

1.0 ISSUES AND OPPORTUNITIES

1.1 CHAPTER SUMMARY

The purpose of this section is to provide basic background information for the comprehensive planning process and general demographic characteristics for the Village of Bloomington. More specifically this section includes information from the community survey and visioning sessions, community profile and projection data including population trends, age distribution, and population projections.

1.2 GOALS, OBJECTIVES, POLICY AND PROGRAM RECOMMENDATIONS

The following are the Issues and Opportunities goals, objectives, policy, and program recommendations for Bloomington. The essence of these recommendations is reflected throughout the entire document.

1. **Protect and improve the health, safety, and welfare of residents in the Village of Bloomington.**
2. **Preserve and enhance the quality of life for the residents of the Village of Bloomington.**
3. **Protect and preserve the community character of the Village of Bloomington.**

Note: The above policy recommendations are further explained in other elements of this comprehensive plan. This section provides background information and overall direction. For example, the above recommendations may be carried out by implementing recommendations in other sections such as housing, economic development, and transportation.

Wisconsin State Statute 66.1001(2)(a)

(a) Issues and Opportunities

Background information on the local governmental unit and a statement of overall objectives, policies, goals and programs of the local governmental unit to guide the future development and redevelopment of the local governmental unit over a 20-year planning period. Background information shall include population, household and employment forecasts that the local governmental unit uses in developing its comprehensive plan, and demographic trends, age distribution, educational levels, income levels and employment characteristics that exist within the local governmental unit.

1.3 COMMUNITY VISION

A vision statement identifies both where a community intends to be in the future and how to meet the future needs of stakeholders: its citizens. The vision statement incorporates the community's shared understanding of its nature and purpose and uses this understanding to move together towards a greater purpose. SWWRPC, in conjunction with UWEX-Grant County, sponsored visioning sessions for each jurisdiction in the autumn of 2007. The Town Planning Commission utilized the visioning information from these sessions to create their formal vision statement:

In the Village of Bloomington we'd like to keep our small rural agricultural village atmosphere- friendly people, lack of crime, good schools and churches, clean environment, and pulling together when someone is in need. It makes a great place to raise a family.

Our vision statement for the Village of Bloomington includes the following:

- *Residential development*
- *Maintain current services such as: fire department, rescue squad, garbage and recycling pickup.*
- *Encourage growth of local business and new businesses to provide jobs for residents and surrounding communities.*
- *Continue street and utility maintenance and improvements.*
- *Preserve and improve our library system with a new library and community building.*
- *Maintain our historical sites.*
- *Tree and flower planting program for beautification.*
- *Parks maintained and improve playground areas, playground equipment, ball fields, and including added parking.*
- *To keep our positive working relationships with surrounding communities.*
- *With growth another well will be needed.*

1.4 BACKGROUND AND PLANNING AREA

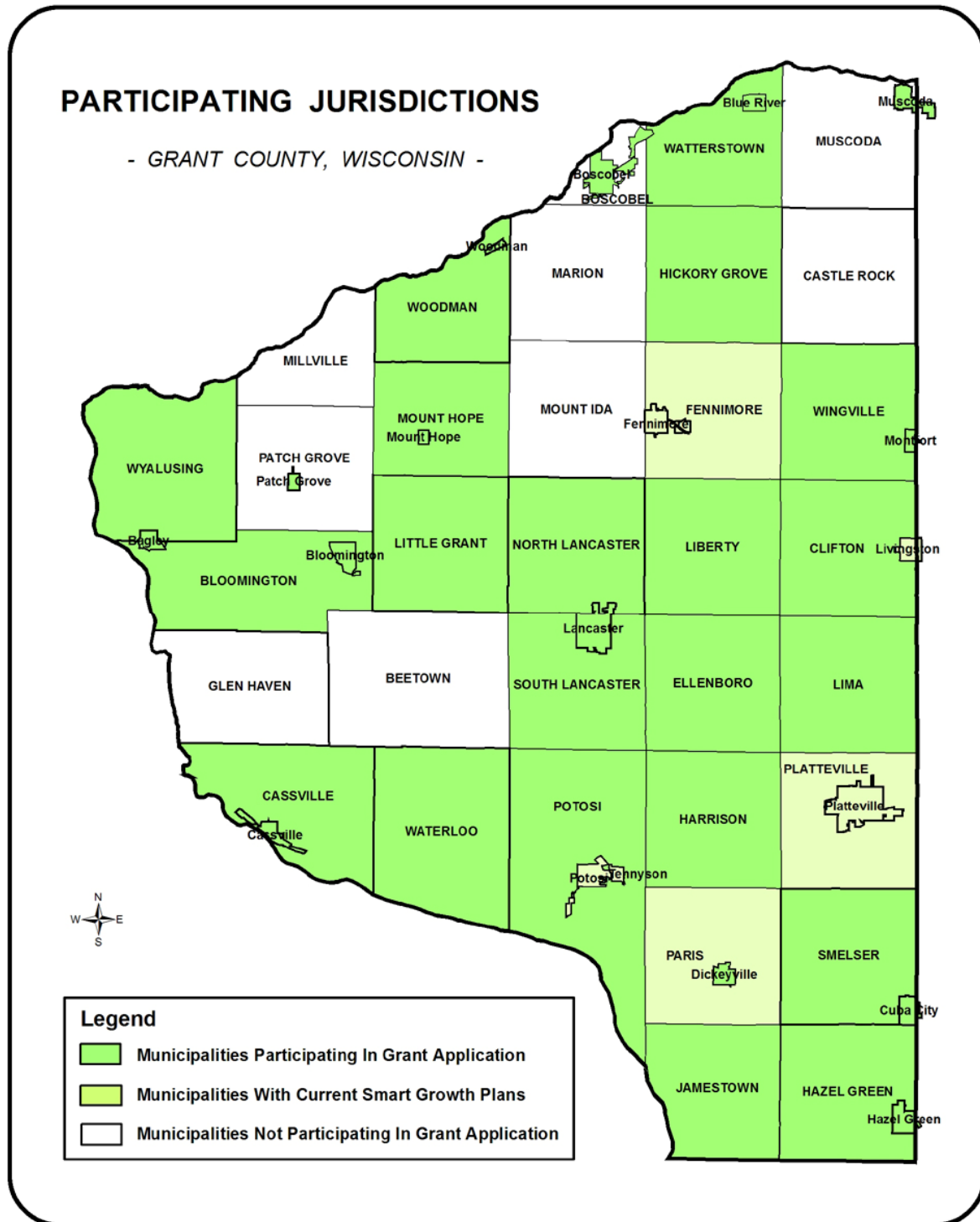
Under the Comprehensive Planning legislation, adopted by the state in October of 1999, beginning on January 1 2010, if a local governmental unit engages in any of the actions listed below, those actions shall be consistent with that local governmental unit’s comprehensive plan.

