportation (USDOT) found that increased levels of bicycling and walking transportation would result in significant benefits in terms of health and physical fitness, the environment, and transportation-related effects. In response, USDOT set the following goals as a result of this study:

- ✦ To double the percentage of total trips made by bicycling and walking in the United States—from 7.9 to 15.8 percent of all travel trips.
- ✦ To simultaneously reduce by ten percent the number of bicyclists and pedestrians killed or injured in traffic crashes.



Masākāēw Trail. Image courtesy Waupaca County News

Nontraditional Vehicles

Nontraditional vehicles include all-terrain vehicles (ATVs), utility terrain vehicles (UTVs), and golf carts, among others. They are becoming a more common sight on rural roads and subdivision streets and can provide a convenient means of short-distance transportation in addition to a variety of recreational uses.

ATVs are not allowed on Interstate highways but can access state highways with approval from the WisDOT within municipalities allowing for their use on local roads. A town, village, city, or county may enact an ordinance under Wis. Stat. § 23.33(8)(b), to designate a highway as an ATV route. Access to roads with a posted maximum speed limit of 35 mph is permissible under the law. Much of the state's highway system operates with speed limits above



Images courtesy (from top): Wisconsin Public Radio; Wisconsin State Journal

⁹ Excerpted from 'Bicycle and Pedestrian Facilities,' Jennifer L. Toole, AICP, and Bettina Zimny, AICP.

35 mph, and these higher speed roads remain off-limits to ATV use without approval from WisDOT.¹⁰

Transportation Programs

Wisconsin Pedestrian Policy Plan 2020

The Wisconsin Pedestrian Policy Plan 2020, created by WisDOT, was established to make pedestrian travel a viable, convenient and safe transportation choice throughout Wisconsin. While the plan primarily aims to minimize the barrier to pedestrian traffic flow from state trunk highway expansions and improvements, it provides guidance to local communities on how to encourage pedestrian travel through the creation of pedestrian plans, increasing enforcement of pedestrian laws, adopting and implementing sidewalk ordinances, and addressing pedestrian issues through the public participation component of comprehensive planning.

Local Roads Improvement Program

The Local Roads Improvement Program (LRIP) assists local governments in improving seriously deteriorating county highways, town roads, and city and village streets. The competitive reimbursement program pays up to 50% of total eligible costs with local governments providing the balance. The program has three basic components: County Highway Improvement (CHIP); Town Road Improvement (TRIP); and Municipal Street Improvement (MSIP).

Highway Safety Improvement Program

The Highway Safety Improvement Program (HSIP) is administered by WisDOT. Funds are used for highway safety projects at locations that have a high crash history. The objective of the HSIP is to develop and implement stand-alone safety projects that will reduce the number and severity of crashes. The funding ratio for this program is 90% federal and 10% local match.

Transportation Alternative Program

The Transportation Alternatives Program (TAP) allocates federal funds to transportation improvement projects that “expand travel choice, strengthen the local economy, improve the quality of life, and protect the environment.” TAP was authorized in 2012 by federal transportation legislation, the Moving Ahead for Progress in the 21st Century Act (MAP- 21). TAP combines three previously separate programs: Safe Routes to School, Transportation Enhancements, and the Bicycle and Pedestrian Facilities Program. Eligible projects include:

- ✦ Trail facilities for non-motorized transport.
- ✦ Constructing safe routes for non-drivers.
- ✦ Converting abandoned railroad corridors for non-motorized transportation.
- ✦ Constructing turnouts, scenic overlooks and viewing areas.

¹⁰ Excerpted from: *All Terrain Vehicles and Utility Terrain Vehicles*, WisDOT.

- ✦ Community improvement activities.
- ✦ Any environmental mitigation activity.
- ✦ The Recreational Trails Program.
- ✦ The Safe Routes to School Program.
- ✦ Projects in the right of way of former interstate system routes or other divided highways.

All TAP projects are funded 80% federally with a 20% local match. Projects must be completed within approximately six years or will risk loss of funding.

Bicycle and Pedestrian Facilities Program

The Bicycle and Pedestrian Facilities Program is a grant program under TAP that provides funding to construct or plan for bicycle or bicycle-pedestrian facility projects. State statutory language specifically excludes pedestrian-only facilities such as sidewalks and streetscape projects. Construction projects costing \$200,000 or more are eligible for funding, as are planning projects costing \$50,000 or more. Additionally, completed projects must be usable and not staged so that additional money is needed to create a useful project. Project sponsors must pay for a project and then seek reimbursement from WisDOT. Federal funds will provide up to 80% of project costs while the sponsor must provide at least the other 20%.

For additional information related to transportation, please refer to the 2007 City of Weyauwega Comprehensive Plan.

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Ch. 4: Utilities & Community Facilities

Introduction

Utilities and community facilities provide the critical infrastructure allowing a community to function. Energy infrastructure (electricity, natural gas, solar and wind, etc.), public safety, road maintenance, and the like are all vital services provided or regulated by local government. These and the other services and facilities presented in this chapter are necessary to allow residents and business owners to thrive. Weyauwega will continue to maintain a high standard of service for those utilities, services,

and facilities under its management, and will work with other levels of government and the private sector to continue quality service to our community.

Utilities & Community Facilities Goals

Maintain an efficient and cost-effective system of facilities and utilities infrastructure providing for the needs of people, neighborhoods, and businesses.

Provide a system of parks, open spaces, and other outdoor recreation facilities to meet the needs of a growing and diversifying population.

Utilities & Community Facilities Plan

Many factors influence a community's ability to adequately serve the facility and utility needs of its constituents, including timing, location, and construction of new infrastructure; need for increasing levels of services as the community grows and ages; greater economic competition within the region; and fiscal constraints, among others. Opportunities include a steadily growing local population, access to transportation, and proximity to population centers in southeast Wisconsin. Properly designed public utility systems will provide maximum protection of community health while guiding growth and ensuring the fair and equitable distribution of benefits and costs.

Maintaining Reasonable Tax Levels

Given long-term uncertainties surrounding Wisconsin's shared revenue program coupled with state-imposed levy limits, Weyauwega must carefully consider all future capital expenditures. The City will continue to consider measures to ensure the supply of efficient, cost-effective services, and to reduce the tax burden on landowners. The most commonly used means by which to manage municipal budgets are to closely monitor discretionary spending, restructure existing debt, consider opportunities for shared service agreements with neighboring communities, and establish capital improvements planning.

Low Impact Development

The term 'low impact development' (LID) refers to stormwater management systems and practices that use or mimic natural processes that result in the infiltration, evapotranspiration, or use of stormwater to protect water quality and associated aquatic habitat. LID is an approach to land development (or re-development) that works with nature to manage stormwater at the source (or as close as possible to the source).

LID employs principles such as preserving and recreating natural landscape features and minimizing effective imperviousness to create functional and appealing site drainage thereby treating stormwater

as a resource rather than a waste product.¹¹ Common LID techniques include bio-retention facilities, rain gardens, vegetated rooftops, rain barrels, and permeable (or pervious) pavements. LID allows stormwater to be managed in a manner which reduces the impact of built areas and promotes the natural water cycle.



Low Impact Development. Images courtesy (from left): Ayres Associates; H-GAC

Park and Recreation Planning

Park and Recreation Standards

The National Recreation and Park Association (NRPA) regularly develops outdoor recreation standards based upon national surveying. Such standards can be effective as a guide to determining whether existing facilities and services are sufficient to meet existing (and future) needs. Within communities of similar size, the determination of adequacy may be influenced by several variables, including:

- ✦ The culture of the community.
- ✦ The percentage of the population represented by seniors, youth, motorized & silent sports enthusiasts, etc.
- ✦ The availability of natural assets such as lakes, forests, grasslands, and the like.
- ✦ Proximity to state and county parks and recreation facilities.
- ✦ Seasonal fluctuations in non-resident population.

The most effective tool for parks and recreation planning in Wisconsin is the Comprehensive Outdoor Recreation plan, or CORP. A CORP is a document that describes current parks, recreation, and open space assets and presents a strategy for meeting future needs. The purpose of the plan is to guide land acquisition, development, and maintenance activities by identifying the general location, character, and extent of existing and desired parks, playgrounds, and special recreation areas. NRPA's 2021 Field Report recommends municipalities provide one park for every 2,277 residents served and 9.9

¹¹ Source: Wisconsin Department of Natural Resources.

acres of parkland per 1,000 residents.¹² The report was drawn from the results of surveys submitted by nearly 1,000 agencies (i.e., municipalities) across the U.S. The data was used to establish typical population-based benchmarks for parks and recreation facilities.

Comprehensive Outdoor Recreation Plan

The funding of local parkland acquisition and development has become more difficult because of reduced state funding and legislation limiting the use of impact fees. As a result, more Wisconsin communities are seeking grant funding to offset the cost of park and recreation development. An adopted CORP is a prerequisite for nearly all state and federal grant funding programs. A CORP must be updated every five years.

Broadband Access

Broadband plays a key role in economic, public, and social sectors, including education, healthcare, agriculture, manufacturing, industry, energy, public safety, and more. Access enables local communities, regions and nations to develop, attract, retain, and expand job-creating businesses and institutions. It also improves the productivity and profitability of large, small, and home-based businesses and allows them to compete in local, national, and global markets. In the 2021 Broadband Deployment Report, the Federal Communications Commission estimated 6.8% of the population in Wisconsin (or 394,000 people) lack access to at least one fixed, terrestrial broadband service with a speed of 25/3 Mbps or better.¹³

Utilities & Community Facilities Programs

Rural Economic Development Loan and Grant Program

The Rural Economic Development Loan (REDL) and Grant (REDG) programs provide funding to rural projects through local utility organizations. Under the REDL program, USDA provides zero interest loans to local utilities that are then passed through to local businesses for projects that will create and retain employment in rural areas. The ultimate recipients repay the lending utility directly. The utility is responsible for repayment to USDA. Under the RED program, USDA provides grant funds to local utility organizations to establish revolving loan funds. Loans are made from the revolving loan funds to projects that will create or retain rural jobs. When the revolving loan fund is terminated, the grant is repaid to the Agency.

Rural Utilities Program

A number of programs are available through the Rural Utilities Program as part of the Water and Environmental Programs (WEP). WEP provides loans, grants, and loan guarantees for drinking water, sanitary sewer, solid waste, and storm drainage facilities in rural areas, cities, and towns of 10,000 or less. Public bodies, non-profit organizations, and recognized Indian Tribes may qualify for assistance.

¹² Source: *NRPA Agency Performance Review*, National Recreation and Park Association.

¹³ Source: 'Governors Task Force on Broadband Access,' Wisconsin Broadband Office and Public Service Commission of Wisconsin.

WEP also makes grants to nonprofit organizations to provide technical assistance and training to assist rural communities with their water, wastewater, and solid waste programs. Available programs include:

- ✦ Water and Waste Disposal Direct and Guaranteed Loans
- ✦ Water and Waste Disposal Grants
- ✦ Technical Assistance and Training Grants
- ✦ Solid Waste Management Grants
- ✦ Rural Water Circuit Ride Technical Assistance

Broadband Expansion Grant Program

The purpose of the Broadband Expansion Grant Program is to encourage the deployment of advanced telecommunications capability in underserved areas of the state. Successful applicants will demonstrate a clear and achievable plan to improve broadband communications services in one or more underserved areas in the state. Eligible applicants include an organization, a telecommunications utility, or a city, village, town, or county that has established a legal partnership or joint venture arrangement with an otherwise qualified organization or telecommunications utility, and as such meets the eligibility requirements set forth in Wis. Stat. § 196.504(1).

Telecommunications Program

The Telecommunications Program improves the quality of life in rural America by providing capital for the deployment of rural telecommunications infrastructure. Funding is available under various grant and loan programs.

Community Development Block Grant – Public Funds

The Community Development Block Grant (CDBG) for Public Funds supports infrastructure and facility projects for communities. Eligible projects include improvements, repairs, or expansions of streets, drainage systems, water and sewer systems, sidewalks, and community centers. Grants are limited to projects that, if implemented, would meet a CDBG National Objective.

Community Development Block Grant – Public Facilities Economic Development

Grant funds under the CDBG for Public facilities Economic Development are awarded to local governments for public infrastructure projects that support business expansion or retention. Examples of eligible applications include new or improved water & sewer service and streets that result in business expansion and job opportunities for low- and moderate-income individuals.

Public Service Commission of Wisconsin – Broadband Expansion Grant Program

The Broadband Expansion Grant program provides reimbursement for equipment and construction expenses incurred to extend or improve broadband telecommunications service in underserved areas of the state. An application for a grant may be submitted by any of the following entities:

- ✦ An organization operated for profit or not for profit, including a cooperative.
- ✦ A telecommunications utility.
- ✦ A city, village, town, or county that has established a legal partnership or joint venture arrangement with an otherwise qualified organization or telecommunications utility.

Clean Water Fund Program

The Clean Water Fund Program (CWFP) provides subsidized interest rate loans to municipalities seeking to fund wastewater and stormwater infrastructure projects. The CWFP also includes pilot projects to fund adaptive management and other non-traditional projects to comply with a municipality's permit limit. Applications for funding are accepted year-round when funding is available.

Safe Drinking Water Loan Program

The Safe Drinking Water Loan Program provides subsidized interest rate loans to municipalities seeking to fund drinking water infrastructure projects. Applications are accepted year-round when funding is available.

Land and Water Conservation Fund

The Land and Water Conservation Fund is a federal program administered in all states that encourage creation and interpretation of high-quality, outdoor recreational opportunities. Funds received under this program are split between WDNR projects and grants to local governments for outdoor recreation activities. Grants cover fifty percent of eligible project costs.

Urban Nonpoint Source & Stormwater Management Grants

This program provides competitive grants to local governments to reimburse costs of planning or construction projects controlling urban nonpoint source and stormwater runoff pollution.

