
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 Cassville. 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 Cassville. 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 Cassville.**
2. **Preserve and enhance the quality of life for the residents of the Village of Cassville.**
3. **Protect and preserve the community character of the Village of Cassville.**

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 Village Planning Commission utilized the visioning information from these sessions to create their formal vision statement:

The Village of Cassville has:

- *A thriving downtown (with attractive shops)*
- *Good-paying job opportunities*
- *Denniston House historically-restored, featuring restaurant and lodging*
- *Local bike and walking trail*
- *Two car ferries operate between Cassville and Guttenberg*
- *An updated airport (safe, full-function facility)*
- *Great healthcare (clinic, dentist, and pharmacy)*
- *Excellent assisted-living center*
- *Additional land that has been annexed that supports the population while preserving natural beauty*
- *A marina*

1.4 BACKGROUND AND PLANNING AREA

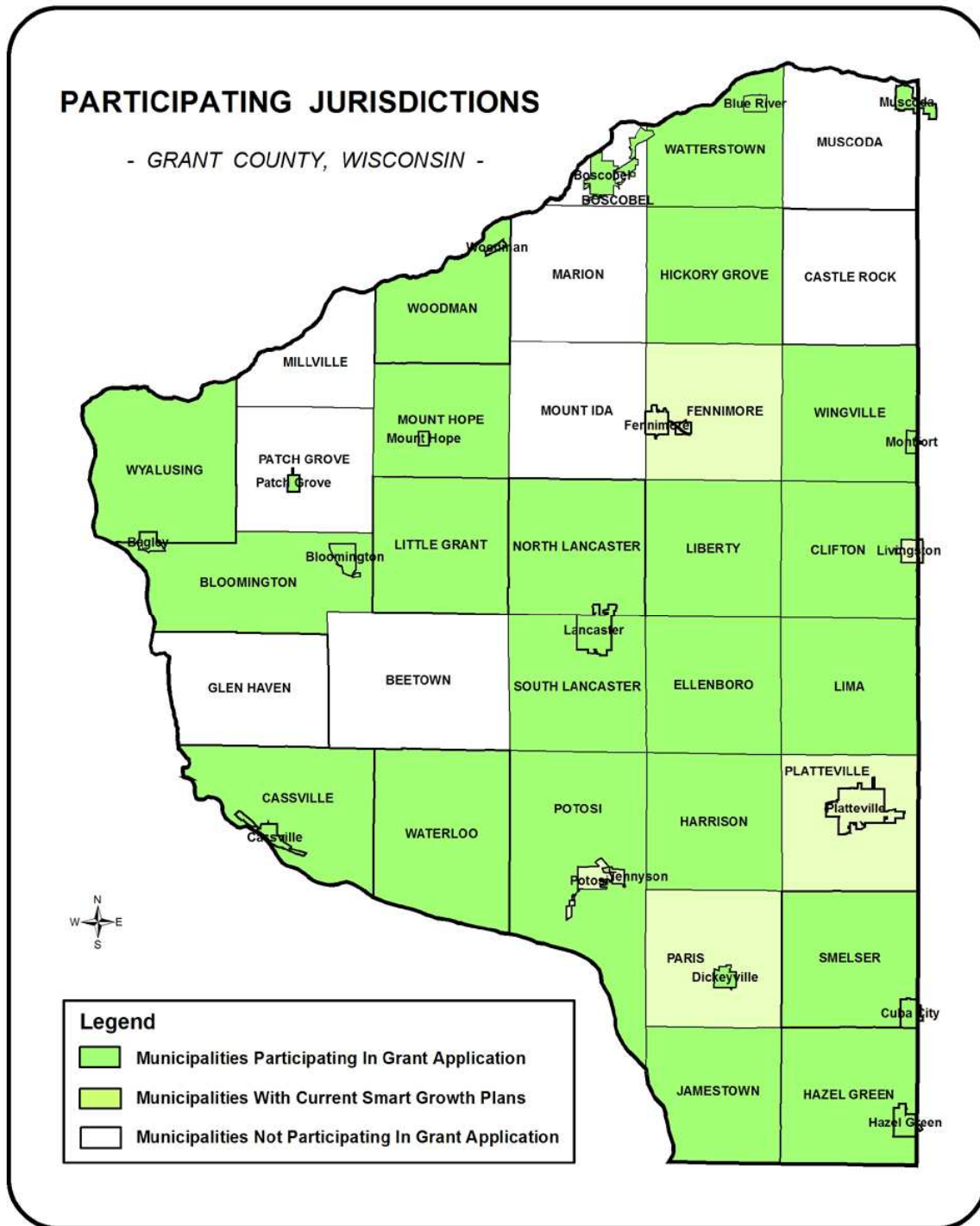
Under the Comprehensive Planning legislation, adopted by the state in October of 1999, beginning on January 1 2010, if a local governmental unit engages in any of the actions listed below, those actions shall be consistent with that local governmental unit’s comprehensive plan.