- Official Mapping
- Local Subdivision Regulations
- County, Town, Village or City zoning Ordinances
- Zoning of Shorelands or Wetlands in Shorelands

Comprehensive plans are a blueprint for how a community will develop and grow. Their purpose is to provide communities with information and policies that they shall use in the future to guide planning and community decisions. The Comprehensive Plan includes nine elements: Issues and Opportunities, Utilities and Community Facilities, Agriculture/Natural/Cultural Resources, Housing, Transportation, Economic Development, Intergovernmental Cooperation, Land Use, and Implementation. In addition, the Comprehensive Planning legislation establishes fourteen planning goals to guide planning efforts. The fourteen goals, along with other planning policies and objectives created during the planning process, appear throughout each chapter in this document.

Grant County, together with thirty-six (36) jurisdictions, including the Village of Bloomington, applied for a Planning Grant through the Wisconsin Department of Administration in the fall of 2006. In the spring of 2007, the thirty-month Comprehensive Planning Grant was awarded. Grant County and the jurisdictions within it contracted with the Southwestern Wisconsin Regional Planning Commission (SWWRPC) to complete individual comprehensive plans for each of the forty jurisdictions (Grant County, Cities, Towns, and Villages) in accordance with Wisconsin Statutes 66.1001. The only jurisdictions in Grant County that did not participate under the multi-jurisdiction grant were the towns of Beetown, Boscobel, Castle Rock, Fennimore, Glen Haven, Marion, Millville, Mount Ida, Muscoda, Paris, Patch Grove, and Platteville, the villages of Livingston, Potosi, and Tennyson, and the cities of Fennimore and Platteville. These jurisdictions either chose to complete their comprehensive plans using other resources or had already done so. The following is a list of all of the jurisdictions participating under the grant.

Grant County	Village of Bagley Village of Bloomington Village of Blue River Village of Cassville Village of Dickeyville Village of Hazel Green Village of Montfort Village of Mount Hope Village of Muscoda Village of Patch Grove Village of Woodman	Town of Little Grant Town of Mount Hope Town of North Lancaster Town of Potosi Town of Smelser Town of South Lancaster Town of Waterloo Town of Watterstown Town of Wingville Town of Woodman Town of Wyalusing
	Town of Bloomington Town of Cassville Town of Clifton Town of Ellenboro Town of Harrison Town of Hazel Green Town of Hickory Grove Town of Jamestown Town of Liberty Town of Lima	City of Boscobel City of Cuba City City of Lancaster



According to state statute, Class 4 municipalities have extraterritorial jurisdiction to the area 1.5 miles outside of the corporate limits. During the course of this plan, this area shall be considered as part of the planning area. Conversely, the extraterritorial area will also be considered as part of the planning area for Towns that border municipalities. The inclusion of the extraterritorial area in two separate plans underscores the importance of these lands and the importance of intergovernmental cooperation (see Chapter 8, Land Use). The purpose of the extraterritorial zone is essentially one of coordination with adjoining communities in an effort to anticipate and mitigate any impacts stemming from the development in that area.