Knowles-Nelson Stewardship Programs

The Wisconsin Legislature created the Knowles-Nelson Stewardship Program (KNSP) in 1989 to preserve valuable natural areas and wildlife habitat, protect water quality and fisheries, and expand opportunities for outdoor recreation. The conservation and recreation goals of the Stewardship Program are achieved through the acquisition of land and easements, development of recreational facilities, and restoration of wildlife habitat.

Funding for KNSP comes from state general obligation bonds. The State sells bonds to investors to raise funding, then repays the debt over subsequent years. The application deadline is May 1 of each year. Applications should be submitted to the local WDNR Regional Office. KNSP subprograms include:

- ✦ [Aids for the Acquisition and Development of Local Parks](#). KNSP sets aside 50% of the funds in the Local Assistance Program for projects that improve community recreation areas and

acquire land for public outdoor recreation. Funds are allocated on a regional basis with 70% distributed based on each county's proportionate share of the state population and 30% distributed equally to each county. Applicants compete against other applicants from their region. Funds may be used for both land acquisition projects and development projects for nature-based outdoor recreation. Nonprofit conservation organizations may only apply for funds for land acquisition. They are not eligible for funds for development projects.

- ★ Acquisition of Development Rights. The purpose of the Acquisition of Development Rights Program is to protect natural, agricultural or forest lands that enhance and/or provide nature-based outdoor recreation. 'Development Rights' are the rights of a landowner to develop their property to the greatest extent allowed under state and local laws.

Recreational Trails Program

Municipal governments and incorporated organizations are eligible to receive reimbursement for development and maintenance of recreational trails and trail-related facilities for both motorized and non-motorized recreational trail uses. Eligible sponsors may be reimbursed for up to 50% of eligible project costs. Funds from this program may be used in conjunction with funds from the state snowmobile or ATV grant programs and Knowles-Nelson Stewardship development projects.

Acquisition and Development of Local Parks Program

The Acquisition and Development of Local Parks Program provides assistance to local government to buy land or easements and develop or renovate local parks and recreation area facilities for nature-based outdoor recreation purposes (e.g., trails, fishing access and park support facilities). Applicants compete for funds on a regional basis. This grant program is part of the Knowles-Nelson Stewardship Program.

Recreational Trail Aids

Municipal governments and incorporated organizations are eligible to receive reimbursement for development and maintenance of recreational trails and trail-related facilities for both motorized and non-motorized recreational trail uses. Eligible sponsors may be reimbursed for up to fifty percent of the total project costs. This program may be used in conjunction with the state snowmobile or ATV programs and Stewardship development projects.

Park Impact Fees¹⁴

Wis. Stat. §§ 236.45 and 66.0617 provide for the collection of impact fees allowing Wisconsin municipalities to pay for anticipated capital costs associated with new development. Capital costs refer to the one-time cost of constructing, expanding or improving physical, public facilities such as highways, sewage treatment systems, and outdoor recreation, among others. Prior to developing or imposing an impact fee, a municipality must conduct a detailed needs assessment to determine the portion of facility costs necessitated by the new development.

¹⁴ Source: *Planning Implementation Tools: Impact Fees*, UW Stevens Point Center for Land Use Education.

The impact fee may not be used to pay for inadequacies in the current system. Rather than distributing costs associated with new development among existing property owners (generally in the form of increased property taxes), impact fees are collected from the developer or property owner at the time of building permit. They also do not cover operational or maintenance costs, which can be significant over the lifetime of a facility. Once established, impact fees are typically incorporated within a Land Division & Subdivision Ordinance.

User Fees

Local government may impose user fees to offset the costs of park improvements, recreation programs, and maintenance. These fees are discretionary and are typically established by the elected body. User fees are more common with certain recreation facilities than others. Examples include RV campgrounds, indoor skate parks, and RC fields, among numerous others.

For additional information related to utilities and community facilities, please refer to the 2007 City of Weyauwega Comprehensive Plan.

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Ch. 5: Agricultural, Natural, & Cultural Resources

Introduction

Agricultural, natural, and cultural resources are defining elements of a community. While the number of farms and farming acreage have declined throughout the state, agriculture remains an important component of the economy. Natural features such as lakes, streams, wetlands, forests, prairies, and soils have significant bearing on historic and contemporary land use and development patterns. Understanding the relationship between environmental characteristics and their physical suitability to accommodate specific types of activities or development is a key ingredient in planning a community's future land use. Finally, historic structures are a defining and unifying element of the built environment, creating ties between the past and the present...and a bridge to the future.

Goals

Preserve the natural resource base, environmentally sensitive areas, and surrounding agricultural lands, which contribute to maintaining the ecological balance, natural beauty, economic wellbeing, and quality of life.

Partner with landowners, developers, land trusts, and other organizations to preserve environmentally significant places and culturally important structures.

Agricultural, Natural, and Cultural Resources Plan

Conservation-based Development

Conservation-based development is a tool intended to minimize the amount of disturbance to the natural landscape by preserving onsite resources identified during the planning stages of development. Resources commonly targeted for preservation include wetlands, streams and ponds, riparian corridors, natural or sensitive habitat areas, steep slopes, view sheds, and agricultural lands. The goal is to successfully integrate a development with its environment and unique natural surroundings, rather than having the environment functioning apart from the development altogether. Such an approach minimizes the site disturbance footprint by confining development to within existing open spaces and taking advantage of site topography by constructing roads on natural ridgelines. A conservation-based development typically involves a developer and his/her team of surveyors, engineers, and landscape architects conducting site assessments to identify features of interest to preserve from which a design layout is generated.

The following are components of an effective conservation-based development design:

- ✦ Preservation and protection of natural drainage patterns
- ✦ Protection of sensitive natural resources
- ✦ Maintenance of existing topography
- ✦ Clearing and grading as little as possible
- ✦ Minimize the amount of impervious cover
- ✦ Maintaining a community-determined ratio of preserved open space to developed area

Local governments may implement conservation-based concepts for residential development within the zoning and subdivision ordinances, and for commercial and industrial development through the zoning ordinance and site plan review process.

Riparian Buffers¹⁵

Additional strains are placed on aquatic systems with each new home, business, or road constructed in a community. Development in a watershed has direct and predictable effects on streams and wetlands. The implementation of best management practices can protect water quality during construction, road building, and farming. Historically, water quality was degraded by point sources, or direct discharges to lakes and rivers from industry, municipal sewerage districts and the like.

Since the passage of the Federal Water Pollution Control Act of 1972 (the Clean Water Act), the United States had taken dramatic steps to improve the quality of water resources. No longer are industries allowed to discharge untreated waste directly to surface waters.

Today, the greatest threat from a cumulative standpoint to streams and lakes comes through nonpoint-source water pollution. Nonpoint-source water pollution, or runoff, cannot easily be traced to a single point of origin. It occurs when rainwater or snowmelt flows across the land and picks up soil particles, organic wastes, fertilizers, and other contaminants that become pollution when carried to surface and/or groundwater. Nonpoint pollution, in the form of nitrogen, phosphorus and total suspended solids (soil particles), contaminates streams and lakes, increases the growth of algae and harmful aquatic weeds, covers spawning beds and feeding areas, and turns streams into conveyances of stormwater. The main sources of nonpoint pollution include impervious surfaces, agricultural fields, and residential lawns.

Riparian buffers are zones adjacent to water bodies such as lakes, rivers, and wetlands that protect water quality and wildlife, including both aquatic and terrestrial habitat. These zones minimize the impacts of human activities on the landscape and contribute to recreation, aesthetics, and quality of life.

Buffers can include a range of complex vegetation structure, soils, food sources, cover, and water features that offer a variety of habitats contributing to diversity and abundance of wildlife such as mammals, frogs, amphibians, insects, and birds. Buffers can consist of a variety of canopy layers and cover types including ephemeral (temporary-wet for only part of year) wetlands, ponds, and spring pools; shallow and deep marshes; wetland meadows; wetland mixed forests; grasslands; forests; and prairies. Riparian zones are areas of transition between aquatic and terrestrial ecosystems that provide numerous benefits to wildlife and people including pollution reduction and recreation. Riparian buffers are widely considered to be the single most effective protection for water resources.

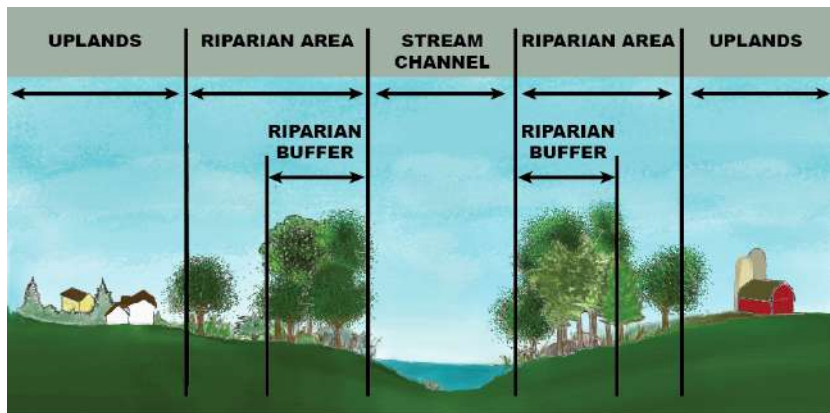
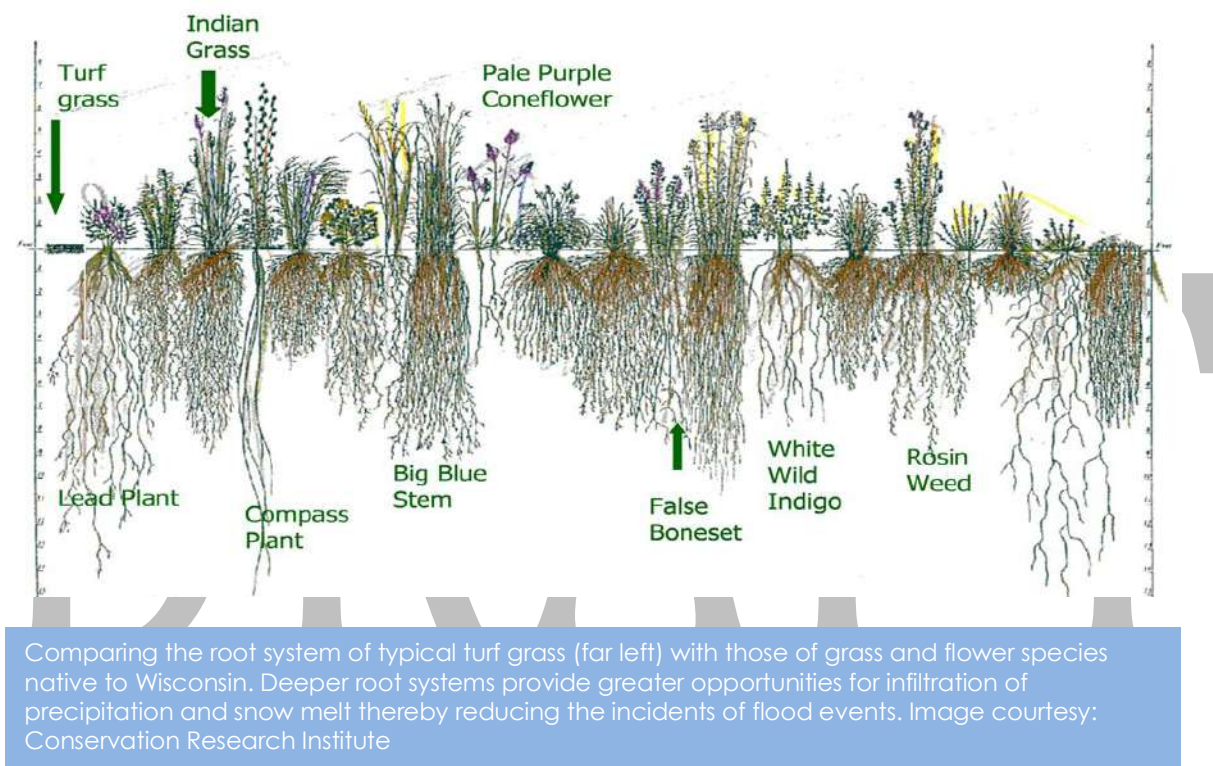


Image courtesy: USEPA

¹⁵ Excerpted from: *Managing the Water's Edge: Making Natural Connections*, USEPA.

Native Landscapes

A native landscape is generally defined as one comprised of species that occur naturally in a particular region, ecosystem, or habitat, and that were present prior to European settlement. Landscaping with native wildflowers, grasses, shrubs, and trees improves the environment. Natural landscaping brings a taste of wilderness to urban, suburban, and corporate settings by attracting a variety of birds, butterflies, and other animals. Once established, native plants do not need fertilizers, herbicides, pesticides, or watering, thus benefiting the environment and reducing maintenance costs.¹⁶



The benefits of native landscapes include:

- ✦ **Environmental.** Once native plants are returned to the land, many species of birds, mammals, reptiles and beneficial insects return as well, restoring a vital part of the web of life. Landscaping with natives enriches the soil, decreases water run-off, and filters the pollution caused by nonpoint source pollution from commercial sites, subdivisions, parks, and farms.
- ✦ **Economic.** Over the long term, native landscaping is more cost-effective than traditional landscaping and requires no fertilizers, pesticides, or irrigation. Natives also increase infiltration reducing the need for expensive stormwater management infrastructure (see image above).

¹⁶ Excerpted from: *Landscaping with Native Plants in the Great Lakes Region*, USEPA.

- ✦ Aesthetic. While traditional landscapes use one or two species of grass, native landscape designs can include dozens of species of trees, shrubs, grasses, and wildflowers. Each is unique and constantly evolving, and thrives in wet, dry, sunny, and shaded locations.
- ✦ Educational. Native landscapes provide hands-on opportunities for people of all ages to learn about habitats and ecosystems.