- 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 Cassville, 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 Mount Hope
Town of North Lancaster
Town of Potosi
Town of Smelsor
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
Town of Little Grant | 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 jurisdictions 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 Cassville 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.

Below is a table that provides headings for five primary audiences for the jurisdiction's Public Participation Plan. It enumerates the types of groups, which make up the primary audiences. Groups listed beneath each header were identified as being important to the comprehensive planning process because they reflect a variety of the community's diverse perspectives. These groups include the general public, legal boards/agencies, civic associations, businesses, and groups/individuals involved with land use issues. *(The category groups and individuals should include property owners and persons with a leasehold interest in property allowing extraction of nonmetallic mineral resources along with other community members having a vested interest in land use issues.)*

Table 1.1 Public Participation Primary Audiences

General Public	Legal Boards/Agencies	Civic Associates	Businesses
Churches	<ul style="list-style-type: none"> • Village Board • Planning Commission • Historic Preservation Commission • Cassville Library Board 	<ul style="list-style-type: none"> • Cassville Economic Development Corporation • Cassville Historical Society • Tourism Center • Harbor Commission • Cassville Housing Authority 	Those listed in the Cassville Business Brochure

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 via flyer in tax bills.*
2. *Open house in the fall of 2008.*

Both community planning meetings and SWWRPC facilitated meetings served as the methods for public participation throughout the entire Village of Cassville 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.

Listed below are groups the Village will target in order to encourage additional participation during the each stage of the planning process. Cassville will use additional public outreach methods to ensure broad base participation from *specific groups* that may have vested interests in a particular issue or element being addressed in the planning process. **The Village will notify these groups listed in the table below by mailing them a copy of the vision statement and posting minutes in public locations.** When deemed appropriate, the Village of Cassville will also organize an open house to encourage participation and feedback from the community and the specific groups listed below.

- Cassville Economic Development Corporation
- Cassville Tourism Committee
- Cassville Harbor Commission
- Cassville Historical Society
- Cassville Library

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 Cassville, Grant County, and the Cassville 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 Cassville 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 Cassville 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 Cassville Number	Village of Cassville Percent	Grant County Number	Grant County Percent	Wisconsin Number	Wisconsin Percent
Total Population (1970)	1,343	100.0%	48,398	100.0%	4,417,933	100.0%
Total Population (1980)	1,270	100.0%	51,736	100.0%	4,705,767	100.0%
Total Population (1990)	1,144	100.0%	49,264	100.0%	4,891,769	100.0%
Total Population (2000)	1,085	100.0%	49,597	100.0%	5,363,675	100.0%
SEX AND AGE (2000)						
Male	516	47.6%	25,164	50.7%	2,649,041	49.4
Female	569	52.4%	24,433	49.3%	2,714,634	50.6
Under 10 years	115	10.6%	5,738	11.6%	721,824	13.5%
10 to 19 years	169	15.6%	8,490	17.1%	810,269	15.1%
20 to 34 years	134	12.3%	9,995	20.2%	1,063,460	19.8%
35 to 44 years	149	13.7%	7,096	14.3%	875,522	16.3%
45 to 59 years	201	18.5%	8,533	17.2%	985,048	18.4%
60 to 74 years	191	17.7%	5,918	12.0%	560,306	10.4%
75+ years	126	11.6%	3,827	7.7%	347,246	6.5%
		100%		100.0%		100%
Median Age (2000)	42.4		35.9		36.0	