1.4.1 ROLES AND RESPONSIBILITIES

The following indicates the roles and responsibilities of each entity involved in the comprehensive planning process.

- **Southwest Wisconsin Regional Planning Commission (SWWRPC)**
 - a. Provide staff services and project management for process.
 - b. Produce written plans and supplementary documents.
 - c. Plan, coordinate, and staff joint-jurisdictional meetings.

- **UW-Extension, Grant County**
 - a. Assist in developing and coordinating public participation plan, press releases, survey, visioning and education processes.

- **Grant County Zoning and Land Use Department**
 - a. Provide information, direction, and feedback to SWWRPC on process and plan development.

- **Town, Village, and City Planning Commissions**
 - a. Provide feedback and direction to SWWRPC in developing plan policies, information, and implementation measures.
 - b. Hold meetings to discuss comprehensive planning issues.
 - c. Develop comprehensive plan and recommend it to the governing body for adoption.
 - d. Represent the jurisdiction at joint-jurisdictional planning meetings.

- **County Zoning and Land Use Committee**
 - a. Provide feedback and direction to SWWRPC in developing the plan information, policies, and implementation measures.
 - b. Hold meetings to discuss comprehensive planning issues.
 - c. Develop comprehensive plan and recommend it to the governing body for adoption.
 - d. Represent the jurisdiction at joint-jurisdictional planning meetings.

- **Town, Village, City, and County Boards**
 - a. Appoint plan commission members.
 - b. Provide funds for the process.
 - c. Provide notice for and hold local meetings and hearings for the adoption of the plan and implementation measures via ordinance.

1.5 PUBLIC PARTICIPATION PLAN

As part of the Comprehensive Planning legislation, every community must develop a public participation plan at the beginning of the planning process. The Village of Bloomington Planning Commission has developed guidelines for involving the public as part of the requirements of the Comprehensive Planning Process (Section 66.1001(4)(a), Stats.). The goal of a public participation plan is to promote awareness of the planning process, to keep the public informed and educated, and to obtain input and participation from the public in order to create a plan, which reflects the vision and goals of the community.

Southwest Wisconsin Regional Planning Commission (SWWRPC) and UW-Extension were involved in a variety of outreach activities throughout the planning process. SWWRPC conducted informational meetings on each of the elements throughout the planning process. The variety of outreach methods either SWWRPC or UW-Extension used to publish the dates, times, and locations of informational meetings are listed below under the appropriate organization.

SWWRPC
<ul style="list-style-type: none"> • Survey
UW-Extension
<ul style="list-style-type: none"> • UW- Extension Newsletter • UW-Extension Webpage • Press releases to appropriate news mediums for SWWRPC sponsored meetings.

The Planning Committee will use the following methods as ways for public participation throughout the planning process:

1. *Provide information with a newsletter 10 days prior to meeting.*
2. *Post agendas and meeting minutes at designated posting locations 10 days prior to meeting.*
3. *Word of mouth.*

Both community planning meetings and SWWRPC facilitated meetings served as the methods for public participation throughout the entire Village of Bloomington Comprehensive Planning Process. Methods of public participation used to notify the primary audiences are listed above along with any other community members including property owners and persons with a vested or leasehold interest in property allowing the extraction of nonmetallic mineral resources in which the intensity or use of the property may be changed by the comprehensive plan. The success of the public participation plan is measured by the extent to which progress has been made towards the achievement of this plan's goals.

During the implementation phase of the project, the Planning Commission adopts, by majority vote, a resolution that formally recommends the adoption of the comprehensive plan (and any future plan amendments) to the Village Board. CD copies of the recommended and adopted plan will be sent to the clerks of the Town of Bloomington, Grant County, and the River Ridge School District Administrator (Section 66.1001(4)(b), Stats.) In addition, a CD and a paper copy of the plan will be sent to the Wisconsin Department of Administration and to the Public Library serving the jurisdiction. Paper copies will also go to the Planning Commission, Village Board, and Village Clerk.

In order to comply with Act 307 regarding nonmetallic mining, the Village of Bloomington will also send a copy of the plan, per a written request, to any operator who has applied for or obtained a nonmetallic reclamation permit; a person who has registered a marketable nonmetallic mineral deposit; and any other property owner or leaseholder who has an interest in property allowing the extraction of nonmetallic mineral resources.

Prior to adopting the plan, the Village of Bloomington Board will hold at least one public hearing to discuss the recommended plan (Section 66.1001(4)(d), Stats.) and provide an opportunity for written comments by the public and respond to such comments through review and discussion at a Village Board meeting. At least 30 days prior to the hearing, a Class 1 notice will be published that contains, at a minimum, the following:

- The date, time and location of the hearing
- A summary of the proposed plan or plan amendment
- The local government staff that can be contacted for additional information
- Where to inspect and how to obtain a copy of the proposal before the hearing

The Village Board, by a majority vote, shall enact the ordinance adopting the recommended plan (Section 66.1001(4)(c), Stats.). The adopted plan and ordinance shall be distributed to the aforementioned parties in Section 66.1001(4)(b), Stats. The plan shall contain all nine elements identified in Section 66.1001(2), Stats. If the Village Board asks the Planning Commission to revise the recommended plan, it is not mandatory that these revisions be sent to the distribution list. However, in the spirit of public participation and intergovernmental cooperation, revisions constituting a substantial change to the recommended plan may be sent to the distribution list.