Historical & Cultural Preservation Ordinance

Weyauwega is a 168-year-old community possessing an array of historically and culturally significant places and structures. The Wisconsin Historical Society Architectural History Inventory (hereafter, AHI) lists 13 properties in or adjacent to the City, some of which may no longer exist. These properties are generally concentrated on Main Street and include 100 W. Main St., 205 W. Main St., 312 W. Main St., and Community Park, among others



Clockwise from top left: Exchange Building, St. Peter's Evangelical Lutheran Church, Colonial Revival/Georgian Revival house. Images courtesy: AHI

Architectural History Inventory

AHI is a digital source of information on more than 151,000 historic buildings, structures, and objects throughout Wisconsin. Each property has a digital record providing basic information about the property and most include exterior images.

Most properties listed in the AHI are privately owned and not open to the public. Their listing conveys no special status such as National Register designation, rights or benefits for owners of these properties. A wide range of historic properties are represented such as the round barns, log houses, metal truss bridges, small town commercial buildings, and Queen Anne houses that reflect Wisconsin's distinct cultural landscape.

Most properties became a part of the AHI as a result of a systematic architectural and historical survey begin in the mid-1970s.

Source: AHI

The principal means by which local government may preserve and protect historically and culturally important resources is via a historic preservation ordinance. A historic preservation ordinance enables a community to protect its sense of place, maintain and revitalize its downtown and older

neighborhoods, increase community pride, and reinforce overall economic development. Chapter 287: Historic Preservation, of the City of Weyauwega Municipal Code, was adopted in 2001. Its purpose is to:

- ✦ Effect and accomplish the protection, enhancement and preservation of such improvements, sites and districts which represent or reflect elements of the City of Weyauwega's cultural, social, economic, political and architectural history.
- ✦ Safeguard the City of Weyauwega's historic, prehistoric and cultural heritage, as embodied and reflected in such historic structures, sites and districts.
- ✦ Stabilize and improve property values and enhance the visual and aesthetic character of the City of Weyauwega.
- ✦ Protect and enhance the City of Weyauwega's attractions to residents, tourists and visitors and serve as a support and stimulus to business and industry.

The ordinance should be review and, if necessary, updated at least once every five years to ensure its continuing efficacy.

Agricultural, Natural, and Cultural Resources Programs

Wisconsin Department of Natural Resources

Knowles-Nelson Stewardship Program – Acquisition and Development of Local Parks Program

The Knowles-Nelson Stewardship Program (KNSP) sets aside fifty percent of the funds in the Local Assistance Program for projects that improve community recreation areas and acquire land for public outdoor recreation. Funds are allocated on a regional basis with seventy percent distributed based on each county's proportionate share of the state population, and thirty percent distributed equally to each county. Applicants compete against other applicants from their region. Funds may be used for both land acquisition projects and development projects for nature-based outdoor recreation.

Under all KNSP programs, eligible local governments are only those towns, villages, cities, counties, and tribal governments that have a DNR-accepted comprehensive outdoor recreation plan or master plan that has been approved by resolution by the local governing unit. Local governments with qualifying plans receive eligibility to apply for grants for up to five years.

Knowles-Nelson Stewardship Program – Urban Greenspace Program

The intent of the Urban Green Space Program (UGS) is to provide open natural space within or in proximity to urban areas; to protect from urban development areas within or in proximity to urban areas that have scenic, ecological, or other natural value; and to provide land for non-commercial gardening for the residents of an urbanized area.

Knowles-Nelson Stewardship Program – Acquisition of Development Rights Program

The purpose of the Acquisition of Development Rights Program is to protect natural, agricultural, or forestlands that enhance and/or provide nature-based outdoor recreation. "Development Rights" are the rights of a landowner to develop their property to the greatest extent allowed under state and local laws.

Lake Management Grants

Eligible for municipalities that have an approved management plan within five years of the year in which the grant application is submitted for Lake Management Plan Implementation. Focus areas include lake management planning, lake protection and classification, and aquatic invasive species control.

Land and Water Conservation Fund Program

The Land and Water Conservation Fund is a federal program administered in all states that encourages creation and interpretation of high-quality outdoor recreational opportunities. Funds received by the DNR for this program are split between DNR projects and grants to local governments for outdoor recreation activities. Grants cover fifty percent of eligible project costs. Eligible projects include:

- ✦ Land acquisition or development projects that will provide opportunities for public outdoor recreation.
- ✦ Property with frontage on rivers, streams, lakes, estuaries, and reservoirs that will provide water-based outdoor recreation.
- ✦ Property that provides special recreation opportunities, such as floodplains, wetlands, and areas adjacent to scenic highways.
- ✦ Natural areas and outstanding scenic areas, where the objective is to preserve the scenic or natural values, including wildlife areas and areas of physical or biological importance. These areas shall be open to the public for outdoor recreation use to the extent that the natural attributes of the areas will not be seriously impaired or lost.
- ✦ Land or development within urban areas for day use picnic areas.
- ✦ Land or development of nature-based outdoor recreation trails.
- ✦ Development of basic outdoor recreation facilities.
- ✦ Renovation of existing outdoor recreation facilities which are in danger of being lost for public use.

Wisconsin Historical Society

Historic Homeowner's Tax Credits

The Wisconsin Historical Society's Division of Historic Preservation (DHP) administers a program of twenty-five percent state income tax credits for repair and rehabilitation of historic homes in Wisconsin. To qualify, the residence must be one of the following:

- ✦ Listed in the state or national register.

- ✦ Contributing to a state or national register historic district.
- ✦ Be determined through the tax credit application process to be eligible for individual listing in the state register.

For additional information related to agricultural, natural, and cultural resources, please refer to the 2007 City of Weyauwega Comprehensive Plan.

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Ch. 6: Economic Development

Image courtesy: Weyauwega Star Dairy

Introduction

Economic development is the process of encouraging business development to boost the local economy, provide new work opportunities, and improve the quality of life for the entire community. It involves anticipating change, diversifying industries, and redefining opportunities and challenges. Successful economic development programs result from the sustained actions of elected and appointed officials, generally in partnership with the private sector, to promote the standard of living and economic health of a community. Such actions involve multiple areas of the local economy including development of human capital (through higher education and job training), critical infrastructure, regional competitiveness, environmental sustainability, social inclusion, tax base preservation and expansion, and health and safety, among others.

Economic Development Goals

Broaden the tax base and grow a vibrant and diverse local economy.

Ensure the City is welcoming to businesses seeking to start, expand, or relocate in the community.

Develop the infrastructure necessary to allow local business to compete in the 21st-century marketplace.

Expand housing options to meet the needs of the future work force.

Collaborate with Waupaca County, neighboring municipalities, and other organizations to strengthen and expand the regional economy.

Current Economy

Weyauwega is an established, historically important city hosting an array of land uses. Its economic base includes a variety of small- to medium-sized service, commercial, and manufacturing uses. Although certain categories of commercial development (big box retail, grocers, goods and services, and the like) will tend to locate in nearby incorporated communities (see Reilly's Law below), opportunities for niche retail, healthcare, local services, and dining, along with valued-added manufacturing and other types of industrial development, may find fertile ground in the community.

[Reilly's Law of Retail Gravitation](#)¹⁷

Proximity to a larger municipality equates to greater competition for the day-to-day goods and services desired by residents. Developed by William J. Reilly in 1931, 'Reilly's Law of Retail Gravitation' states that larger communities will have spheres of influence much broader than smaller ones, meaning that consumers will travel farther to reach a larger city. Two communities of equal size tend to have a trade area boundary midway between the two. When communities are of unequal size, the boundary lies closer to the smaller city, giving the larger one a more expansive trade area. For smaller communities, an economic development strategy aimed at providing basic goods and services through conventional retail operations may find it difficult to overcome Reilly's Law.

¹⁷ Excerpted from: *Reilly's Law of Retail Gravitation*, Matt Rosenberg, 2009.

Types of Municipal Economies

The following categories provide a general description of the economies of small municipalities.¹⁸

- ✦ **Resource-Based.** This type of economy is characterized by geographic isolation. They are typically far away from larger cities/metro areas and have limited interstate access. These communities often have an aging population base and lack of opportunities for higher education and local employment.
- ✦ **Industrial.** The industrial economy is characterized by dependence on yesterday's economic base. Often a community of this type has a single manufacturing or industrial operation that sustains the vast majority of residents.
- ✦ **Metropolitanizing.** These communities are experiencing a high amount of residential development which causes concern about decreasing land supplies, loss of community identity, maintaining small town character, and avoiding becoming a "bedroom community."
- ✦ **Dependent.** Typically, an unincorporated area outside of the suburban ring of development or a smaller, somewhat isolated city of village. The vitality of this community depends on the economic success of the larger adjacent/nearby community.
- ✦ **Lifestyle.** These communities tend to include university towns, small communities with military bases, and tourist destinations. Residents enjoy their small community setting and quality of living but are concerned about their long-term dependency on a single economic source.

Weyauwega's economy is best described as Industrial/Dependent, with Resource-Based elements.

Economic Development Plan

Growing from Within

Local ownership of businesses tends to maintain economic diversity because it builds on the loyalty shared between customers, owners, and their community. Local businesses offer connections to place through everyday transactions. They keep money circulating in the community, thereby stimulating the economy and creating new economic niches. Businesses that begin in a community tend to stay in that community. The most effective way to ensure a healthy local economy over time is to offer assistance for those interested in starting their own business and provide the means to relocate within the community when growth merits such a move.

Economic Gardening

Economic gardening is an entrepreneurial approach to economic development that seeks to grow the local economy from within. Its premise is that local entrepreneurs create the companies that bring new wealth and economic growth to a community in the form of jobs, tax revenues, per capita income, and a vibrant local business sector. Economic gardening seeks to focus on growing and nurturing local businesses rather than focusing on business relocation as a development strategy.

¹⁸ Source: *Embracing Change in Small Communities*, Randall Gross, APA National Conference, March 2005.

The focus of economic gardening is on providing accurate, timely, and relevant information to local entrepreneurs regarding key areas such as competition, customer base, and industry trends, among others. Armed with this information, a small business owner is better able to make strategic decisions, avoid costly mistakes, and successfully grow his or her enterprise. Economic gardening strategies help local small businesses discover how to reach markets outside the region. In turn, these exporting growth-oriented companies can spur the formation of local business suppliers and service firms to support them. More and better-paid workers also increase the demand for local goods and services, recirculating wealth throughout the local and regional economy.¹⁹

The basic elements of economic gardening include:²⁰

- ✦ Providing critical information needed by businesses to survive and thrive.
- ✦ Developing and cultivating 'community infrastructure' that prioritizes a high quality of life, a culture that embraces growth and change, and access to intellectual resources, including qualified and talented employees.
- ✦ Developing connections between businesses and the people and organizations that can help take them to the next level, including business associations, universities, roundtable groups, service providers and more.

Business Retention

The key to a successfully business retention strategy is building trust between business owners and local officials. Communities must identify the specific gaps and niches their economies can fill and promote a diversified range of specialized industry clusters drawing on local advantages to serve local, regional, and international markets. Local government, business groups, educators, and the public must work together to create a vibrant local economy, through a long-term investment strategy that:²¹

- ✦ Encourages local enterprise.
- ✦ Serves the needs of residents, workers, and businesses.
- ✦ Promotes stable employment and revenues by building on local competitive advantages.
- ✦ Protects the natural environment.
- ✦ Increases social equity.
- ✦ Can succeed in the local, regional, and global marketplace.

Business Association

Business associations bring together business owners and provide its members with opportunities to network and share information and resources. While some members of an association may be competitors, they still share certain needs and preferences. Association members can help one another directly with referrals for services such as accounting, building maintenance, recruiting staff and marketing.

¹⁹ Excerpted from: *Economic Gardening, Growing Local Economies*, 2011.

²⁰ Excerpted from: *Second Stage Entrepreneurs: Economic Gardening, PEERspectives*, 2011.

²¹ Excerpted from: *Ahwahnee Principles for Economic Development, Economic Development for the 21st Century*, 2021.

Marketing and Place Branding

- ✦ **Marketing.** To attract business, industry, new residents, or visitors, a community must market itself beyond its geographic boundaries. A municipal marketing plan is a comprehensive blueprint that outlines the community's overall marketing efforts. It may include advertising in printed publications, the use of conventional and social media, public relations, promotions etc. Elements commonly addressed within a marketing plan include business attraction, revitalization, streetscaping, pedestrian and bicycle facilities, tax/utility rates, available land and infrastructure, tax incentives, and branding initiatives, among others.
- ✦ **Place Branding.** In the world of consumer goods, a brand is the sum of all experiences related to a given product or service. Brand perceptions are shaped by opinions related to quality, reliability, etc., as well as emotional experiences associated with the product. Place Branding is no different. Every resident has a perception of his/her community. Through actions and beliefs about their community they express that brand; one created over time and through experience.

Building a Resilient Economy

Resilience is a measure of the capacity of a community to utilize available resources to respond to, withstand, and recover from adverse situations. It is the ability to anticipate risk, limit impact, and bounce back rapidly through survival, adaptability, evolution, and growth in the face of dramatic changes to economic conditions.²²

Resilient communities can minimize the effects of financial crises, natural disasters, and other major disruptors of economic growth when they have the ability to quickly return citizens to work, reopen businesses, and restore other essential services needed for a full and timely economic recovery. They can do so by actively influencing and preparing for economic, social and environmental change. When times are bad, they can call upon the resources that make them a healthy community. A high level of social capital means that they have access to good information and communication networks in times of difficulty and can call upon a wide range of resources.²³

The factors most important in building resilience into the local economy include:²⁴

- ✦ **People.** Elected and appointed officials must be representative of an engaged public, be visionary, be willing to share power, and be capable of working towards solutions through consensus.
- ✦ **Organizations.** Resilient communities possess a variety of economic development organizations. These organizations serve the needs of the community through working partnerships that lead to ongoing collaborative efforts to sustain the local economy.
- ✦ **Resources.** Access to resources plays an enormous role in community resilience. Employment is the most prominent of all resources in this regard. It is essential that employment is diversified beyond a single large employer and that as many major employers as possible be locally owned. Diversity is key to weathering shifts in the larger environment.

²² Excerpted from: *Community Resilience*, Rand Corporation, March 2012.

²³ Excerpted from: *Healthy and Resilient Communities: Living the Future Now*, January 2014.