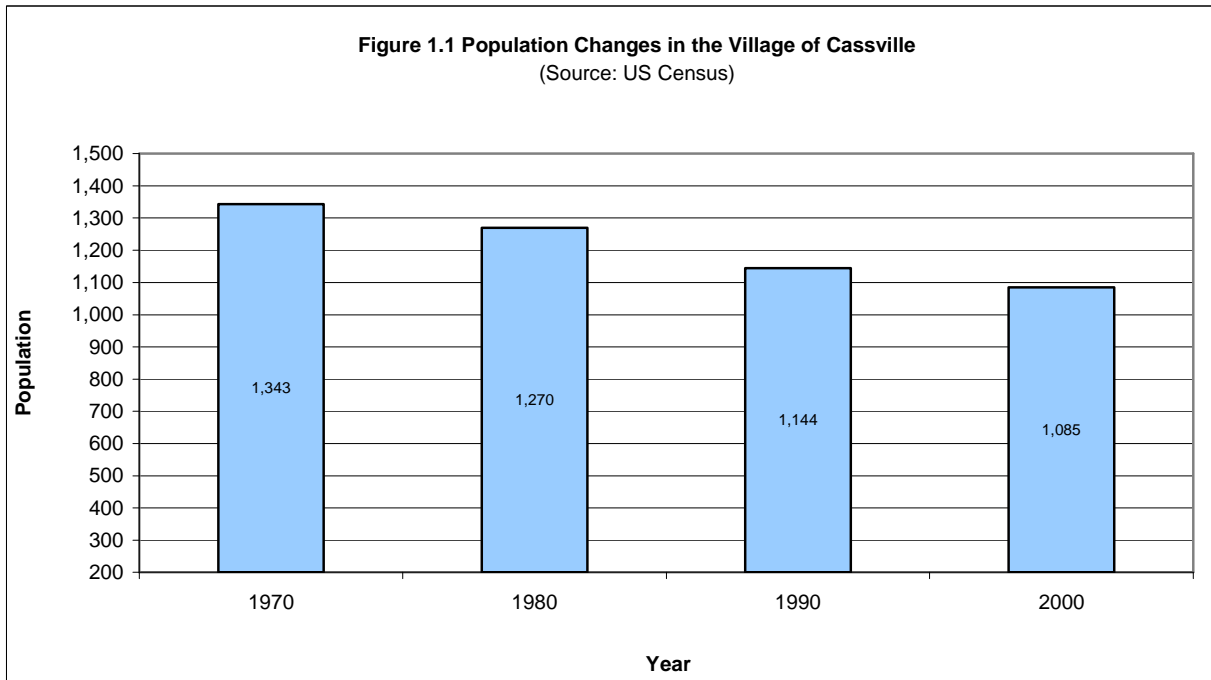


Figure 1.1 shows that the Village of Cassville experienced a population decrease from 1970 to 2000 of 19.2%.

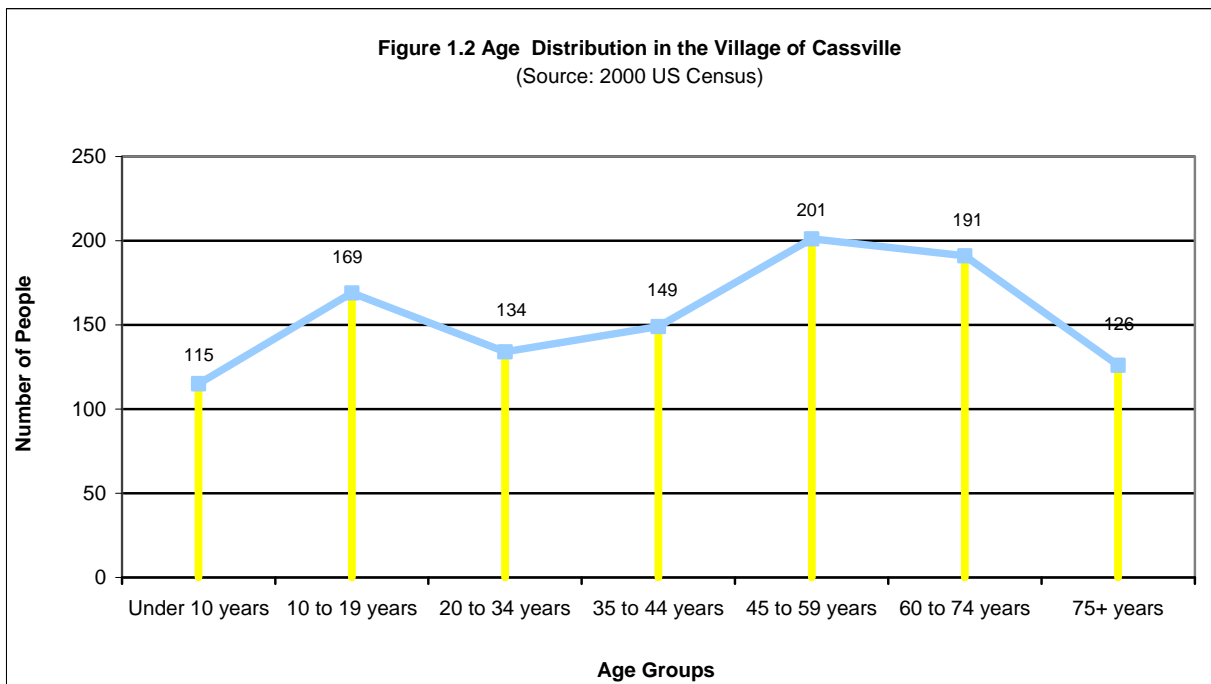


Figure 1.2 shows the population of the Village of Cassville by age distribution for the year 2000. The largest group of 45 to 59 years (201 people) making up 18.5 % of the population. The second largest age group of 60 to 74 years contains 17.6% of the population with 191 people. The Village’s median age is 42.4.