1.6 COMMUNITY SURVEY

In the fall of 2007, the staff from SWWRPC distributed a countywide survey to all property owners in Grant County. The purpose of the survey was to provide participating planning commissions with community feedback regarding key elements in the comprehensive plan. A total of 16,491 surveys were sent to property owners in Grant County. The University of Wisconsin River Falls (UWRF) Survey Research Center was responsible for tabulating and analyzing the survey responses. (See Issues and Opportunities Chapter Attachments for your jurisdiction's survey results.)

1.7 COMMUNITY PROFILE AND PROJECTION

The following displays the population statistics and projections that were prepared as part of the requirements of the Comprehensive Planning legislation. Other demographic data and statistics, such as employment characteristics, are in their corresponding chapters.

Table 1.1 Population Statistics (Source: DP-1,DP-2. 2000 U.S. Census)

Population	Village of Bloomington Number	Village of Bloomington Percent	Grant County Number	Grant County Percent	Wisconsin Number	Wisconsin Percent
Total Population (1970)	719	100.0%	48,398	100.0%	4,417,933	100.0%
Total Population (1980)	743	100.0%	51,736	100.0%	4,705,767	100.0%
Total Population (1990)	776	100.0%	49,264	100.0%	4,891,769	100.0%
Total Population (2000)	701	100.0%	49,597	100.0%	5,363,675	100.0%
SEX AND AGE (2000)						
Male	341	48.6%	25,164	50.7%	2,649,041	49.4
Female	360	51.4%	24,433	49.3%	2,714,634	50.6
Under 10 years	84	12.1%	5,738	11.6%	721,824	13.5%
10 to 19 years	97	13.8%	8,490	17.1%	810,269	15.1%
20 to 34 years	105	15.0%	9,995	20.2%	1,063,460	19.8%
35 to 44 years	100	14.3%	7,096	14.3%	875,522	16.3%
45 to 59 years	121	17.3%	8,533	17.2%	985,048	18.4%
60 to 74 years	112	16.0%	5,918	12.0%	560,306	10.4%
75+ years	82	11.7%	3,827	7.7%	347,246	6.5%
		100%		100.0%		100%
Median Age (2000)	41.8		35.9		36.0	

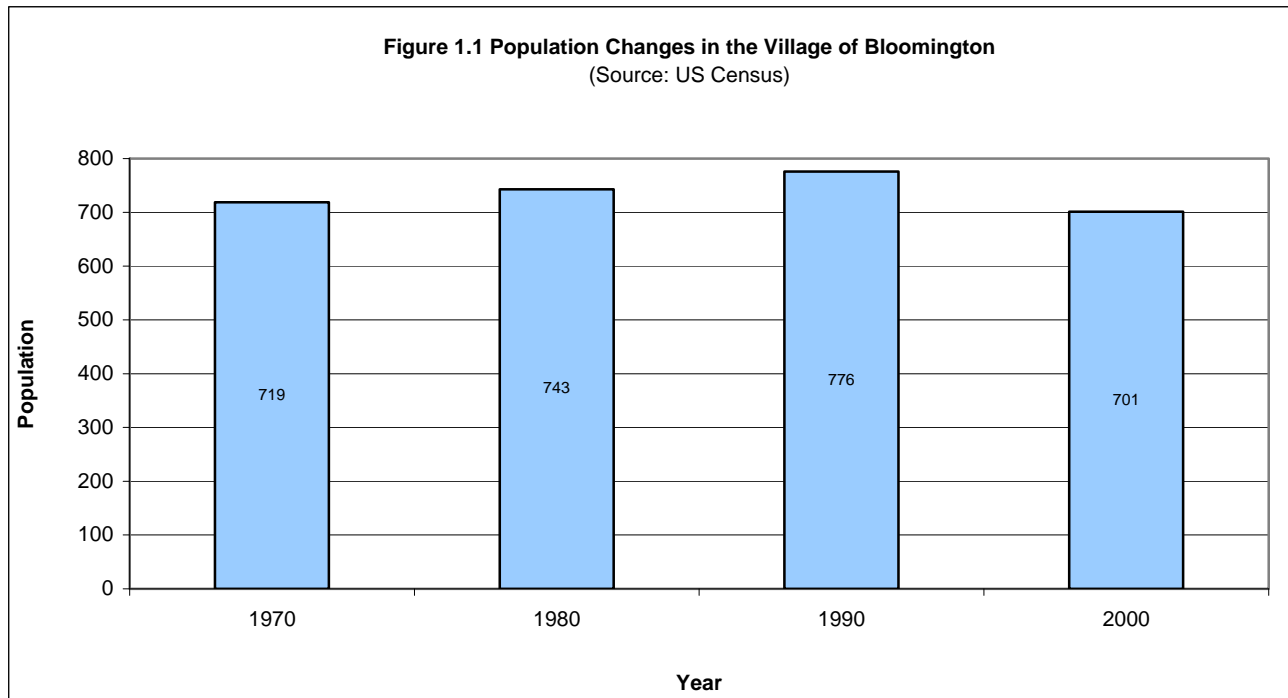


Figure 1.1 shows that the Village of Bloomington experienced an overall population decrease from 1970 to 2000 of 3 %.

