

I. ISSUES AND OPPORTUNITIES

PLAN PURPOSE

This Comprehensive Plan represents a guide for the long-term growth and development of the City and Town of Platteville. It is intended to anticipate change and to plan for the preservation of the unique community resources identified by the community. The Comprehensive Plan includes a vision to guide future development, an inventory of the community's resources, an analysis of trends, a series of recommendations and an implementation strategy. To ensure that the entire community will embrace the plan, it incorporated a comprehensive public participation process, described below.

State Statutes (62.095) require that a Comprehensive Plan include the following nine elements: issues and opportunities, housing, transportation, intergovernmental cooperation, land use, economic development, agricultural, natural and cultural resources, community facilities and implementation. Each of these elements is included in the plan.

Wisconsin's comprehensive planning law requires local governments that receive comprehensive planning grant funds to indicate how they will meet the following 14 statutory comprehensive planning goals:

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



Participants developed key area vision statements and goals and objectives at the second community-wide workshop

13. Planning and development of land uses that creates or preserves varied and unique urban and rural communities.

14. Providing an integrated, efficient and economical transportation system that affords mobility, convenience and safety and that meets the needs of all citizens, including transit-dependent and disabled citizens.

The Town and City of Platteville Smart Growth Comprehensive Plan includes specific goals, objectives and policies for each plan element that foster the implementation of each of the 14 comprehensive planning goals.

DESCRIPTION OF PLANNING AREA

The Town of Platteville, in Grant County is located in the southern portion of the driftless or unglaciated area that occupies much of southwestern Wisconsin. The Town is characterized by rolling hills with steep slopes and deep valleys. The Town completely surrounds the City of Platteville. According to the 2000 Census, the Town of Platteville has a population of 1,343, and the majority of its land base is in agricultural production (see Figure 1.1).

The City of Platteville, home to University of Wisconsin-Platteville and a regional retail service center, has a population of nearly 10,000. The City is approximately 75 miles from Madison and 20 miles northeast of Dubuque, Iowa. The City's historic Main Street and other cultural and historical sites attract visitors from the region. UW-Platteville, known for its engineering, industrial technology and agricultural programs, is the region's largest employer and has played a dominant role in shaping the region.

European miners were attracted to Platteville back in the 1820's by the rich lead deposits. In 1827, the settlement was called Platte River and later changed to Lebanon and then to Platteville. By the fall of 1828, the area had about 150 inhabitants. The region's economy grew quickly once mineral lead was discovered in the area. The Town was planned in a practical way with an emphasis on access to the Town's mine entrances. The County Board organized Platteville Township, containing 36 square miles in 1849. Throughout the 1800's, the Town continued to flourish; Platteville was incorporated in 1880. In 1895, the population of the Town was 4,254 and the City, 3,321. When the price of ore became too low for profitable operation of mining, agriculture became the economic mainstay of the area.

COMMUNITY PLANNING PROCESS

The public participation approach used a visioning process to develop the comprehensive plan. Visioning is a process in which the community builds consensus on a description of their preferred future - the set of conditions they want to see in the future. Residents worked together to define key issues and to develop shared goals, objectives and strategies to realize these goals. The community developed a vision for the future and a series of goals, objectives and strategies to guide the future of the City and Town. The visioning process began with an issue identification that took place during a kick-off community wide workshop. This preliminary step of issue identification narrowed the range of discussion to those issues most important to the community.

During the second community workshop, participants chose an issue area (housing, land use, intergovernmental cooperation, etc.) in which to focus their efforts, and they developed a set of goals and objectives to guide the future of the community in terms of that particular area. This information guided a project steering committee and other interested citizens in developing specific policies for each issue area. These policies and strategies were developed and refined during the steering committee meetings, all of which were open to the public.

The comprehensive planning process included the public participation components listed below.

- Creation of a project steering committee with representatives from the Town and City, the business community, the University, UW-Extension, the Southwestern Wisconsin Regional Planning Commission, the local school district, and representatives from community organizations, charged with assisting in outreach, public participation efforts and providing input on goals, objectives and strategies, programs and policies.
- Two community-wide workshops to develop a vision and identify goals, objectives, and policies to guide the future development of the City and Town.
- Interviews with key stakeholders in the community to solicit their views on the significant issues in the City and Town.
- Focus group with high school students to elicit input on planning issues and the future of the community.
- Ten project steering committee planning meetings open to the public.
- Two joint public hearings on the draft plan and the revised plan.
- One public hearing in the City on the final plan.
- One public hearing in the Town on the final plan.