²⁴ Excerpted from: *What is Community Resilience?*, Canadian Center for Community Renewal, 2013.

Market Trade Analysis

A Market Trade Analysis (MTA) is a comprehensive study undertaken to better understand the local economy, and to identify the ways in which it can more effectively compete in the regional marketplace. It is intended to provide a framework for long-term economic sustainability. The MTA provides elected officials, current and future business owners, and residents with a fundamental description of the industry sectors that are prospering, struggling, or lacking within a community. Once completed, it serves as a roadmap for targeting market-based opportunities for development.

The local marketplace is divided into the elements of supply and demand. Opportunities for business creation or expansion arise when there is a mismatch between the products and services consumers are demanding and those that suppliers are providing. The MTA provides a tool to evaluate existing industry sectors and identify surplus and supply gaps.

The regional market provides competition for goods and services beyond municipal boundaries. When a product or service is unavailable locally, or at a lower cost or higher quality in a nearby community, consumers will travel outside the local market to transact business. To effectively evaluate the economic environment of a community, and identify opportunities for future economic development, the MTA incorporates *cohort communities* into the analysis. Cohorts are communities of similar size, demographic composition, economic diversity, and/or geographic location that serve as bases of comparison for the community at the center of the MTA.

Economic Development Programs

US Department of Agriculture – Rural Development Grant

The United States Department of Agriculture's Rural Development Grant (RDG) provides loans, grants and loan guarantees to support essential services such as housing, economic development, health care, first responder services and equipment, and water, electric and communications infrastructure. The RDG promotes economic development by supporting loans to businesses through banks, credit unions and community-managed lending pools.

US Environmental Protection Agency – Revolving Loan Fund

The Revolving Loan Fund provides funding for grant recipients to carry out cleanup activities at brownfield sites. Through these grants, the Environmental Protection Agency seeks to strengthen the marketplace and encourage stakeholders to leverage the resources needed to clean up and redevelop brownfields. When loans are repaid, the loan amount is returned into the fund and re-lent to other borrowers, providing an ongoing source of capital within a community.

Wisconsin Economic Development Corporation

The Wisconsin Economic Development Corporation's (WEDC's) Community Development Investment Grant (CDIG) program helps transform communities by supporting local development unique to Wisconsin's communities in Wisconsin. The CDIG supports urban, small city and rural community redevelopment efforts by providing financial incentives for shovel-ready projects with emphasis on, but not limited to, downtown community-driven efforts. Grants up to \$50,000 are available for planning efforts and grants up to \$500,000 are available for implementation projects. The program operates through a competitive process that occurs two to three times per fiscal year. Grant recipients must demonstrate significant, measurable benefits in job opportunities, property values and/or leveraged investment by local and private partners.

UW-Extension Center for Community & Economic Development

The UW-Extension Center for Community and Economic Development offers several programs intended to assist local governments with economic development activities. They include:

- ★ Community Preparedness and Resiliency
- ★ Downtown Revitalization
- ★ Food Systems Initiative
- ★ Tourism Development
- ★ First Impressions Program

East Central Wisconsin Regional Planning Commission²⁵

The East Central Wisconsin Regional Planning Commission (ECWRPC) was designated as an Economic Development District (EDD) in 1984 by the U.S. Department of Commerce's Economic Development Administration (EDA). As an EDD, ECWRPC operates as EDA's service provider through the Commission's Economic Development program for the 10-county region.

The Economic Development staff offer a variety of services to member governments through Federal funding. Additionally, the staff is actively involved in facilitating economic development throughout the region and fostering cooperation between the public and private sectors. ECWRPC manages the Comprehensive Economic Development Strategy for the region. This strategy allows the ECWRPC to identify and implement the projects necessary for economic development and to best leverage state and federal funds.

Comprehensive Economic Development Strategy

ECWRPC was designated as an Economic Development District (EDD) in 1984 by the U.S. Department of Commerce, Economic Development Administration (EDA). The EDA provides financial assistance to designated districts, in part, for the purpose of developing a Comprehensive Economic Development Strategy (CEDS), the Region's economic roadmap to diversify and strengthen the regional economy.

²⁵ Source: WCWRPC website.

The CEDS document analyzes the East Central WI Region's current economic conditions and serves as a guide for establishing regional goals and objectives, as well as developing and implementing a region plan of action. It is a working document used by both the public and private sectors to provide leadership with a current picture of the economic state of the region.

Unanimously adopted by the Commission on October 26, 2018, and submitted to the EDA, the 2018 Comprehensive Economic Development Strategy (CEDS) 5-Year Update analyzes the East Central WI Region's current economic conditions and serves as a guide for establishing regional goals and objectives, as well as developing and implementing a regional plan of action.

For additional information related to economic development, please refer to the 2007 City of Weyauwega Comprehensive Plan.

DRAFT



Ch. 7: Land Use

Introduction

Land Use is the central element of a comprehensive plan. Its main purpose is to provide a framework for decision makers to guide growth and development. Wisconsin's Comprehensive Planning Law requires that land use decisions reached via a zoning ordinance, subdivision ordinance, or official map be consistent with the comprehensive plan. This chapter will guide the Town Board, Plan Commission, property owners, and developers in decisions regarding the type, location, and density of future development.

Implementation of the comprehensive plan will result from the incremental decisions made by elected and appointed officials during the review and approval of zoning changes, certified survey maps, subdivision plats, site plans, and the like. Through these decisions, the City will move towards realizing its growth and development. Successful implementation will require a sustained effort by the public and private sectors to utilize this chapter and the Future Land Use Map as the essential decision-making guide for land use in the City of Weyauwega.

Land Use Goals

Avoid 'corridor creep' by concentrating future commercial and industrial land uses within well-planned development nodes located along major transportation routes.

Ensure that all development occurs in a manner minimizing negative impacts to the natural landscape.

Create multi-modal connections between significant land use nodes.

Current Land Use

Land Use Inventory

Table 9 presents the total acreage of existing current land uses in Weyauwega, along with the percent of the City's total land base, represented by each use. It is based on the Current Land Use map presented on the following page. The map was developed by BAW Cartography utilizing data provided by Waupaca County, WisDOT, and other relevant sources. The purpose of the map is to provide a reasonably accurate 'snapshot' of the community as it exists today.

Land Use Equalized Value²⁶

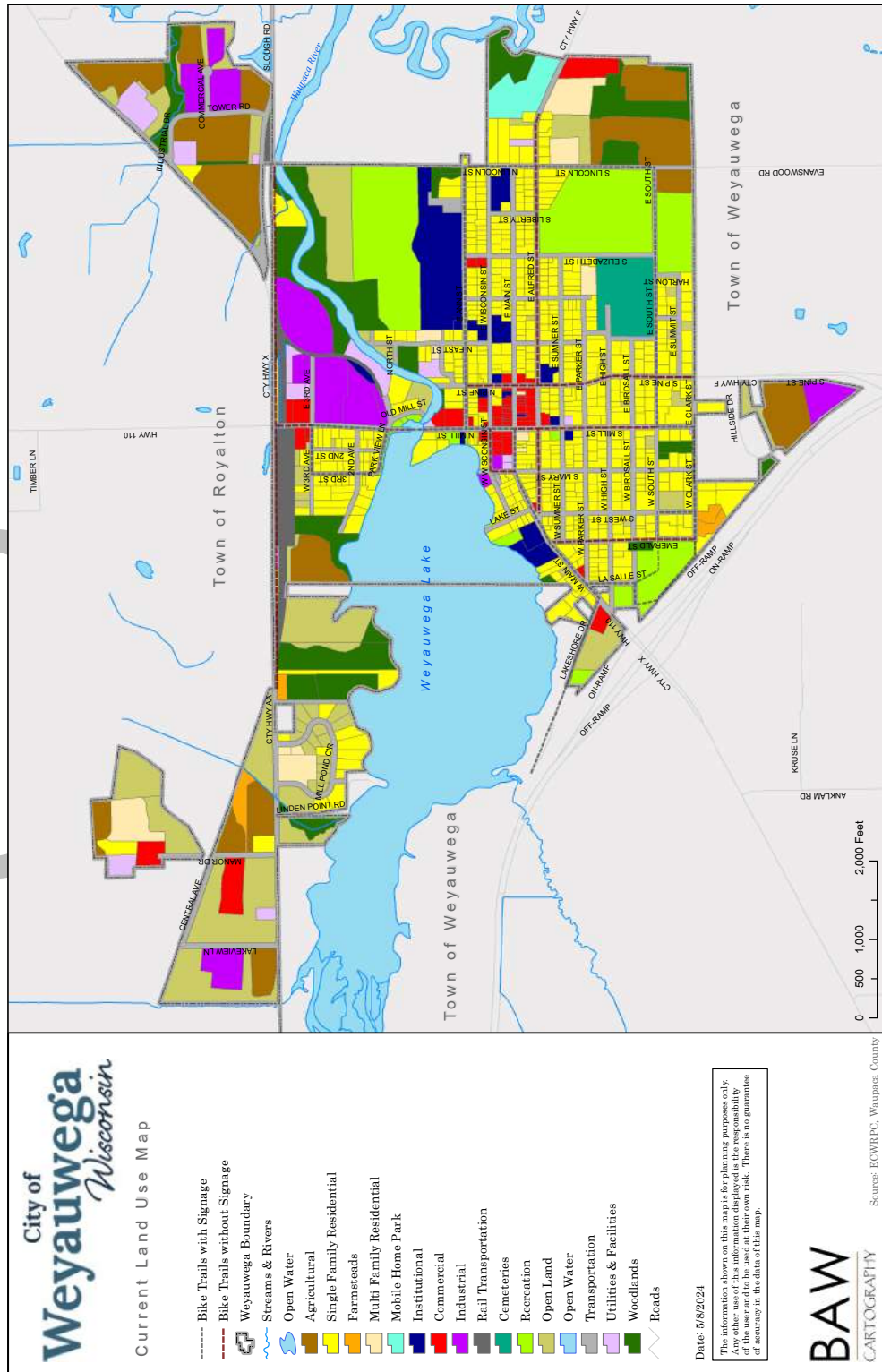
Equalized Value (hereafter, EV) is an estimate of the market value of all residential, commercial, manufacturing, productive forest, other (farm sites and farm buildings), and personal property in a municipality as of January 1. The data is certified by the Wisconsin Department of Revenue (WDOR) on August 15 of each year. EV also estimates the use-value of agricultural land; 50% of the market value of undeveloped land; and 50% of the market value of agricultural forestland. It is computed independently from the estimate of the local assessor. While both the local assessor and WDOR make estimates, the local assessor estimates the value of each parcel; WDOR estimates the value of the entire town, village, or city. The annual EV of each municipality represents DOR's estimate of the total value of all taxable property. Changes in the EV from year to year are caused by many things; increases or decreases in market prices, annexation gains or losses, new construction, demolition of buildings, relocation of businesses, taxable status of property, and statutory changes in the basis for valuation in various classes of property.

Table 9: Current Land Uses

Land Use	Total Acreage	Percent of Total
Agricultural	98.04	9.2%
Cemeteries	15.64	1.5%
Commercial	27.43	2.6%
Farmsteads	6.54	0.6%
Industrial	50.16	4.7%
Institutional	34.68	3.3%
Mobile Home Park	9.72	0.9%
Multi-Family Residential	12.91	1.2%
Open Land	128.47	12.1%
Open Water	80.99	7.6%
Rail Transportation	17.59	1.7%
Recreation	94.90	9.0%
Single-Family Residential	231.74	21.9%
Transportation	135.49	12.8%
Utilities & Facilities	18.36	1.7%
Woodlands	87.09	8.2%
Total	1,060.75	100%

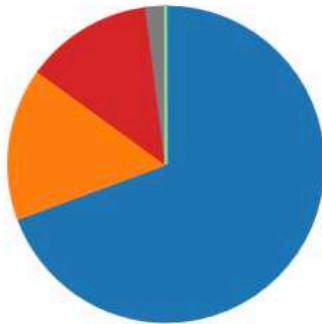
Source: City of Weyauwega Current Land Use map.

²⁶ Excerpted from: *Wisconsin's Equalized Values*, Wisconsin Department of Revenue.



Comprehensive Plan 2024 Update

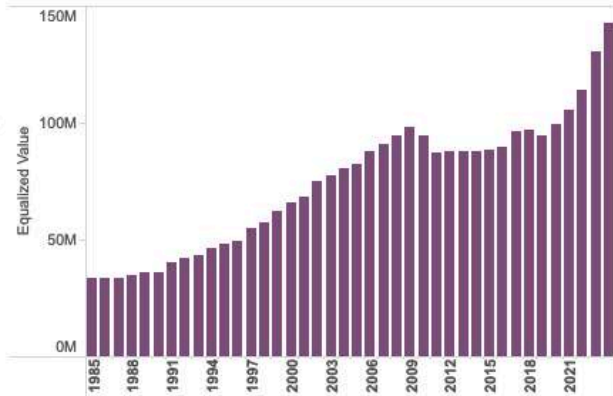
CITY OF WEYAUWEGA (Waupaca) - 2023



Property Class



City of Weyauwega - (All) Property



City of Weyauwega (Waupaca)

Property Class	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
(All)	7,700	89,732,700	96,530,300	96,705,500	94,633,600	99,741,500	105,262,000	114,218,700	130,341,000	142,940,900
Residential	3,100	57,149,700	58,903,700	58,117,100	57,077,800	63,449,200	67,411,300	77,086,200	91,389,700	99,171,400
Manufacturing	3,500	14,765,500	19,375,600	19,976,200	19,828,500	20,011,900	20,854,800	21,167,700	21,499,100	22,322,900
Commercial	3,900	13,432,100	13,208,100	14,090,400	14,368,900	13,242,100	13,994,000	12,958,500	14,601,800	18,581,200
Personal	1,000	4,259,900	4,914,100	4,393,200	3,227,800	2,906,500	2,866,100	2,865,900	2,735,000	2,742,400
Other	7,100	56,600	56,600	56,600	56,600	57,000	56,500	57,200	32,100	34,900
Productive Forest L...	1,600	39,000	41,600	40,300	42,900	42,900	42,900	45,500	45,500	49,400
Undeveloped	2,600	13,500	13,500	14,900	14,900	14,000	14,000	13,500	13,500	14,000
Agricultural Forest	3,600	9,000	9,600	9,300	8,400	9,900	9,900	10,500	10,500	11,400
Agricultural	7,300	7,400	7,500	7,500	7,800	8,000	12,500	13,700	13,800	13,300

Equalized Value in the City of Weyauwega, 2014-2023. Source: Wisconsin Dept. of Revenue.