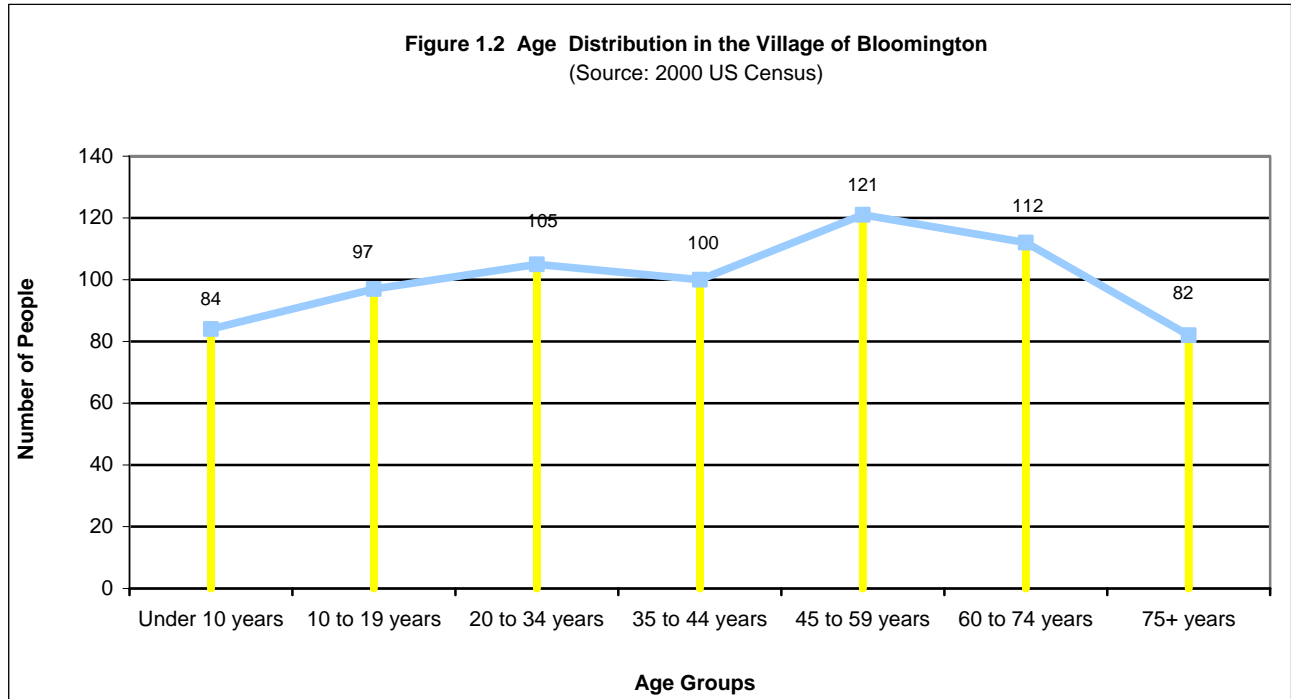


Figure 1.2 shows the population of the Village of Bloomington by age distribution for the year 2000. The largest group is people 45 to 59 years (121 people) making up 17.2 % of the population. The second largest age group of 60 to 74 contains 16.0% of the population with 112 people. The town’s median age is 41.8.