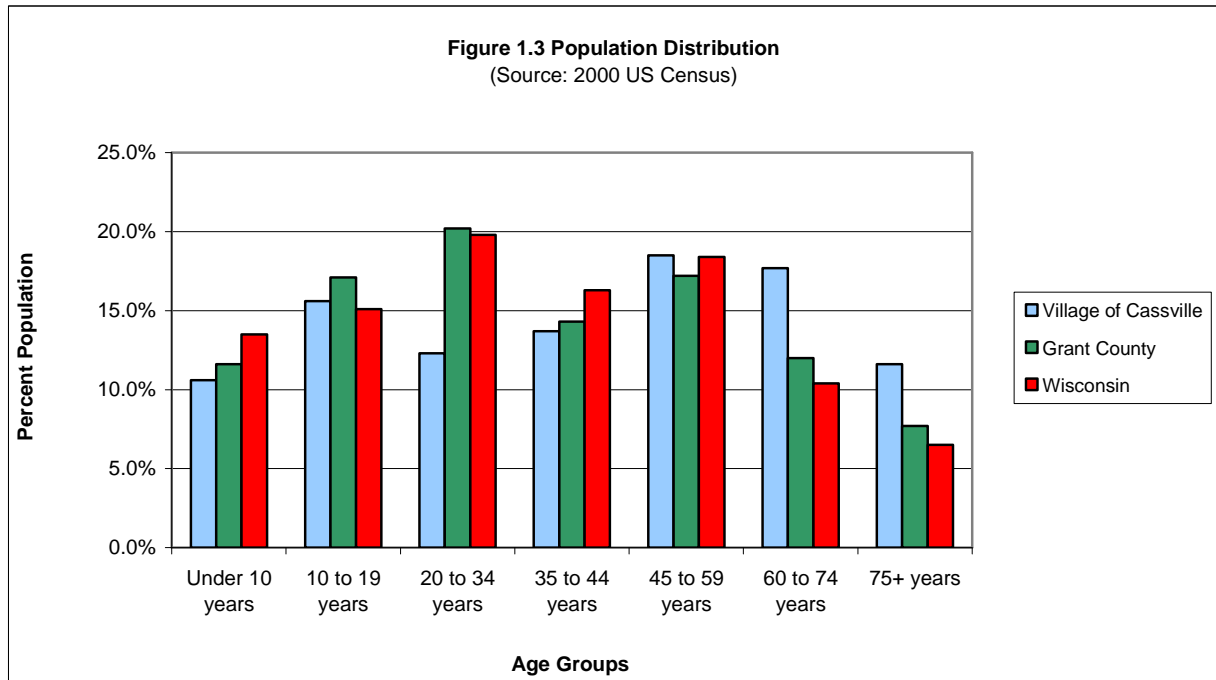


Figure 1.3 compares the population percentage by age group for the Village of Cassville, Grant County, and the State of Wisconsin.

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	103	108	79	88	79	91
10 to 19 Years	120	127	106	117	86	100
20 to 34 Years	147	155	136	151	108	126
35 to 44 Years	95	100	98	108	111	128
45 to 59 Years	305	321	233	258	180	209
60 to 74 Years	184	193	314	348	320	372
75+ Years	117	123	92	102	161	188
Total	1,072	1,128	1,059	1,172	1,046	1,215