Kick-off Community Workshop

The kick-off community workshop was intended to build momentum for the planning process, solicit citizen input and facilitate consensus about a general vision for the future development of the City and Town. During this first meeting, participants identified the unique qualities of the community and the key issues and concerns of residents. Community residents brainstormed ideas with other community members and engaged in a discussion about the future of the City of Platteville and the Town of Platteville. During this kick-off workshop, participants answer the following questions: What do we want to preserve in the community? What do we want to change in the community? What do we want to create in the community? The answers to these questions were used to develop a general vision for Platteville. By the end of the first workshop, participants prepared a community vision statement that provided a framework for the entire planning process.

Second Community Workshop

At the second community-wide workshop, community members developed key area vision statements, and goals and objectives for key areas. Key areas included each element of the Smart Growth law: housing, economic development, transportation, community utilities, agricultural, natural and cultural resources, intergovernmental cooperation and land use.

Other Public Participation Efforts

Stakeholder interviews were conducted to elicit further input on key community issues. A focus group was conducted with high school students to elicit their ideas on the future of the community.

Series of Steering Committee Meetings

Once the community developed their goals and objectives, the steering committee met to develop a series of specific policies, programs and recommendations to implement these goals. Each steering committee meeting focused on a single-issue area. The major focus of each meeting was to review and revise specific goals, objectives and strategies.

Public Hearings

The Draft Comprehensive Plan was presented to the community at a public hearing for feedback and included the overall general vision statement, the key area visions, the goals and strategies, maps and recommendations for policies and programs to implement the goals. This hearing was intended to elicit comments from everyone on each plan component. This was an opportunity for citizens to offer opinions and suggestions regarding the overall Draft Comprehensive Plan.

The Revised Comprehensive Draft Plan incorporated comments and concerns that emerged during the first public hearing. A second public hearing was held on the Revised Comprehensive Draft Plan to elicit additional community feedback.

Two final public hearings were held: one with the City and one with the Town. The Comprehensive Plan was prepared for adoption by both the City and Town governing bodies.

2008-09 Plan Update: Community Survey

In 2008, the Town and City of Platteville began the updating process of the Comprehensive Plan by conducting a Community Survey. The Community Survey was a census survey that included all Town residents, City residents, and UW-Platteville students. The Survey was made available both online and in paper format. Results from the survey were displayed on the web for review and were incorporated into the Plan Update process.

In August 2008, a ‘Scoping Survey’ was conducted by the Steering Committee to determine which goals and objectives in the Comprehensive Plan should be revised. The table below illustrates the results of that survey.

'Scoping Survey' Results: Vision Statement	City N=27 % Voting "Revise"	Town N=5 % Voting "Revise"	Total N=33 % Voting "Revise"
Vision Statement	48%	0%	41%

Please review and revise the following goals and objectives, if needed. Areas in red have been recommended for change via the ‘Scoping Survey’.

7/30/2010

VISION STATEMENT AND KEY AREA VISIONS

1. In 2021, the Platteville community will continue to provide and maintain a safe, small town atmosphere and a scenic rural environment. The community will respect and preserve its historic origins and agricultural heritage, while promoting planned growth, affordable housing, economic development and diverse recreational, cultural and educational opportunities for all ages.

Keep, as is. Eliminate Modify (write below)

The following items in blue may be revised during the plan update process:

Key Area Visions Statements

AGRICULTURAL, NATURAL AND CULTURAL RESOURCES

The City and Town of Platteville will develop and preserve historic, scenic and cultural corridors, hold in trust its surrounding rural, scenic areas and farmland for generations while providing the opportunity for planned development in those areas that have access to City utilities.

INTERGOVERNMENTAL COOPERATION

The City, Town, UW-Platteville, the School District and County will all work jointly for the health and welfare of all their citizens, each governmental unit appreciating, respecting and being fully aware of the unique role and strengths of the other, resulting in a better quality life for all.

TRANSPORTATION

Create a community friendly, multi-modal transportation network by realigning through traffic, linking the campus to the larger community and developing a bike network, better senior transportation and improved parking.

7/30/2010

LAND USE

Platteville will provide for planned, controlled development, further development of affordable housing, green space, and commercial and retail uses in appropriate locations.

UTILITIES AND COMMUNITY FACILITIES

Platteville will provide park and recreational opportunities in proximity to residential development. Our community will have adequate facilities for emergency and government agencies to promote health and education for all age groups. Growth of all facilities and utilities will be coordinated to match growth of the City and Town. Transit service (bus) will transport people to and from our facilities (downtown, parks, etc.).