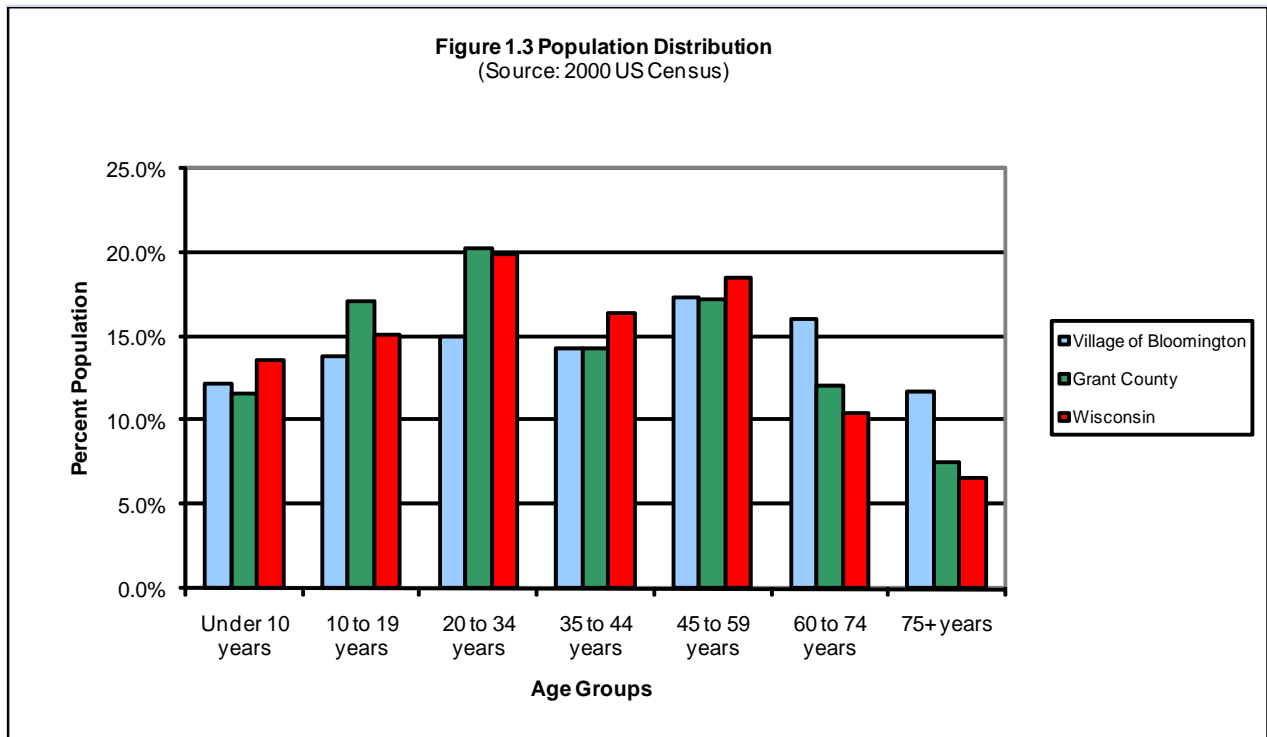


Figure 1.3 compares the population percentage by age group for the Village of Bloomington, Grant County, and the State of Wisconsin.

Table 1.2 Population Projections (Source: 2007 SWWRPC)

Age Group	2010 Low	2010 High	2020 Low	2020 High	2030 Low	2030 High
Less than 10	79	82	77	82	85	94
10 to 19 Years	83	86	76	82	76	84
20 to 34 Years	105	109	94	101	80	89
35 to 44 Years	80	83	78	83	78	87
45 to 59 Years	158	164	139	149	127	140
60 to 74 Years	140	146	191	205	189	210
75+ Years	77	80	88	94	128	142
Total	722	749	743	797	764	845