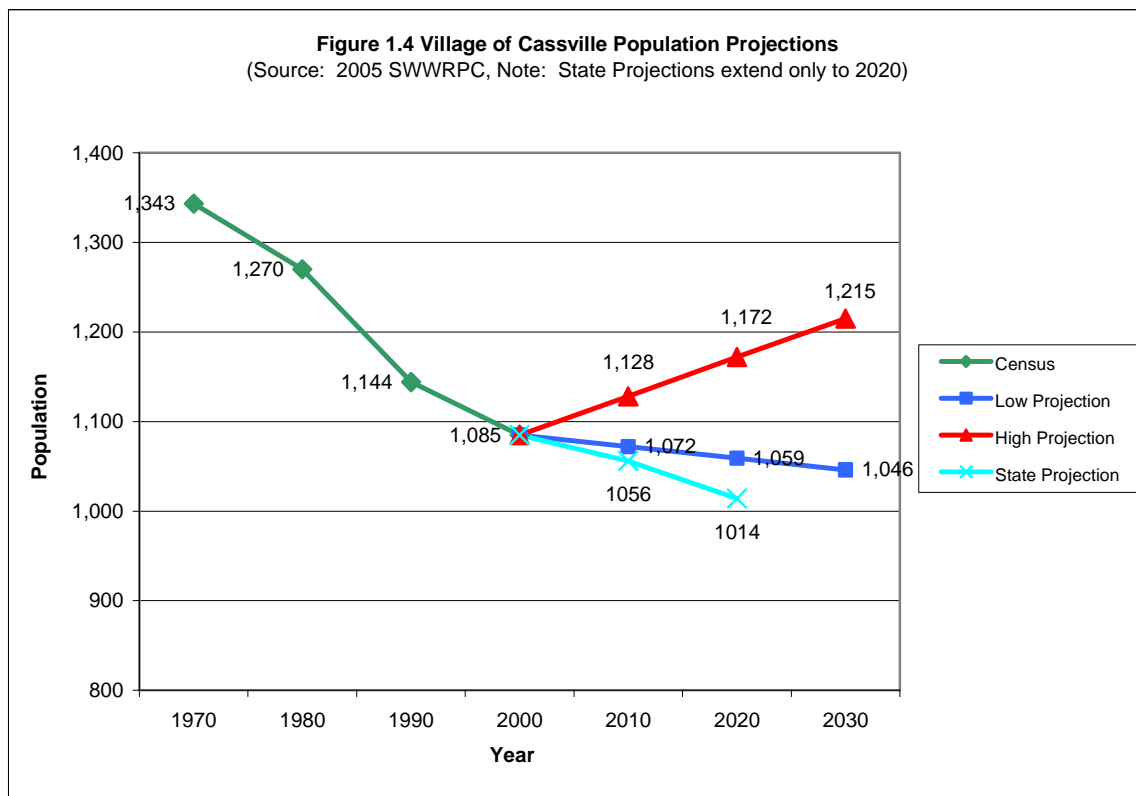


Figure 1.4 shows the projected populations for the years 2010, 2020, and 2030. The red line indicates a future high projection, while the blue line indicates a future low projection. The State projection trends even lower than the SWWRPC low projection.

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

Educational Attainment	Village of Cassville Number	Village of Cassville Percent	Grant County Number	Grant County Percent	Wisconsin Percent
Less than 9th Grade	79	10.7%	2,346	7.7%	5.4%
9th to 12th No Diploma	101	13.6%	2,713	8.9%	9.6%
HS Grad	380	51.3%	12,255	40.0%	34.6%
Some College	91	12.3%	5,828	19.0%	20.6%
Associate Degree	36	4.9%	2,230	7.3%	7.5%
Bachelor's Degree	34	4.6%	3,332	10.9%	15.3%
Graduate/Prof. Degree	20	2.7%	1,921	6.3%	7.2%
Percent High School Grad or Higher		75.7%	83.5%		85.1%

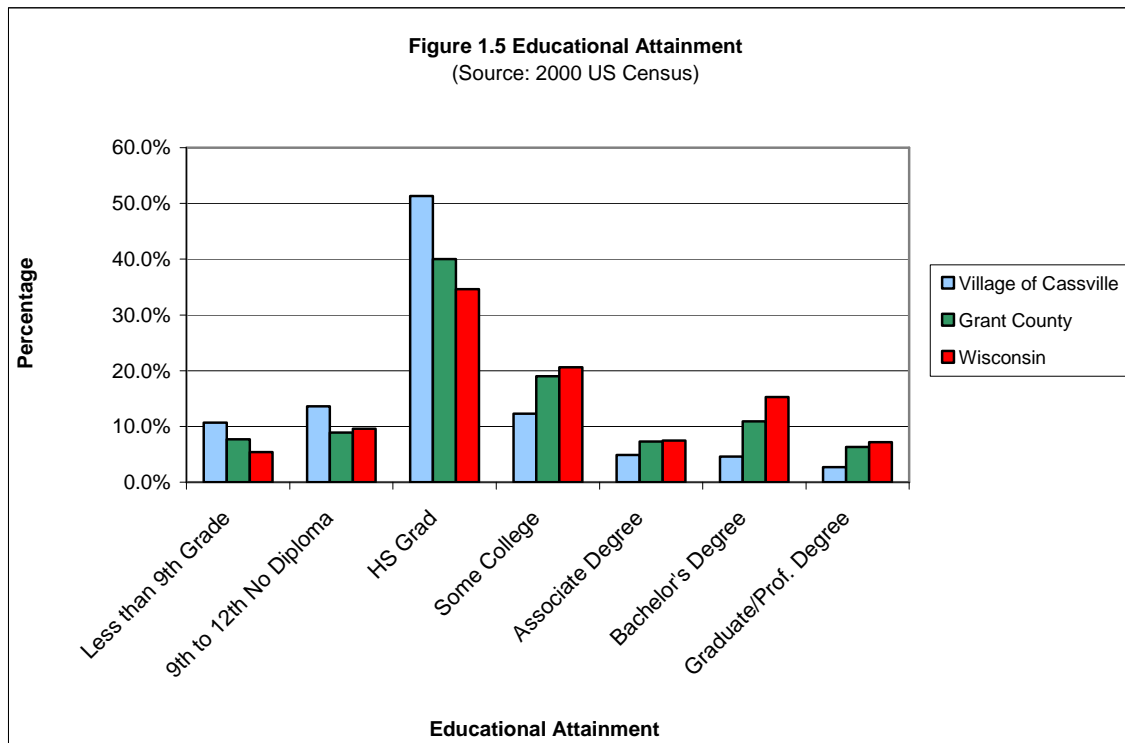


Table 1.4 Occupations (Source: DP-1,DP-2. 2000 US Census)