ECONOMIC DEVELOPMENT

Platteville has a diverse economic base and builds on its assets, such as a strong school system, a safe environment and downtown history, to stimulate economic development.

HOUSING

Platteville is committed to preserving its historic neighborhoods and providing an adequate supply of single family and multi-family housing to meet the diverse housing needs of the community.

BACKGROUND INFORMATION

The following tables illustrate general background information for the City and Town of Platteville. Each of the chapters that follow includes more detailed background information specific to each planning element.

a) Demographic Trends and Projections

Table 1.1 below details population trends over the past ten years in the City and Town of Platteville and its surrounding jurisdictions. The Town of Platteville gained 82 residents and experienced a 6.5 % increase in population between 1990 and 2000. The City gained 127 persons in 10 years, resulting in a 1.3% growth rate.

The Southwestern Wisconsin Regional Planning Commission (SWWRPC) completed population projections, based on the 2000 Census, in August 2001. High and low projections are illustrated in the tables below. Under the low projection, the Town is projected to grow from 1,343 people to 1,440 in 2010, a 7.2% growth rate. The City is projected to grow at about 2.4% over the next ten years. Between 2000 and 2020, the Town is projected to grow by 14.4% to 1,536 persons and the City, by 4.7% to 10,459. The Town of Platteville is projected to experience the highest 20-year growth rate of all surrounding communities.

Under the high projection, the City is projected to grow to 10,658 by 2020, a 6.7% growth rate. The Town is projected to grow to 1,565 by 2020, a 16.5% increase in population.

Table 1.1 Population Trends for Platteville and Surrounding Jurisdictions

MCD Name	1980	1990	2000 Census	Numeric Change 1990-2000	% Change 1990-2000
Town of Ellenboro		521	608	87	16.7%
Town of Harrison		544	497	-47	-8.6%
Town of Lima		691	721	30	4.3%
Town of Paris		709	754	45	6.3%
Town of Platteville	1,309	1,261	1,343	82	6.5%
Town of Smelser		736	756	-7	-0.9%
Village of Dickeyville		902	1,043	141	15.6%
Cuba City		1,863	1,945	82	4.4%
City of Platteville	9,580	9,862	9,989	127	1.3%

Source: U.S. Census Bureau, Census 2000

Table 1.2 Population Projections for Platteville and Surrounding Jurisdictions

Geographic Area	% Change	Population Estimates							Census
	2000-2007	2007	2006	2005	2004	2003	2002	2001	2000
Grant County	1.6%	48,792	48,815	49,063	49,181	49,198	49,260	49,528	49,597
Cuba City city	6.8%	1,813	1,823	1,838	1,864	1,880	1,896	1,912	1,945
Dickeyville village	0.4%	1,039	1,042	1,039	1,043	1,042	1,036	1,046	1,043
Ellenboro town	1.5%	599	598	596	597	600	593	602	608
Harrison town	-1.4%	504	503	499	500	498	492	497	497
Lima town	-3.9%	749	743	745	741	733	725	714	721
Paris town	4.4%	721	721	722	744	742	734	742	754
Platteville city	3.4%	9,645	9,649	9,678	9,730	9,793	9,852	9,926	9,989
Platteville town	-2.1%	1,371	1,374	1,336	1,340	1,296	1,300	1,309	1,343
Smelser town	-1.5%	767	768	765	759	763	760	751	756

Note: The April 1, 2000 Population Estimates Base reflects changes to the Census 2000 population resulting from legal boundary updates as of January 1 of the estimates year, other geographic program changes, and Count Question Resolution actions. All geographic boundaries for the July 1, 2007 population estimates series are defined as of January 1, 2007. An "(X)" in the Census 2000 field indicates a locality that was formed or incorporated after Census 2000 or was erroneously omitted from Census 2000. Additional information on these localities can be found in the Geographic Change Notes (see "Boundary Changes" under the Geographic Topics section of the Estimates page). Dash (-) represents zero or rounds to zero.

Source: U.S. Census Bureau 2008

Table 1.3 illustrates the age profile, compiled from the 2000 Census. The median age in the City of Platteville is several years lower than that of the Town at 30.6 compared to 37.8 for the Town. This compares to a median age of 35.3 nationally and 36 for the State of Wisconsin.

Overall, the City has a younger population with 57% of the population under 34 years of age, compared to 45% in the Town. Nearly 24% of Town residents are 55 years or older, compared to nearly 16% of City residents. Twenty-one point six percent of Wisconsin residents are 55 and over.