During the past years, Weyauwega's EV has increased by 61.8%, from 88,347,700 in 2014 to 142,940,900 in 2023. Not surprising given the housing market, the greatest increase (78.6%), occurred within the Residential sector.

Community Design Tools

After the comprehensive plan, the most important municipal land use tools are the zoning ordinance, land division ordinance, and official map. Wisconsin's Comprehensive Planning Law (Wis. Stat. § 66.1001(3)), requires towns, village, cities, and counties engaging in zoning, land division regulations, or official mapping do so 'consistent with' an adopted comprehensive plan. The City of Weyauwega administers general zoning and land division regulations. Weyauwega has not adopted an Official Map.

Zoning Ordinance

A zoning ordinance is a local law governing the use of land. Zoning works by dividing a community into districts, regulating uses that are allowed within those districts, and prescribing allowable dimensions such as lot sizes, setbacks and building height. Zoning aids in achieving land use goals by:

- ✦ Protecting public health, safety and general welfare.
- ✦ Promoting desirable patterns of development.
- ✦ Separating incompatible land uses.
- ✦ Maintaining community character and aesthetics.
- ✦ Protecting community resources such as farmland, woodlands, groundwater, surface water, and historic and cultural resources.
- ✦ Providing public services and infrastructure in an economical and efficient manner.
- ✦ Protecting public and private investments.

Land Division Ordinance

The land division ordinance (also known as subdivision ordinance), governs the way land transitions from one use to another (e.g., from agricultural or open space to residential, commercial, etc.). Land division regulations provide the procedures and standards for dividing a large parcel into smaller parcels for sale or development. Under a land division ordinance, a property owner or developer must meet certain conditions to record a certified survey map or subdivision plat. The purpose of land division regulations is to:

- ✦ Ensure accurate legal descriptions of properties.
- ✦ Avoid disputes regarding the sale, transfer or subdivision of land.
- ✦ Prevent substandard development.
- ✦ Ensure new development is adequately served by public facilities (roads, utilities, etc.).
- ✦ Address health and safety issues such as stormwater runoff and emergency access.
- ✦ Promote neighborhood designs that meet the needs of residents (walkable, affordable, etc.).
- ✦ Promote development consistent with a comprehensive plan.
- ✦ Protect community interests.

Official Map

An official map shows the locations of planned future public lands and facilities such as streets, trails, parks, and open space. It represents and expresses a municipality's interest in acquiring lands for public purposes at some point in the future. Adopted by ordinance or resolution, the official map may show existing and planned streets, railroad rights of way, parks, and utilities, among others. The benefits provided by an official map include:

- ✦ Helping to focus limited financial resources on projects that meet and advance community goals.
- ✦ Connecting and improving the local street network, protecting important natural areas, and providing more green space, recreation facilities, trails, and sidewalks.

- ✦ Saving time and money by informing property owners and developers of municipal goals and intentions in advance of proposed development.
- ✦ Serving as an effective negotiation tool, helping to ensure that development is compatible with and supportive of public goals.
- ✦ Addressing public land and easement acquisition needs that generally cannot be dealt with solely through zoning and subdivision regulations.
- ✦ Providing municipalities with a competitive advantage in securing state and federal grant funding.

Community Design Considerations

Community design is an important component of planning and plays a significant role in determining quality of life. Elements of community design may include culture and history along with architectural standards, open space and natural resource protection, transportation and access, and recreation, among others. Ordinances provide the primary means by which local governments implement community design requirements.

Property Rights

The issue of private property rights versus community need underlies every comprehensive planning effort. Property rights are ingrained in American jurisprudence. Those rights have been respected, to the greatest extent feasible, throughout the planning effort. This chapter describes and illustrates proposed development patterns for the City of Weyauwega. It will be used by local officials, landowners, developers, and others to make informed land use and development decisions. Should a landowner disagree with the Future Land Use map, or any other aspect of this plan, they have the right to petition for an amendment to the document. All amendments will occur through a public process, defined by state law, and will include a public hearing. The process of amending the comprehensive plan is described in the Implementation chapter.

Community Character

Character is defined differently for each community but includes a blend of natural, built, visual, and cultural characteristics. It represents the sum of the attributes and assets that make a community unique, and that establish a sense of place for its residents. In the City of Weyauwega, community character means:

- ✦ Walkable downtown and neighborhoods.
- ✦ Rural lifestyle, exemplified by neighborliness, shared history, and peace & quiet.
- ✦ Welcoming to new residents and visitors.
- ✦ Affordable housing.
- ✦ Abundant natural resources and open space.

Community Design Approaches

Community design approaches represent the guiding principles of the comprehensive plan and are integral to the desired future for the City. Their incorporation into the development review and approval process will ensure new development blends harmoniously with the existing built and natural environment while providing for land use patterns which promote a high quality of living.

Conservation Design

Preserving rural character is a primary goal of the comprehensive plan. To accommodate future growth while maintaining the integrity of the natural environment, the City will encourage conservation design principles for proposed development when and where land characteristics warrant. Conservation design will allow Weyauwega to:

- ★ Protect rural character by maintaining (and restoring) natural areas, woodlands, scenic views, open undeveloped areas and farm fields, while addressing desired residential and commercial development needs.
- ★ Lower the cost of development by reducing the amount of impervious surface, minimizing stormwater management expenditures, shortening permit review times, and addressing the desire for community parks and open space.
- ★ Create natural corridors of green space between developments that can be utilized by wildlife and have the potential to be used as trail or walkway areas to improve connections between development nodes.
- ★ Preserve agricultural lands to ensure that they remain an economically viable component of the landscape.



Conservation Design applied to commercial development. Image courtesy: PMA Landscape Architects, Inc.

The principles of conservation design can be applied to rural and urbanized environments and may be incorporated into residential, commercial, and industrial, development as well as parks and municipal properties.

New Urbanism



Small town center design based on New Urbanist principles. Image courtesy: Thompson Placemaking

New urbanism is a planning methodology intended to reform the design of the built environment. Its goals are to raise the quality of life and standard of living by creating better places to live. New urbanism is the revival of the art of place making, not just developing. It would be applicable within a future town core.

New urbanist areas are characterized by:

- ✦ [Walkability](#). Most things are accessible within a 10-minute walk (1/4 mi.). Pedestrian friendly street designs encourage walking and bicycling as a daily transportation mode.
- ✦ [Connectivity](#). An integrated grid network of streets with limited dead ends and cul-de-sacs.
- ✦ [Mixed Uses](#). A variety of differing land uses within neighborhoods and downtown structures.
- ✦ [Housing Diversity](#). A variety of housing alternatives providing residential living choices for all demographic groups.
- ✦ [Quality Architectural and Design Guidelines](#). Emphasizing beauty, comfort, quality of life, and sense of place.
- ✦ [Sustainability](#). Energy-efficient structures and proximity of residential to commercial that encourages walking and bicycling; development that occurs in harmony with the existing natural and built environment.

Traditional Neighborhood Development (TND)



Residential development based upon Traditional Neighborhood Design. Image courtesy: The Village in Burns Harbor

Wisconsin's Comprehensive Planning Law defines traditional neighborhood development as compact, mixed-use neighborhoods where residential, commercial, and civic buildings are in close proximity to one another. TND is based on the principles of new urbanism and promotes a development scheme similar to traditional small towns. It includes:

- ✦ [Compact Development](#). TND areas have a higher density than traditional single-family subdivisions, allowing for greater amounts of preserved open space. Compact development is oriented around people, not automobiles.
- ✦ [Mixed Uses](#). TND includes a mixture of land uses. Nonresidential development is interspersed with residential land uses. Mixed-use development promotes walking and bicycling since many desired destinations are near housing. Mixing land uses is also an effective strategy for broadening the tax base in communities that do not desire significant commercial development.
- ✦ [Housing Choice](#). TND promotes varied housing types to accommodate households of all ages, incomes and sizes. This translates into varying lot sizes and varying housing types which may include single-family residences, townhomes, duplexes, housing for seniors or a combination thereof.
- ✦ [Multimodal transportation](#). TND provides for access through an interconnected network of streets, paths and trails to accommodate multiple forms of transportation including walking, bicycling and driving.

- ★ [Cultural and Environmental Sensitivity and Design](#). TND can foster a sense of community identity. Under TND, the design of buildings and their placement receives special attention. The provision of adequate open spaces, well-planned design guidelines, the use of indigenous vegetation, and the incorporation of environmentally responsive wastewater treatment and stormwater management systems allow for land uses conducive with the landscape.

Restore & Sustain a Vibrant Downtown

Weyauwega's downtown and its adjoining neighborhoods developed as a compact, open-air, multi-use development organized around a clearly identifiable public realm where people gather and strengthen community bonds. It is built upon a diversity of land uses including commercial, institutional, recreational, and residential. It serves as a hub of civic activity and provides a vital economic core for the community.

A vibrant downtown integrates multiple uses within a multilayered system of streets, pedestrian ways, paths, alleys, and parks helps create a memorable environment for pedestrian, bicyclists, and drivers. Common elements include a community focus (such as a park or town square), pedestrian orientation (as opposed to one focused on automobiles), and a higher density of land uses than would otherwise be available (or desirable) within the community. Rural town centers offer basic employment, services, shopping, and housing. They create jobs, incubate small businesses, reduce sprawl, protect property values, provide civic facilities, offer venues for community events, and increase the community's options for goods and services.



Town center concept drawing. Image courtesy: Richmond Free Press.

For a successful city core:²⁷

- ★ [Aim for a multifunctional town core](#). Successful downtowns attract a wide range of individuals and provide housing, employment, shopping, culture, and entertainment, among others, at a scale compatible with the culture of the community.
- ★ [Create partnerships](#). A thriving core area requires the cooperation of local government, chambers of commerce, the private sectors, civic organizations, and other key institutions.
- ★ [Maintain and develop genuine public spaces](#). Careful planning can encourage 'on-street' activities such as commerce and dining and widen the public sphere, promoting community. Include gazebos, water features (fountains, ponds, etc.), pocket parks, Wi-Fi hotspots, benches, and other areas for rest and reflection.

²⁷ Excerpted from: Solutions for America, 2009.

- ✦ Make it a community focal point. The downtown should be the place to celebrate the City of Weyauwega through events, performances, farmers' markets, and other opportunities for community gatherings.

Gateway Features

Gateway features provide a visual sense of place and are often reflective of a community's natural resources, architecture, or history. They identify entry points and, when used in conjunction with a wayfinding system, allow residents and visitors to easily navigate to key destinations. The use of monument signs, landscaping, lighting, artwork, and other design elements indicates to individuals passing on the roadway that they are entering or exiting a community. A unifying landscape theme, based upon regionally native plant species, may provide one component of an identifiable and inexpensive gateway system for the City.



Gateway feature design for the Town of Three Lakes in Oneida County.

Image Corridors

'Curb Appeal' refers to the general attractiveness of a house or other piece of property from the sidewalk to a prospective buyer. It offers potential buyers, a sneak peek at the quality of the home that could be inside. Image corridors are a similar concept. The curb appeal of a municipality can be gauged from the attractiveness of its entries.

Unlike gateways, image corridors extend the length of a given area, creating a sense of place through urban design elements used around and through the corridor. Image corridors include public realm improvements within rights-of-way as well as private property development standards.²⁸ For Weyauwega, the primary entrances to the downtown and lake are CTH F/South Pine Street from the east and STH 110/CTH X from the west. Potential enhancements to the City's two main entry corridors include:

- ✦ Creating an environment conducive to pedestrian, bicycle, transit, and motor vehicle activity.
- ✦ Improving the quality of landscaping, site design, and urban design along this corridor.
- ✦ Identifying and maintain vistas to water features, woodlands, agricultural land, and similar such visual amenities.
- ✦ Maintaining the viability of existing residential uses located along the corridor.



STH 110/CTH X and CTH F/South Pine Street, as viewed from USH 10. Images courtesy Google StreetView

²⁸ Source: Georgetown 2030 Plan.

- ✦ Encouraging appropriate transitions between higher-intensity uses along the corridor and adjacent lower-density residential uses.
- ✦ Facilitating the transition of the corridor from an auto-oriented commercial/residential strip to a comprehensive multiuse corridor complementary to Downtown Weyauwega.
- ✦ Facilitating a positive impression and identifiable gateway to the City of Weyauwega using signature architecture, inviting public plazas, and development that supports a walkable environment.

Future Land Use Map

The future land use map is a visual representation of the visions, goals, objectives, and policies of the comprehensive plan. It is the principal tool used to guide development. Decisions related to development and governed by the zoning and subdivision ordinances must be made in a manner “consistent” with the map.

The future land use map will guide the Plan Commission and Common Council when making land use and zoning decisions. Landowners and developers will consult the plan when making development decisions and should be confident that an application for development that is consistent with the comprehensive plan will be approved. However, this plan is not a static document. It must evolve to reflect current conditions. If not regularly reviewed and amended, it will become less effective over time. Applications for rezoning and development that are inconsistent with the plan must be given due consideration, not rejected out of hand. In some situations, it may be desirable to amend the plan to accommodate a compatible, but previously unplanned use.

Changes to the plan (including plan maps) must be considered in the context of all nine required plan elements, and reflect the visions, goals, objectives, and policies expressed within the document. If an amendment is to be approved, the process must include a formal public hearing and distribution per the requirements of the Comprehensive Planning Law. Please see the Implementation chapter for additional information regarding amending the plan.