Occupations	Village of Cassville Number	Village of Cassville Percent	Grant County Number	Grant County Percent	Wisconsin Number	Wisconsin Percent
Prod, Trans & Mat. Moving	158	36.6%	4,981	19.9%	540,930	19.8%
Const, Extraction & Maint.	37	8.6%	2,294	9.1%	237,086	8.7%
Farm, Fishing & Forestry	2	0.5%	753	3.0%	25,725	0.9%
Sales & Office	80	18.5%	5,524	22.0%	690,360	25.2%
Services	60	13.9%	4,025	16.0%	383,619	14.0%
Mgmt, Prof & Related	95	22.0%	7,511	29.9%	857,205	31.3%
Total	432	100%	25,088	100%	2,734,925	100%

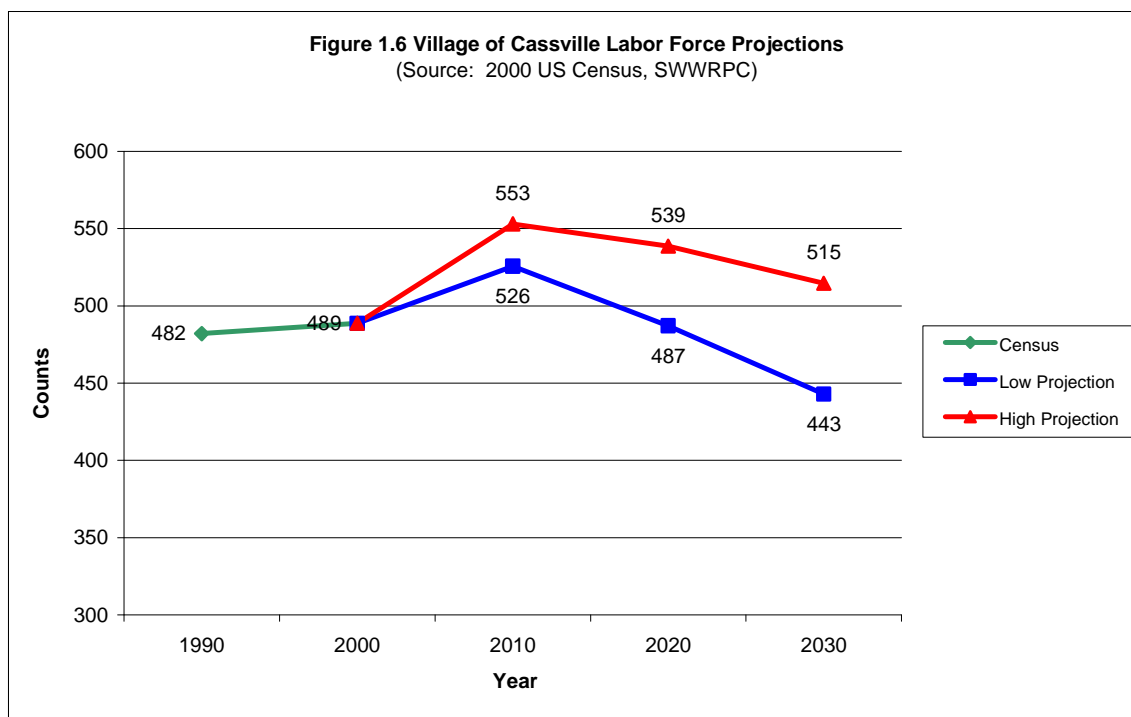


Figure 1.6 shows the projected labor force populations for the years 2010, 2020, and 2030. The red line indicates a high projection, while the blue line indicates the low projection. Labor data was not available for 1980 or 1970.

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**

Village of Cassville

During September and October of 2007 a total of 471 questionnaires were sent to households in the Village of Cassville. A total of 54 questionnaires were returned for a return rate of 11 percent. This number of returned surveys will provide estimates that are expected to be accurate to within plus or minus 13 percent.