Table 1.3 Age Profile City and Town of Platteville

Age	City Number	City Percent	Town Number	Town Percent
under 5 years	319	3.2	69	5.1
5 to 9 years	371	3.7	107	8.0
10 to 14 years	437	4.4	114	8.5
15 to 19 years	1,657	16.6	124	9.2
20 to 24 years	2,781	27.8	72	5.4
25 to 34 years	834	8.3	126	9.4
35 to 44 years	919	9.2	211	15.7
45 to 54 years	859	8.6	202	15.0
55 to 59 years	316	3.2	91	6.8
60 to 64 years	266	2.7	72	5.4
65 to 74 years	561	5.6	88	6.6
75 to 84 years	440	4.4	50	3.7
85 years and over	229	2.3	17	1.3
Median Age	23.0		37.8	

Source: U.S. Census Bureau, Census 2000

b) Education

Table 1.4 details educational attainment of City and Town residents 25 years and over, as compiled from the 2000 Census. Over 80% of City and Town residents have a high school degree or more. 17.3% of City residents have a graduate degree, as do 13.4% of Town residents.

Table 1.4 Educational Attainment City and Town of Platteville

	City of Platteville	Town of Platteville
Persons 25 years and over	4,459	869
Less than 9th Grade Education	252	57
9th to 12th Grade, no diploma	287	48
High School Graduate	1,260	321
Some College, no degree	883	160
Associates Degree	239	44
Bachelor's Degree	816	125
Graduate Degree	772	114
Percent High School Grad. or Higher	87.9%	87.9%
Percent Bachelor's Degree or Higher	34.5%	27.5%

Source: U.S. Census Bureau, Census 2000

c) Income

Table 1.5 presents adjusted gross income figures for the City and Town. These statistics are compiled by the Wisconsin Department of Revenue and are based on actual tax returns. Between 2004 and 2006, income in the City increased by about 12%, from \$33,589 to \$37,603. In the Town, income increased by about 11%, from \$39,518 to \$43,734.

Table 1.5 Income Trends Adjusted Gross Income (AGI): City and Town of

Year	Population	Returns	AGI - Total	AGI - Per Return
2004				
City	10,109	3,895	130,828,100	33,589
Town	1,380	520	20,549,283	39,518
2005				
City	10,118	3,946	140,845,629	35,693
Town	1,389	524	23,101,098	44,086
2006				
City	10,065	4,005	150,601,079	37,603
Town	1,418	547	23,922,523	43,734

Source: Wisconsin Department of Revenue, 2006

d) Employment

Table 1.6 indicates that the largest percentage of employed persons in both the City and Town of Platteville work in the management, professional and related occupations category, followed by the sales and office category and the service occupations category.

Employment forecasts for local municipalities and counties are not available. However, the Wisconsin Department of Work Force Development has prepared statewide employment forecasts for major industry divisions. Table 1.7 shows the projected percent change by industry title between the years 2006 and 2016. Table 1.8 shows the projected percent change by industry title between the years 2006 and 2016 for the southwestern region of the state. The top five growth industries are Education and Health Services, Information/ Professional/ Services, Leisure and Hospitality, Financial Activities, and Construction/ Mining/ Natural Resources.

Table 1.9 shows occupations in the southwestern Wisconsin region with the largest forecast growth between the years 2006 and 2016. The top five growth occupations for the region are Healthcare Support, Healthcare Practitioners and Technical, Personal Care and Service, Computer and Mathematical, and Community and Social Services.

Table 1.6 Occupation

OCCUPATION	City	% of Total	Town	% of Total
Employed Persons 16 years and over	5,139		720	
Management, Professional & Related Occupations	1,900	37.0%	242	33.6%
Service Occupations	942	18.3%	133	18.5%
Sales & Office Occupations	1,287	25.0%	157	21.8%
Farming, Forestry, and Fishing Occupations	149	2.9%	14	1.9%
Construction, Extraction & Maintenance Occupations	278	5.4%	58	8.1%
Production, Transportation, Material Moving	583	11.3%	116	16.1%

Source: U.S. Census Bureau, Census 2000

Table 1.7 Employment Forecasts State of Wisconsin 2006-2016

Industry Title	Percent Change
Total, All Nonfarm Industries	8.0%
Total, Without Self-Employed and Unpaid Family Workers	8.3%
Natural Resources and Mining	-4.0%
Construction	10.0%
Manufacturing	-1.5%
Wholesale Trade	7.5%
Retail Trade	0.5%
Transportation and Warehousing	10.7%
Utilities	-4.3%
Information	3.0%
Financial Activities	11.9%
Professional and Business Services	17.7%
Education and Health Services, Including State and Local Government	4.3%
Leisure and Hospitality	11.5%
Other Services (Except Government)	10.4%
Government	2.4%
Self-Employed and Unpaid Family Workers, All Jobs	4.5%