Gateway & Image Corridor Urban Design Elements

- ✦ Bike, pedestrian, and transit connectivity
- ✦ Decorative sidewalks and crosswalks
- ✦ Fencing and screening
- ✦ Increased landscaping
- ✦ Integrated signage
- ✦ Landform grading
- ✦ Masonry features
- ✦ Public art
- ✦ Sustainable design features
- ✦ Themed lighting

Table 10: Comparison of Future Land Use, Zoning, & Official Maps

	Future Land Use Map	Zoning Map	Official Map
Comp Plan Requirement	Yes	No	No
Wisconsin Statutes	Wis. Stat. § 66.1001 (2)(h)	Wis. Stat. §§ 59.69 (5); 60.61(4); 62.23(7)	Wis. Stat. § 62.23(6)

Local Government Adopts	By ordinance as part of comprehensive plan	By ordinance as part of zoning ordinance	By ordinance or resolution
Parcel-based	Not necessarily	Yes	No
Displays	General land use categories	Zoning districts	Streets, highways, parks, rights-of-way, historic districts, etc.
Use	Visual development guide for the community	Designate height and bulk standards and the use of land	Establish and preserve location of future streets, highways, parks, waterways

Source: Center for Land Use Education, University of Wisconsin – Stevens Point.

Proposed Land Uses

The proposed land use categories presented on the Future Land Use Map are described below.

Bicycle Path / Lane

The proposed bicycle system will link neighborhoods to parks and other key destination nodes and provide increased access for bicyclists, pedestrians, and other non-motorized transportation modes.

Central Business District Overlay

Proposed mixed-use areas are intended to allow for desirable development and redevelopment implemented through a Mixed-Use Zoning Overlay or similar mechanism. An overlay would not supplant underlying zoning districts but allow for compatible residential and commercial development as a conditional use on a site-by-site basis. Compatibility will be determined during the site plan review process.

Highway Business

Commercial, light industrial, and similar less intense uses catering to commuters, visitors, and development requiring proximity to USH 10. Areas identified as suitable for a mixture of compatible commercial and industrial land uses allowed on shared or abutting sites. Compatibility will be determined during the site plan review process.

Infill Residential

Not shown on the Future Land Use Map, the infill residential category would allow for duplexes, triplexes, quadplexes, and courtyard cottages within existing neighborhoods on appropriately sized lots.

Table 11: Current Land Uses

Land Use	2024		2040		Change, 2024-2040	
	Acreage	Percent	Acreage	Percent	Acreage	Percent
Agricultural	98.04	9.2%	13.50	1.3%	-84.54	-86.2%
Cemeteries	15.64	1.5%	15.64	1.5%	--	--
Commercial	27.43	2.6%	27.43	2.6%	--	--
Farmsteads	6.54	0.6%	3.53	0.3%	-3.01	%
Industrial	50.16	4.7%	138.06	13.0%	87.9	175.2%
Institutional	34.68	3.3%	90.30	8.5%	55.62	160.4%
Mobile Home Park	9.72	0.9%	9.72	0.9%	--	--
Multi-Family Residential	12.91	1.2%	22.22	2.1%	9.31	72.1%
Open Land	128.47	12.1%	47.35	4.5%	-81.12	%
					63.1	
Open Water	80.99	7.6%	80.99	7.6%	--	--
Rail Transportation	17.59	1.7%	17.59	1.7%	--	--
Recreation	94.90	9.0%	78.55	7.4%	-16.35	-17.2%
Single-Family Residential	231.74	21.9%	271.75	25.6%	40.01	17.3%
Transportation	135.49	12.8%	135.49	12.8%	--	--
Utilities & Facilities	18.36	1.7%	18.36	1.7%	--	--
Woodlands	87.09	8.2%	75.19	7.1%	-11.9	-13.7%
Total	1,060.75	100%	1,060.75	100%	1,060.75	100%

Source: City of Weyauwega Current and Future Land Use maps.

Industrial

Proposed light and heavy manufacturing uses located primarily in areas accessible via rail lines and spurs.

Institutional

The Institutional land use category encompass an array of uses including government-owned buildings and infrastructure; not-for-profit educational facilities; healthcare providers; and the like.

Multi-Family Residential

This category is intended to meet a need by providing affordable and market-rate living options at higher land use densities.

Recreation

Larger community outdoor recreation facilities intended to serve the recreational needs of the greater community. They may be active, passive, or a combination thereof. Amenities within an active park may include athletic fields, play equipment, tennis courts, basketball courts, band shells, pavilions,

restrooms, and the like. Passive parks provide opportunities for rest and reflection and interaction with nature. They may include nature trails, hiking and skiing trails, and picnic areas, and tend to include restorative and educational elements such as prairie restoration and reforestation.

Riparian Parkway

The proposed riparian parkway would extend 35 to 50 feet from the ordinary high-water mark long the south bank of the Waupaca River. The purposes of the parkways will be to provide pedestrian and bicycle access to existing and proposed parks and to improve water quality, preserve wildlife habitat, and mitigate flooding. Riparian parkways would not be imposed upon existing land uses but implemented upon review of applications for rezones and future land divisions.

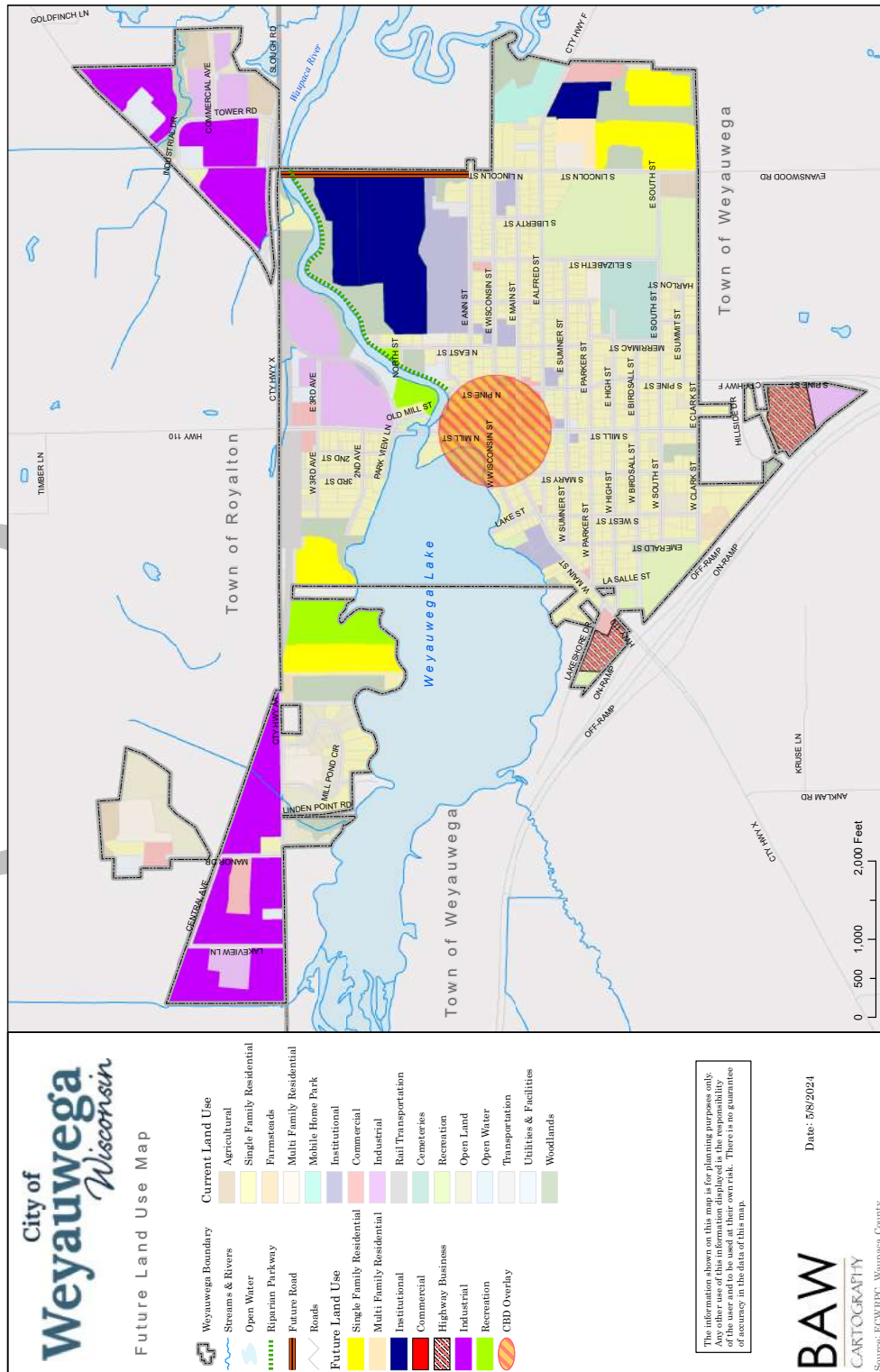
Residential

The residential land use classification would accommodate single-family, two-family, and triplex/quadplex dwellings at low- to -medium densities on a mix of lots sizes.

For additional information related to land use, please refer to the 2009 City of Weyauwega Comprehensive Plan.

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Comprehensive Plan 2024 Update





Ch. 8: Intergovernmental Cooperation

Introduction

Intergovernmental cooperation can be defined as any arrangement through which two or more municipalities communicate visions and coordinate plans, policies, and programs to address and resolve issues of mutual interest. It can include the sharing of information, facilities, and equipment or involve entering into formal intergovernmental agreements.²⁹ The purpose of the intergovernmental cooperation chapter is to describe current intergovernmental agreements, explore opportunities for future collaboration, and identify potential areas of conflict between the City of Weyauwega and its municipal neighbors.

²⁹ Excerpted from: *Guide to Preparing the Intergovernmental Element of a Comprehensive Plan*, WDOA.

Intergovernmental Goals

Maintain effective working relationships with neighboring communities.

Collaborate with adjoining communities and Waupaca County to create pedestrian & bicycle facilities linking regional trails with local amenities.

Explore potential for shared service and equipment agreements.

Intergovernmental Cooperation

Benefits

Intergovernmental cooperation between and among cities, villages, towns, and counties often produces less expensive and more efficient governmental services. Mergers of similar services can provide substantial cost savings when administrative and equipment duplication is reduced. Significant savings may be realized when local governments combine purchasing, planning, and contracted service delivery processes.

Cooperation during comprehensive planning efforts may be the most effective way to collaborate with neighboring communities. It provides opportunities to collectively identify issues, brainstorm ideas, and reach consensus. It also offers an occasion to address critical issues before decisions have been made and before development activities occur that may limit future solutions. Cooperating with planning provides opportunities for jurisdictions to be proactive rather than reactive. Opportunities for collaboration in planning and the sharing of facilities and services between municipal governments include, among others:

- ✦ Water and wastewater treatment facilities
- ✦ Public safety, including police, fire, and rescue
- ✦ Joint economic development efforts
- ✦ Libraries and parks & recreation
- ✦ Solid Waste & Recycling
- ✦ Group purchasing (health insurance, retirements, investments, etc.)
- ✦ Partnerships in pursuit of state and federal funding
- ✦ Sharing of municipal vehicles and equipment (snowplows, mowers, dump trucks, etc.)
- ✦ Sharing of staff

Challenges

There are often strong desires on the part of elected officials and residents to maintain the independence of existing jurisdictions. Efforts to increase cooperation and collaboration must deal with existing organizational missions and structures that support the independence of each community. The issues to be addressed when entering into multi-jurisdictional partnerships include:

- ✦ Desire for community autonomy
- ✦ Questions regarding the allocation of costs
- ✦ Fear of loss of service quality
- ✦ Creating trust and an effective implementation mechanism

Intergovernmental Agreements

The City of Weyauwega is party to intergovernmental agreements with the following:

- ✦ Waupaca County Economic Development Corporation
- ✦ Waupaca County Emergency Management
- ✦ Waupaca County Highway Department
- ✦ Waupaca County Sheriff Department
- ✦ Weyauwega Area Fire District
- ✦ Wisconsin Department of Natural Resources

Intergovernmental Tools

Annexation

Annexation is the mechanism through which incorporated municipalities (cities and villages) increase their land base. Since cities and villages may not annex land from each other, it is adjoining towns that provide the potential for physical growth. Annexation occurs for several reasons: to accommodate current development demand; 'bank' developable acreage for future needs; maximize return on infrastructure investment (sewer, water, roads, etc.); and expand the tax base. Landowners and developers in abutting towns may petition for annexation to gain municipal services (mainly sewer and water, but also police protection and waste collection, among others), and to achieve desired development densities (i.e., maximum return on investment). Lands most likely to be annexed are large, undeveloped, and unburdened parcels with few landowners located close to existing sewer and water extensions and without significant natural impediments to the extension of services (streams, wetlands, topography, etc.).

Extraterritorial Zoning

Wisconsin's extraterritorial zoning statute, Wis. Stat. § 62.23(7a), allows a first-, second- or third-class city to adopt zoning in town territory, three miles beyond a city's corporate limits. A fourth-class city or village (e.g., the City of Weyauwega), may adopt zoning one and one-half miles beyond its corporate limits. Under extraterritorial zoning authority, a city or village may enact an interim zoning ordinance that freezes existing zoning, or if there is no zoning, existing uses while a plan and regulations are developed. The statute provides that the interim zoning ordinance may be for two years. A joint extraterritorial zoning committee must be established consisting of three city or village plan commission members and three town members. The city or village plan commission works with the

joint committee in preparing the plan and regulations. The joint committee must approve the plan and regulations by majority vote before they take effect.

Extraterritorial Plat Review³⁰

The geographical area in which a city or village can exercise its extraterritorial powers is the same as the extraterritorial zoning jurisdiction. However, the process for exercising extraterritorial plat review is very different from the process for exercising extraterritorial zoning. Extraterritorial zoning requires town approval of the zoning ordinance. It is not widely used in the state. Extraterritorial plat review applies automatically if the city or village adopts a subdivision ordinance or an official map. The town does not approve the subdivision ordinance for the city or village. The city or village may waive its extraterritorial plat approval jurisdiction if it does not want to exercise it.