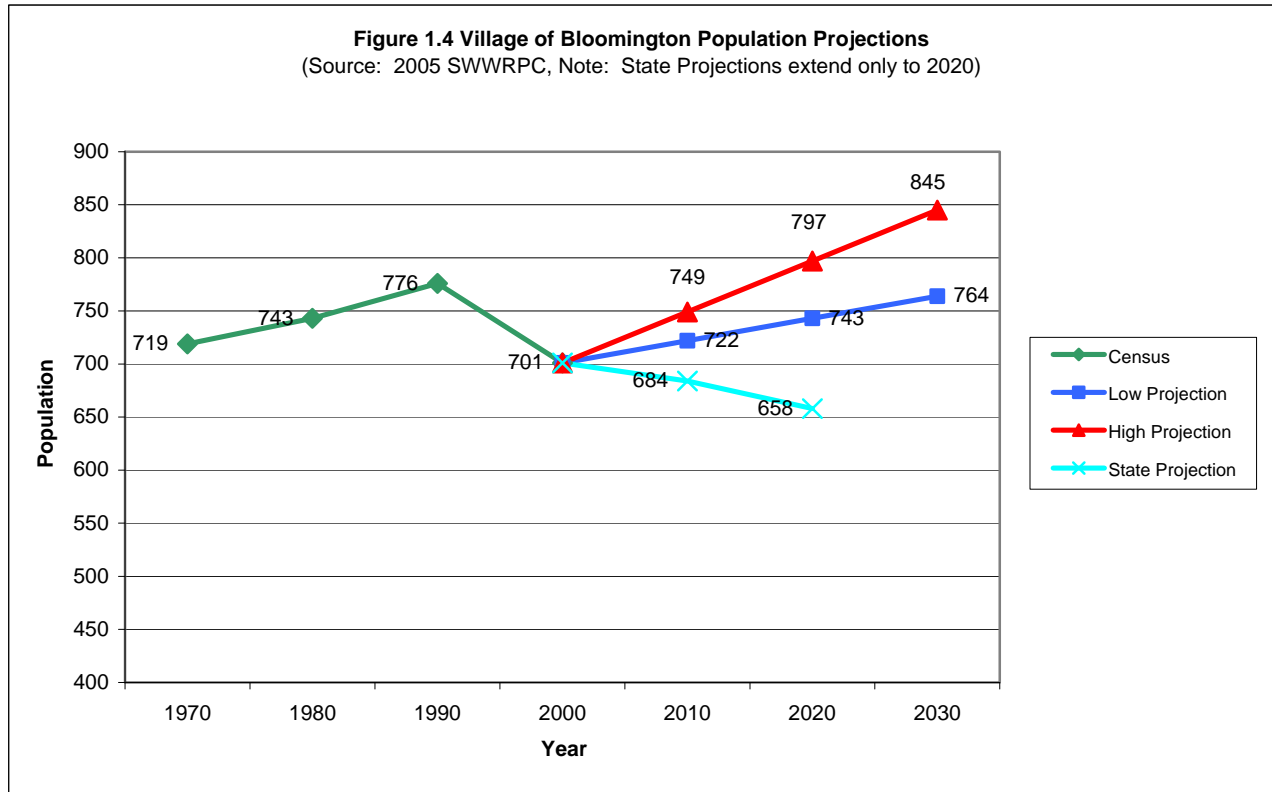


Figure 1.4 shows the projected populations for the years 2010, 2020, and 2030. The red line indicates a future high projection, while the blue line indicates a future low projection. The State projection line is trending down, even from the low projection.

Table 1.3 Educational Attainments (Source: DP-1,DP-2. 2000 US Census)

Educational Attainment	Village of Bloomington Number	Village of Bloomington Percent	Grant County Number	Grant County Percent	Wisconsin Percent
Less than 9th Grade	38	7.6%	2,346	7.7%	5.4%
9th to 12th No Diploma	47	9.4%	2,713	8.9%	9.6%
HS Grad	249	49.7%	12,255	40.0%	34.6%
Some College	97	19.4%	5,828	19.0%	20.6%
Associate Degree	32	6.4%	2,230	7.3%	7.5%
Bachelor's Degree	27	5.4%	3,332	10.9%	15.3%
Graduate/Prof. Degree	11	2.2%	1,921	6.3%	7.2%
Percent High School Grad or Higher	83.0%		83.5%		85.1%

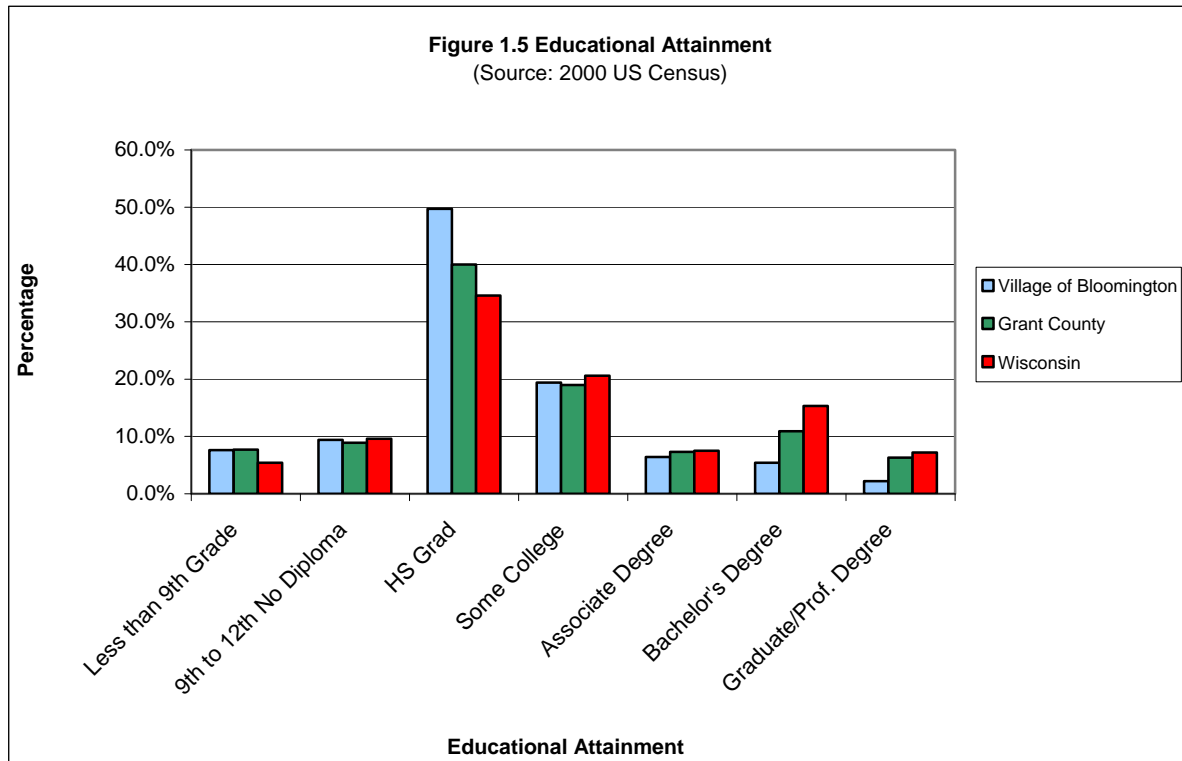


Table 1.4 Occupations (Source: DP-1,DP-2. 2000 US Census)