Source: Wisconsin Department of Workforce Development, 2009

Table 1.8 Employment Forecasts for Southwest Wisconsin 2006-2016 by Industry (Grant, Green, Iowa, Lafayette, Richland, and Rock counties)

Industry Title	Percent Change
Total All Industries	6.5%
Construction/Mining/Natural Resources	9.9%
Manufacturing	-5.6%
Trade	2.0%
Transportation and Utilities	8.2%
Financial Activities	10.3%
Education and Health Services	15.0%
Leisure and Hospitality	11.4%
Information/Professional/Services	14.2%
Government	2.9%

Source: Wisconsin Department of Workforce Development, 2009

**Table 1.9 Employment Forecasts for Southwest Wisconsin 2006-2016 by Occupation
(Grant, Green, Iowa, Lafayette, Richland, and Rock counties)**

Occupation Title	Percent Change
Total All Industries	6.5%
Management	3.7%
Business and Financial Operations	11.1%
Computer and Mathematical	19.4%
Architecture and Engineering	3.4%
Life, Physical, and Social Science	8.0%
Community and Social Services	15.8%
Legal	10.0%
Education, Training, and Library	6.9%
Arts, Design, Entertainment, Sports, and Media	6.5%
Healthcare Practitioners and Technical	21.7%
Healthcare Support	22.2%
Protective Service	6.7%
Food Preparation and Serving Related	11.3%
Building and Grounds Cleaning and Maintenance	11.1%
Personal Care and Service	19.9%
Sales and Related	3.5%
Office and Administrative Support	3.6%
Farming, Fishing, and Forestry	3.6%
Construction and Extraction	8.3%
Installation, Maintenance, and Repair	5.0%
Production	-2.9%
Transportation and Material Moving	1.8%

Source: Wisconsin Department of Workforce Development, 2009

e) Housing

The tables below show trends in the growth of housing units since 2000. The tables show additions and deletions of 1-, 2- and 3-family homes, homes gained and lost due to annexation and the net change in housing units. Between 2000 and 2007, the City added between ten and 44 units per year. Forty-four units were added in 2007.

The Town of Platteville added three units in 2002 and a high of 22 new units back in 2003. The Town lost eight homes due to annexation over the past seven years.

Table 1.10 Housing Units City of Platteville

Year	Additions				Deletions				Annexations		Total		Net Change
	1 Family	2 Family	3+ Family	Mobile	1 Family	2 Family	3+ Family	Mobile	Gained	Lost	Adds	Dels	
2000	11	6	2	0	2	0	0	0	0	0	18	2	16
2001	13	0	10	0	1	0	0	0	0	0	23	1	22
2002	7	2	4	0	1	2	0	0	1	0	13	3	10
2003	11	3	0	0	0	0	0	1	0	0	14	1	13
2004	12	8	4	0	5	0	0	0	2	0	24	5	19
2005	12	6	18	0	2	2	0	0	3	0	36	4	32
2006	13	8	0	0	0	0	0	0	1	0	21	0	21
2007	7	14	27	0	4	0	0	0	1	0	48	4	44
Total	86	47	65	0	15	4	0	1	8	0	197	20	177

Source: State of Wisconsin Demographics Services Center, 2008

Table 1.11 Housing Units Town of Platteville

Year	Additions				Deletions				Annexations		Total		Net Change
	1 Family	2 Family	3+ Family	Mobile	1 Family	2 Family	3+ Family	Mobile	Gained	Lost	Adds	Dels	
2000	3	1	1	0	0	0	0	1	0	0	5	1	4
2001	5	0	0	0	1	0	0	0	0	0	5	1	4
2002	5	0	0	0	0	0	0	2	0	0	5	2	3
2003	24	0	0	0	2	0	0	0	0	0	24	2	22
2004	11	0	0	0	0	0	0	6	0	2	11	6	5
2005	21	0	0	0	0	0	0	0	0	5	21	0	21
2006	8	0	0	0	0	0	0	0	0	0	8	0	8
2007	8	0	0	0	1	0	0	0	0	1	8	1	7
Total	85	1	1	0	4	0	0	9	0	8	87	13	74

Source: State of Wisconsin Demographics Services Center, 2008