The purpose of extraterritorial plat approval jurisdiction is to help cities and villages influence the development pattern of areas outside the city/village boundaries that will probably be annexed to the city or village. In addition, it helps cities and villages protect land use near its boundaries from conflicting uses outside the city/village limits. However, since a town and/or the county may also have a subdivision ordinance that applies in the extraterritorial area, if there is a conflict in the requirements of the various ordinances, the proposed subdivision must comply with the most restrictive requirements.

The scope of the extraterritorial plat approval jurisdiction has been the subject of several recent court decisions that limit the extraterritorial authority. The Wisconsin Supreme Court has held that a city or village does not have the authority to impose its own requirements and specifications for public improvements (streets and stormwater facilities) as a condition of extraterritorial plat approval jurisdiction. A city or village also cannot condition approval of a plat in the extraterritorial area on annexation of the proposed subdivision to the city or village. The Wisconsin Court of Appeals has held that a municipality cannot use its extraterritorial plat approval jurisdiction to control the use of property. The court of appeals found this to be a zoning function that can be exercised only through an extraterritorial zoning ordinance.

Boundary Agreements³¹

Boundary agreements are a valuable tool available to local communities to avoid potentially lengthy and costly litigation conflicts over annexation, incorporation, consolidation, land use, revenue, services, environmental resources and issues, new development, and other intergovernmental issues. Instead of dueling against one another in an adversarial and usually reactive manner, boundary agreements enable communities to proactively develop solutions to benefit the area as a whole and move both communities toward their desired future vision and goals. Three types of boundary agreements are allowed under Wisconsin law:

³⁰ Excerpted from: *Guide to Community Planning in Wisconsin*, Brian Ohm, UW Madison.

³¹ Excerpted from: *Boundary Agreements*, Wisconsin Department of Administration website.

- ✦ Cooperative Boundary Plans (Wis. Stat. § 66.0307). Long-term or permanent agreements between two or more communities. Requires review and approval by the Department of Administration.
- ✦ General Agreements (Wis. Stat. § 66.0301). Short-term agreements no longer than 10 years between two or more communities. In addition to resolving boundary issues, communities also frequently use General Agreements to share municipal equipment, buildings, staff, vehicles, and other service-related items.
- ✦ Stipulations & Orders (Wis. Stat. § 66.0225). Agreements that are used to settle annexation disputes being litigated in court between two communities.

WDOA maintains a list of trained and experienced mediators to assist communities in developing boundary agreements.

Intergovernmental Programs

Wisconsin Department of Administration³²

The Wisconsin Department of Administration Division of Intergovernmental Relations (DIR) provides a broad array of services to the public and state, local and tribal governments. It supports counties, municipalities, citizens, and businesses by providing support services in land use planning, land information and records modernization, municipal boundary review, plat review, demography, and coastal management programs.

For additional information related to intergovernmental cooperation, please refer to the 2009 City of Weyauwega Comprehensive Plan.

³² Excerpted from: Wisconsin Department of Administration website, 2022.

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Ch. 9: Implementation

Introduction

The implementation chapter is the “how to” portion of the plan. It describes the actions necessary to realize the visions, goals, objectives, and policies presented throughout this document. The information included within represents the commitment the City of Weyauwega has made to achieve its desired future.

Goals

Establish the policies necessary to ensure all land use decisions are consistent with the adopted comprehensive plan.

Act in good faith to implement the actions identified in this chapter.

Responsible Parties

The responsibility for implementing this plan lays primarily with the Plan Commission. The Common Council retains final approval authority over recommended implementation actions. All decisions pertaining to land use and development will be made in accordance with this document. The individuals and groups responsible for each action item are listed within the tables that follow.

Review & Update Process

The comprehensive plan may be revised at any time. However, state statutes require that a comprehensive plan be updated no less than once every ten years. The City of Weyauwega will adhere to the following comprehensive plan review timeline:

- ★ Five-year Review – Within five years of plan adoption, the Plan Commission will undertake a review of the document to determine whether revisions are warranted. The Common Council shall approve the amended plan.
- ★ Ten-year Update – Within ten years of plan adoption, the Plan Commission will update the plan as required under the planning law.

Petitions for Plan Revision

Any interested party may petition the Plan Commission for a revision to the comprehensive plan. The process for revising the plan would entail:

- ★ Submittal of a request to have a petition for revision placed on the agenda of the next regularly scheduled meeting of the Plan Commission.
- ★ Plan Commission approval of opening the comprehensive plan to potential revision.

Once approved for potential revision, the process must adhere to all plan development and adoption requirements under the planning law.

Table 12: Implementation

Related Chapters	Task	Responsible Party
2024		
Implementation	Ensure comprehensive plan is incorporated into all development review and decision-making processes.	Common Council, Plan Commission, Staff
Housing; Agricultural, Natural, and Cultural Resources; Economic Development; Land Use	Review and, if necessary, revise, zoning ordinance and land division ordinance to ensure compliance with the planning law.	Plan Commission, Staff, Consultant
2025		
Transportation; Utilities and Community Facilities; Agricultural, Natural, and Cultural Resources	Adopt Comprehensive Outdoor Recreation Plan.	Plan Commission, Staff, Consultant
Utilities and Community Facilities; Economic Development	Pursue opportunities to expand access to high-speed, broadband Internet.	Common Council, Plan Commission
Transportation; Utilities & Community Facilities	Consider adopting Official Map.	Common Council, Consultant
2026		
Housing; Economic Development	Conduct inventory of cultural and historic structures and places.	Plan Commission, Staff, Community Groups, Consultant
Transportation; Utilities & Community Facilities; Agricultural, Natural, and Cultural Resources	Pursue grant funding to implement outdoor recreation plan.	Plan Commission, Consultant
2027		
Utilities & Community Facilities; Economic Development; Land Use	Consider adopting Historic and Cultural Preservation Ordinance	Common Council, Plan Commission, Staff, City Attorney, consultant
2028		
Implementation	Undertake 'Five-Year Review' of comprehensive plan. Identify necessary updates and desired revisions.	Plan Commission, Staff

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Ch. X: Appendix

Community Land Use Survey – Complete Results

Which of the following best describes your relationship to the City of Weyauwega?

Year-round resident	92.8%
Seasonal resident	4.3%
Business owner	2.9%
Non-resident property owner	0%

If a year-round resident, how long have you lived in Weyauwega?

3 to 9 years	34.3%
10 to 20 years	28.4%
More than 20 years	26.9%
Less than three years	10.4%

If a seasonal resident, how long have you been visiting Weyauwega?

More than 20 years	75.0%
3 to 9 years	25.0%
Less than three years	0%
10 to 20 years	0%

If a business owner, how long have you operated your business in Weyauwega?

3 to 9 years	28.6%
10 to 20 years	28.6%
More than 20 years	28.6%
Less than three years	14.3%

If a year-round or seasonal resident, which of the following best describes your residence in Weyauwega?

Single-family house	84.8%
House/cottage on the lake	9.1%
Mobile home	3.0%
Duplex of two-family unit	1.5%
3-family or more unit	1.5%

If not a resident, which of the following best describes your property?

Business	100%
Long-term rental	0%
Short-term rental	0%
Professional office	0%

What is the primary reason you chose Weyauwega as a place to live, vacation, or run a business?

Grew up here, close to family	41.4%
Close to where I work	18.6%
Cost and quality of housing	8.6%
Quality of life	7.1%
Quality of local schools	4.3%
Came here as a kid with grandparents and bought their cottage	4.3%
Family	2.9%
Proximity to New London or Waupaca	2.9%
Proximity to Green Bay or the Fox Cities	1.4%
Property we wanted available within 30 miles of Oshkosh	1.4%
Have some land nearby and found a house we loved	1.4%
Purchased a business	1.4%
St. Peter's School	1.4%
Petroleum bulk plant here	1.4%
No responses provided	1.4%

How satisfied are you with Weyauwega as a place to live, vacation, operate a business, or own property?

Very satisfied	14.5%
Satisfied	49.3%
Unsatisfied	26.1%
Very unsatisfied	8.7%
No opinion	1.4%

Which of the following land use issues is of greatest concern to you?

Development	41.4%
Economy and jobs	14.5%
Housing	8.7%
Lake Weyauwega	8.7%
Roads, transportation	4.3%
Grocery store	2.9%
Need a beach	1.4%
Need a Kwik Trip and Dollar General	1.4%
Crime, drugs, unruly teens	1.4%
Lack of businesses that provide services people need	1.4%
Taxes and train stopping	1.4%
Our property floods since road to Gills Landing paved	1.4%
Lack of shopping	1.4%
Hardware store	1.4%
No response provided	1.4%

In your opinion, how adequate is the current availability of the following housing options in Weyauwega?

	Very Adequate	Adequate	Inadequate	Very Inadequate	No Opinion
Upscale owner-occupied	3.4%	40.7%	32.2%	3.4%	20.3%
Affordable owner-occupied	7.7%	47.7%	32.3%	4.6%	7.7%
Upscale rental	5.0%	20.0%	31.7%	10.0%	33.3%
Affordable rental	1.6%	15.9%	39.7%	17.5%	25.4%
Seniors	3.2%	22.2%	39.7%	6.4%	28.6%
Condominiums / townhouses	1.6%	9.8%	41.3%	12.7%	32.8%
Short-term rentals	1.6%	8.2%	32.8%	13.1%	40.1%
Sustainable (green) housing	0%	8.3%	26.7%	26.7%	38.3%

How satisfied are you with the quality and/or availability of the following transportation facilities in Weyauwega?

	Very Satisfied	Satisfied	Unsatisfied	Very Unsatisfied	No Pinion
City Streets	11.9%	67.2%	16.4%	3.0%	1.5%
County Roads	9.1%	71.2%	13.6%	6.1%	1.5%
USH 10 / STH 49	14.5%	63.8%	14.5%	5.8%	1.5%
USH 110 / CTH X	16.2%	54.4%	19.1%	7.4%	2.9%
Bicycle & pedestrian routes	2.9%	39.7%	33.8%	10.3%	13.2%
Safe routes to school for students	6.3%	53.1%	23.4%	7.8%	12.5%
Transportation for seniors	1.5%	21.2%	25.8%	18.2%	33.3%
Infrastructure for electric vehicles	6.2%	13.9%	18.5%	12.3%	49.2%

In your opinion, how adequate is the current availability of the following recreation options in Weyauwega?