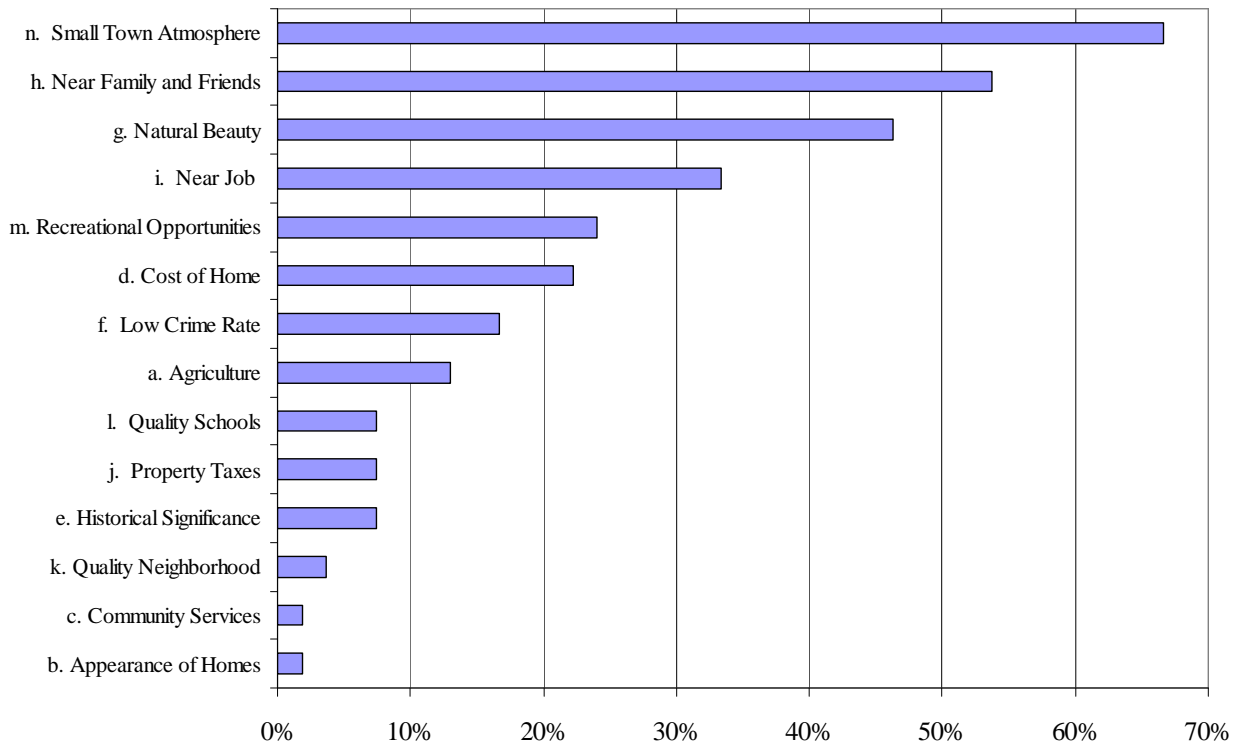
Key results of this survey include:

- Respondents said that they live in the Village of Cassville because of the small town atmosphere (67%), being near family and friends (54%), and the natural beauty (46%).
- With the exception of one community service and facility (street and road maintenance at 59%), all facilities and services exceed 75 percent “excellent” or “good” ratings.
- Residents in the Village of Cassville place high importance on the protection of all the natural and cultural resources listed in the survey. All resource categories exceed 80 percent “very important” and “important” ratings.
- All Village residents regard the protection of the groundwater as “very important” or “important”.
- Three-fourths of Village residents believe that a focus should be placed on improving existing housing quality.
- A majority of residents believe that there is a need for additional affordable and single family housing.
- Over half (57%) of residents do not believe there is a need for more apartments in the Village.
- Village residents prefer the cluster design (smaller lots with more shared open space) over the traditional design (larger lots with no or little shared open space) of housing development.
- Seven out of ten residents believe that landowners should not be allowed to develop land any way they want.
- Sixty-two percent of residents favor allowing large scale farm expansion outside a 2 mile radius of incorporated areas.
- Village of Cassville residents favor relatively small minimum lot sizes for residential developments in rural areas (75% would set the limit at 5 acres or less) and the vast majority owns less than an acre of land in Grant County.
- Overall, the residents of the Village of Cassville are satisfied with the road network. A majority of Village residents believe the local roads and streets are adequate for intended uses, but a substantial proportion (44%) disagrees.
- The preferred method for receiving information about comprehensive planning is direct mailing with newspaper articles as the second choice.
- Residents of the Village of Cassville are quite supportive of pursuing the energy alternatives of wind and solar energy as a form of economic development. Slightly less than half of Village of Cassville residents are enthusiastic about ethanol plants as a form of economic development.
- Citizens in the Village of Cassville are overwhelmingly in favor of coordinating efforts within Grant County to recruit new businesses and industry.
- Strong majorities of people living in the Village agree or strongly agree that all jurisdictions in the County should provide some land with infrastructure for public or private industrial and commercial development and that development at the edge of cities and villages should be required to have municipal sewer and water services.
- There is near unanimity that it is important or very important that Grant County encourage agricultural related businesses, industry and manufacturing, tourism and recreation, commercial and retail development, and downtown development. Support for each of these types of development exceeds 93 percent.