Occupations	Village of Bloomington Number	Village of Bloomington Percent	Grant County Number	Grant County Percent	Wisconsin Number	Wisconsin Percent
Prod, Trans & Mat. Moving	101	28.4%	4,981	19.9%	540,930	19.8%
Const, Extraction & Maint.	55	15.4%	2,294	9.1%	237,086	8.7%
Farm, Fishing & Forestry	8	2.2%	753	3.0%	25,725	0.9%
Sales & Office	93	26.1%	5,524	22.0%	690,360	25.2%
Services	37	10.4%	4,025	16.0%	383,619	14.0%
Mgmt, Prof & Related	62	17.4%	7,511	29.9%	857,205	31.3%
Total	356	100%	25,088	100%	2,734,925	100%

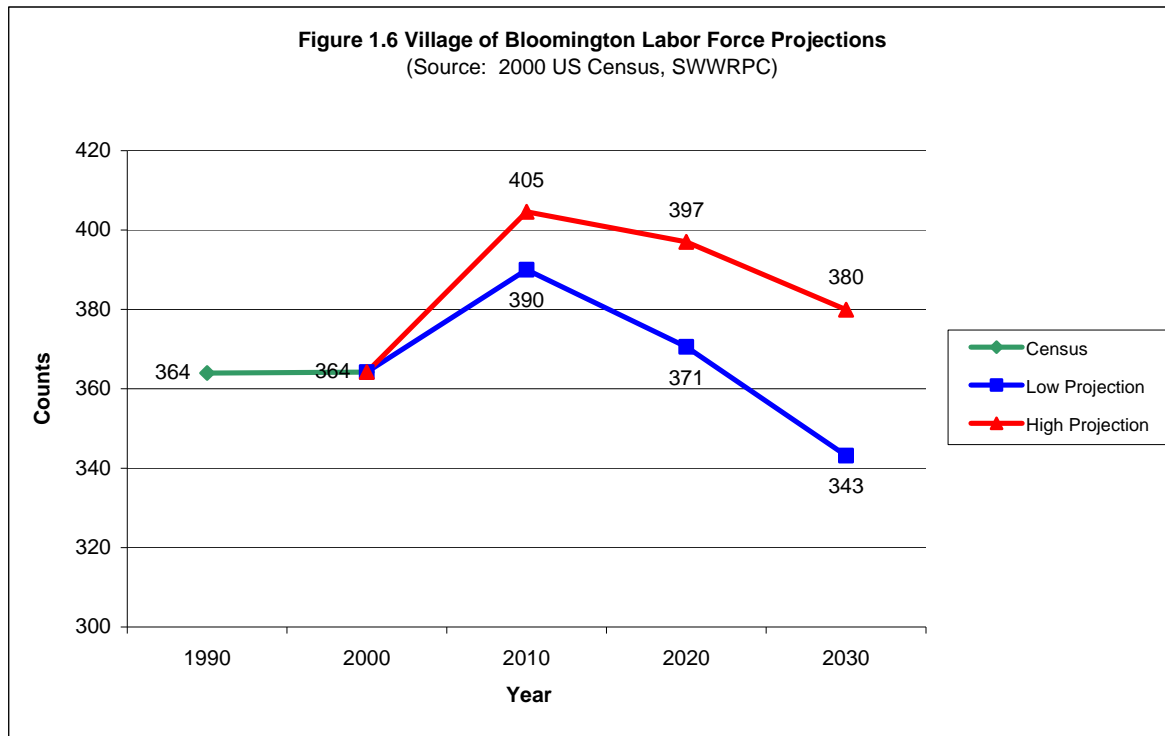


Figure 1.6 shows the projected labor force populations for the years 2010, 2020, and 2030. The red line indicates a high projection, while the blue line indicates the low projection. Labor data was not available for 1980 or 1970.

1.8 ISSUES AND OPPORTUNITIES AGENCIES AND PROGRAMS

At the end of each chapter of this comprehensive plan is a section that lists some of the state and federal agencies and programs that exist to help communities: it is not an exhaustive list. Many of these agencies and programs (a brief program description and contact information is given) can provide expertise or funding to help implement some of the recommendations of this comprehensive plan. Your community should contact the agency of interest to obtain the most up-to-date information. Grants.gov (see below) is one source that could be used to accrue funding for all types of projects.

GRANTS.GOV (www.grants.gov)

Grants.gov allows organizations to electronically find and apply for competitive grant opportunities from all Federal grant-making agencies. Grants.gov is the single access point for over 900 grant programs offered by the 26 Federal grant-making agencies. The U.S. Department of Health and Human Services is the managing partner for Grants.gov.

**ISSUES AND OPPORTUNITIES
CHAPTER ATTACHMENTS**