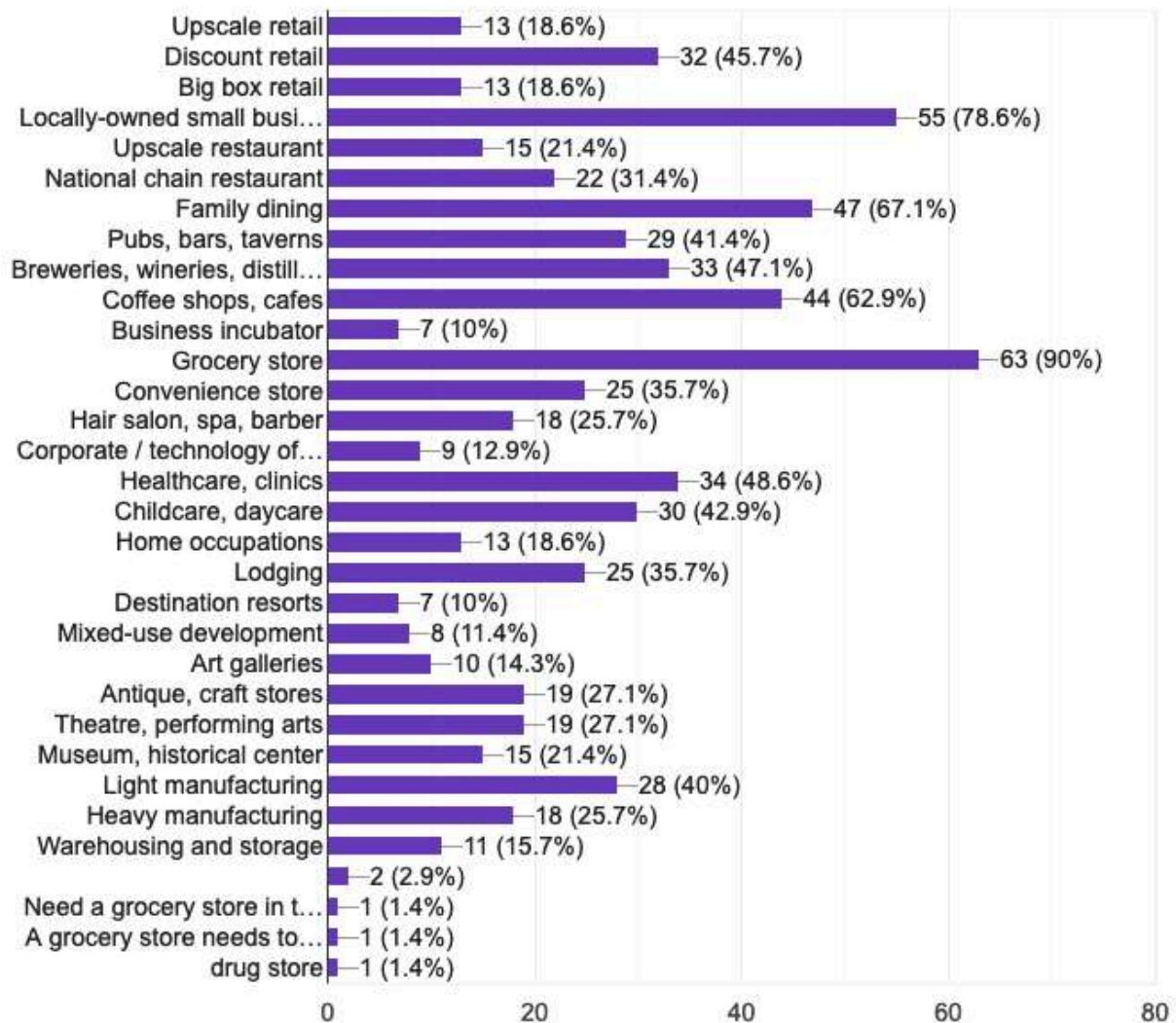
Comprehensive Plan 2024 Update

	Very Adequate	Adequate	Inadequate	Very Inadequate	No Opinion
General park space	27.9%	54.4%	16.2%	0%	1.5%
Playground facilities	29.4%	58.8%	8.8%	1.5%	1.5%
Athletic fields, basketball courts	14.9%	64.2%	13.4%	4.5%	3.0%
Tennis courts	6.0%	47.8%	31.3%	4.5%	9.0%
Pickleball courts	1.6%	22.2%	44.4%	7.9%	23.8%
Golf courses	9.8%	37.7%	12.7%	4.9%	33.3%
Pedestrian and bicycle facilities	1.5%	31.8%	40.9%	10.6%	15.2%
Hiking and off-road biking trails	3.0%	26.9%	40.3%	11.9%	17.9%
Ski and snowshoe trails	1.6%	23.4%	35.9%	7.8%	31.3%
Nature trails	4.4%	30.9%	41.2%	8.8%	14.7%
Quiet places for rest & relaxation	7.5%	44.8%	25.4%	10.5%	11.9%
Indoor recreation center	1.5%	10.3%	51.5%	23.5%	13.2%
Pools, splash pads	10.3%	33.8%	41.2%	10.3%	4.4%
Public access to Lake Weyauwega	10.8%	58.5%	20.0%	1.5%	9.2%
Kayak and boat launches	25.8%	63.6%	4.6%	1.5%	4.6%
Public swimming L. Weyauwega	7.4%	30.9%	29.4%	22.1%	10.3%
Access to woodlands, grasslands	2.9%	30.0%	42.0%	5.8%	20.3%
Dog parks	1.5%	10.4%	41.8%	25.4%	20.9%
Skate park / BMX park	0%	9.1%	39.4%	27.3%	24.2%
Disc golf	4.6%	29.2%	27.7%	10.8%	27.7%
Rental facilities for gatherings	12.5%	51.6%	25.0%	7.8%	6.3%
Picnic areas	10.3%	67.6%	13.2%	2.9%	5.9%
Camping areas	3.0%	22.7%	28.8%	22.7%	22.7%

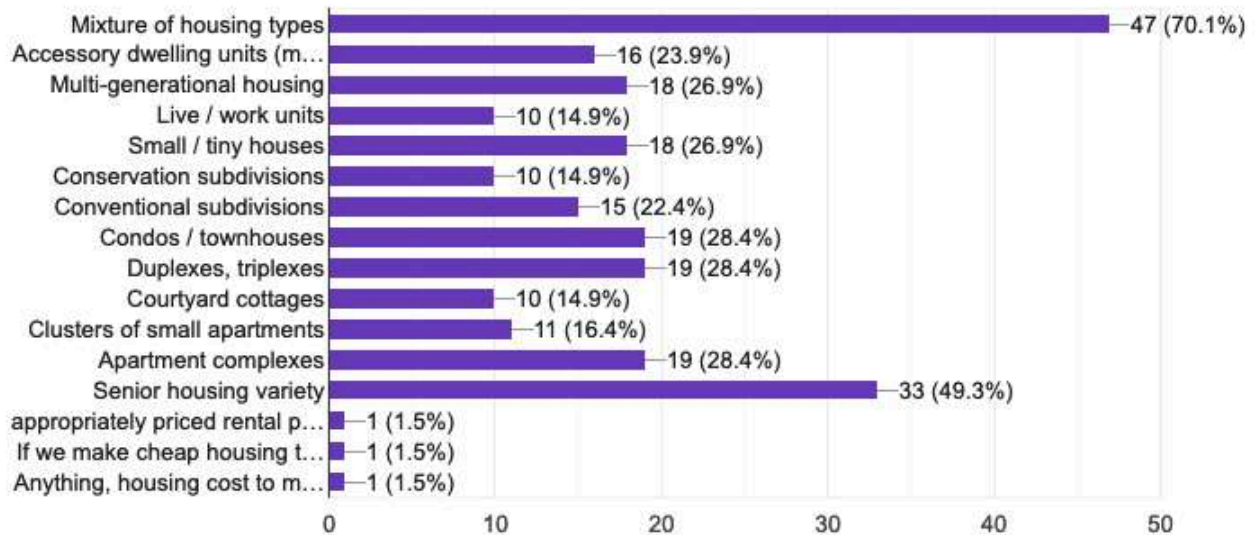
How important to you are the following natural and agricultural features in Weyauwega?

	Very Important	Important	Unimportant	Very unimportant	No Opinion
Ground water	64.1%	32.4%	1.5%	0%	5.9%
L. Weyauwega – general	47.1%	47.1%	2.9%	0%	2.9%
L. Weyauwega – boating, fishing	39.7%	39.7%	14.7%	0%	5.9%
L. Weyauwega – public access	43.3%	43.3%	7.5%	0%	6.0%
Waupaca River – public access	34.3%	49.3%	6.0%	0%	10.5%
Wetlands	27.3%	42.4%	16.7%	0%	13.7%
Forests, wooded areas	41.8%	35.8%	7.5%	0%	14.9%
Grasslands, meadows, prairies	37.3%	35.8%	10.5%	0%	16.5%
Aquatic habitat	37.9%	43.9%	6.1%	0%	12.1%
Wildlife habitat	44.8%	38.8%	6.0%	0%	10.5%
Native species	44.6%	33.9%	7.7%	0%	13.9%
Endangered/threatened species	40.3%	30.0%	14.9%	0%	14.9%
Historic structures and places	39.4%	36.4%	9.1%	1.5%	13.6%
Scenic views	43.9%	36.4%	7.6%	1.5%	10.6%
Dark skies at night	37.9%	39.4%	10.6%	1.5%	10.6%
Quietness	59.4%	29.0%	7.6%	1.5%	2.9%

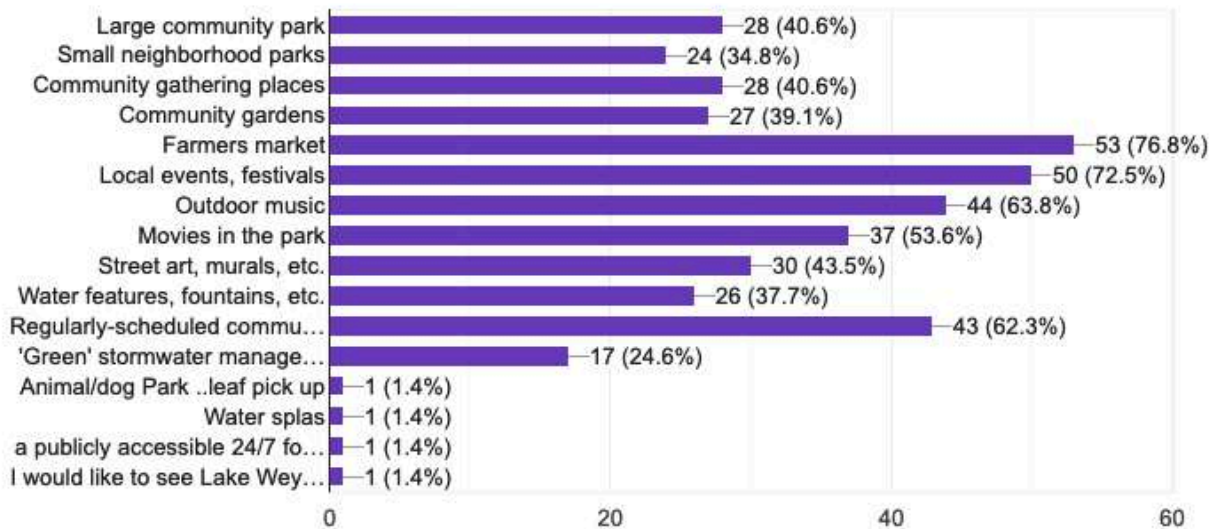
Which of the following types of commercial/industrial development would you view as desirable within appropriate areas of Weyauwega? (select all that apply)



Which of the following types of residential development would you view as desirable within appropriate areas of Weyauwega? (select all that apply)



Which of the following public projects and civic activities would you view as desirable in Weyauwega? (select all that apply)



How supportive are you of the following policies and programs intended to achieve future development goals?

	Very Supportive	Supportive	Unsupportive	Very Unsupportive	No Opinion
TIF District	28.6%	32.1%	1.8%	1.8%	35.7%
Local business associations	38.3%	46.7%	3.3%	0%	11.7%
Business Improvement District	34.5%	53.5%	3.5%	0%	8.6%
State/federal grants	56.5%	35.5%	3.2%	0%	4.8%
Public/private partnerships	48.3%	33.3%	1.7%	0%	16.7%

How adequate is the current availability of broadband, high-speed Internet access in Weyauwega?

Very Adequate	5.7%
Adequate	50.0%
Inadequate	20.0%
Very inadequate	18.6%
No opinion	5.7%

Do you believe future development should be guided so that it occurs in certain areas and not in others?

Yes	52.2%
No	20.3%
Not sure	27.5%

To what extent would you encourage the preservation of 'green space' within new residential and commercial development?

Strongly encourage	38.6%
Encourage	47.1%
Discourage	20.0%
Strongly discourage	18.6%
No opinion	5.7%

To what extent would you support local actions to better prepare for significant storm and weather events?

Very supportive	46.4%
Supportive	37.7%
Unsupportive	5.8%
Very unsupportive	0%
No opinion	10.1%

If Weyauwega could do one thing, and only one thing, to enhance your quality of life, what would that be?

- ✦ Grocery store
- ✦ Get a pharmacy
- ✦ Taxes are too high for nothing to offer.
- ✦ The local government has been controlled by senior males who seem stuck in their ways and closed-minded to ever-changing technology and development which has created a "dying town" with raising taxes and small business leaving or never [beginning]. Weyauwega [doesn't] need to be self-sufficient, instead of a grocery store or dog park (Waupaca and New London have both) focus on things the surrounding areas [don't] have which could draw non-residents. Ex: have city wide rummage sale the same day as Horse & Buggy days.
- ✦ Offer a grocery or other grocery/essentials store
- ✦ Get a kwik trip, dollar general, small store. Cheese store has stepped up but it's still expensive and limited
- ✦ Bring back fire and ice
- ✦ Take care of Lake Weyauwega
- ✦ Affordable restaurants
- ✦ Block off the center of main street permanently, adding plants & greenery & outdoor seating [sic], a water feature. More than anything though regular public transit that could connect people to Waupaca without costing a lot. A public bus that goes to Waupaca would do wonders for both Waupaca & Weyauwega.
- ✦ More proactive on the drugs and illegals living here.
- ✦ Get a grocery store in town.
- ✦ Nature walking trail
- ✦ Control the odor that comes from [agupor]
- ✦ Quality high speed internet
- ✦ Stop the flooding the new road caused when raised and repaved.
- ✦ A grocery store
- ✦ Grocery store that is affordable
- ✦ Better parking lots or maybe I should say more parking at the schools! Especially the elementary and in front of the middle/high school! Take all that lawn out and make it parking spaces! Some child is gonna [sic] get hurt by the elementary! It's so unsafe the parents parking around the horseshoe! That sign in front of the elementary has not worked in years so take it down and make that grass area parking!
- ✦ Have some sort of store
- ✦ Lower taxes or give the residents something to show for the high taxes.
- ✦ Spring and fall leaf pickup
- ✦ Small parks
- ✦ Add sidewalks to town. On Main Street and in the residential areas.
- ✦ Get a grocery store here
- ✦ Get a grocery store in our town and maybe a hardware store.
- ✦ The business downtown owned by those who are doing next to nothing to restore these businesses for modern use. I personally have been interested in buying or leasing a space on Main or Mill. The state of the current buildings not usable yet the owners are not restoring

them and are still trying to rent them. A viable and much needed business cannot operate in dilapidated buildings.

- ✦ Listen to ideas suggested by local residents and respond to those suggestions
- ✦ Grocery Store
- ✦ Build a Kwik Trip
- ✦ Grocery store/dollar store
- ✦ Leaf collection in the fall
- ✦ Get a grocery store
- ✦ Maintain public safety
- ✦ Lower property taxes
- ✦ Find a way to make my property taxes reasonable. I have a 1900 sq ft ranch home on less than an acre and [i] pay close to 7,000 a [sic] in property taxes. That's absurd and unwarranted.
- ✦ Get a real grocery store!!
- ✦ A good grocery store
- ✦ Continue building community events
- ✦ Support and grow the Downtown Main Street District.
- ✦ have people keep yards clean
- ✦ Expand our businesses on main street and/or infuse [sic] upkeep on already established and owned building/business on main street Weyauwega.
- ✦ Reduce my property tax! Our property tax is way higher than everywhere else and yet I don't see where it goes to better enhance our community! The fact mine is going to go up again is ridiculous!
- ✦ For everyone to understand the ins and outs of how the city is run so we don't have so much miscommunication out in the community. It makes it very hard for people to understand things when they don't know the right information. We have a VERY negative community.
- ✦ Weekly Farmer Market
- ✦ Support beautification projects and promote more types and times for people to gather, walk, visit, have fun, shop & open businesses. Change the signs on Hwy 10 to "Live Work Play" or "We are open for business" instead of the changeable signage that no one uses (and is now storm damaged).
- ✦ Better public school systems
- ✦ Open a grocery store!
- ✦ Invest in downtown. Our downtown area needs funds to make it look more pleasing. We could use new lights and other decor to make it look more appealing.
- ✦ Affordable housing
- ✦ Stop lying to the public on the state of the grocery store.
- ✦ A walking trail for bike and dogs (not the one behind the school, not sure if anyone can use)
- ✦ A grocery store that stays for good
- ✦ Hire a fulltime building inspector to enforce the ordinances on blighted and vacant properties
- ✦ More options for fresh fruits/veggies & food
- ✦ Curbside Leaf pick up

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