SUMMARY OF KEY POINTS – QUALITY OF LIFE

- The small town atmosphere (67%) stood out as the top reason Village of Cassville residents choose to live in Grant County.
- Being near family and friends (54%), and the natural beauty (46%) were the second and third place reasons.
- Less than 2 percent of residents said that community services and the appearance of homes were among their top three reasons they choose to live in Grant County.

Quality of Life Factors



SUMMARY OF KEY POINTS – QUALITY OF LIFE (COUNTY COMPARISON)

- Compared to Grant County as a whole, Village of Cassville residents were more likely to choose the natural beauty and recreational opportunities among their top three reasons for choosing to live in Grant County.

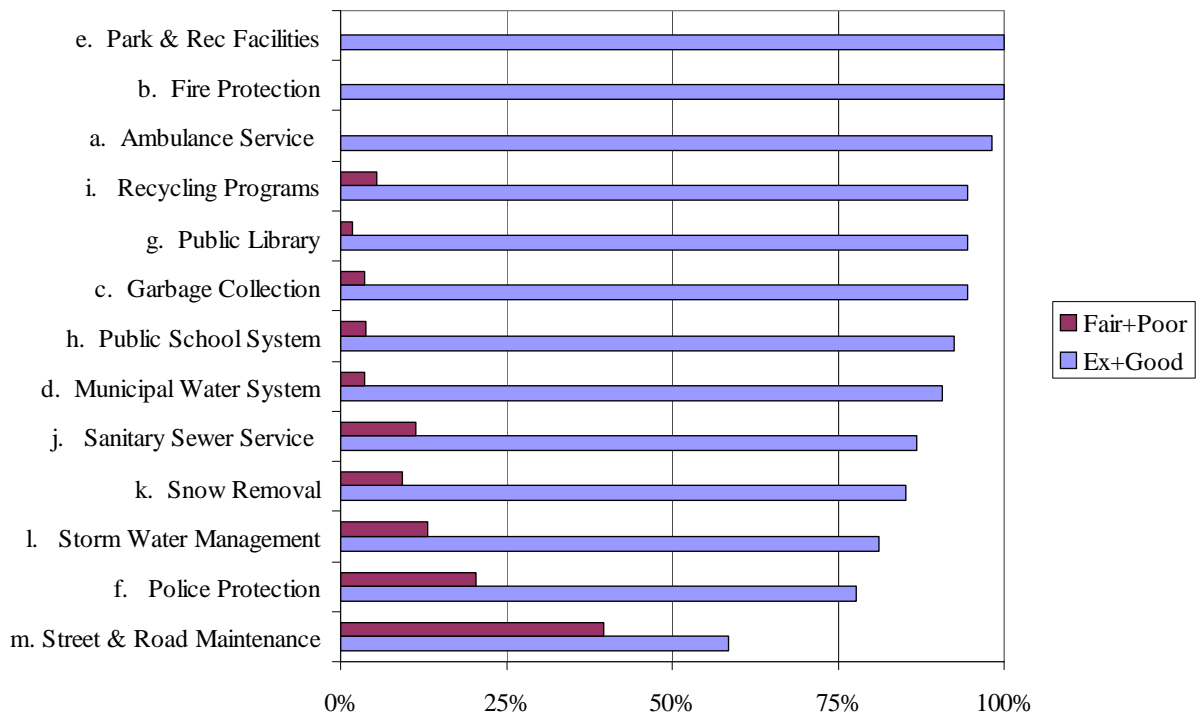
1. What are the three most important reasons you and your family choose to live in Grant County?

	Cassville	County		Cassville	County
a. Agriculture	13%	17%	i. Near Job	33%	40%
b. Appearance of Homes	2%	2%	j. Property Taxes	7%	6%
c. Community Services	2%	3%	k. Quality Neighborhood	4%	10%
d. Cost of Home	22%	17%	l. Quality Schools	7%	18%
e. Historical Significance	7%	2%	m. Recreational Opportunities	24%	9%
f. Low Crime Rate	17%	20%	n. Small Town Atmosphere	67%	58%
g. Natural Beauty	46%	24%	o. Other	2%	5%
h. Near Family and Friends	54%	56%			

SUMMARY OF KEY POINTS – COMMUNITY FACILITIES AND SERVICES

- Overall, residents of the Village of Cassville give very high marks to their community facilities and services.
- With the exception of one service (street and road maintenance at 59%), all facilities and services exceed 75 percent “excellent” or “good”.

Rating Community Facilities and Services



SUMMARY OF KEY POINTS – COMMUNITY FACILITIES AND SERVICES (COUNTY COMPARISON)

- Village of Cassville residents gave noticeably higher ratings to eight of the thirteen services listed.
- Although it appears that Village residents are much more satisfied with their municipal water system, sanitary sewer service, and storm water management, these three services garnered considerable “not applicable” percentages in the County sample, so comparisons would not be meaningful.

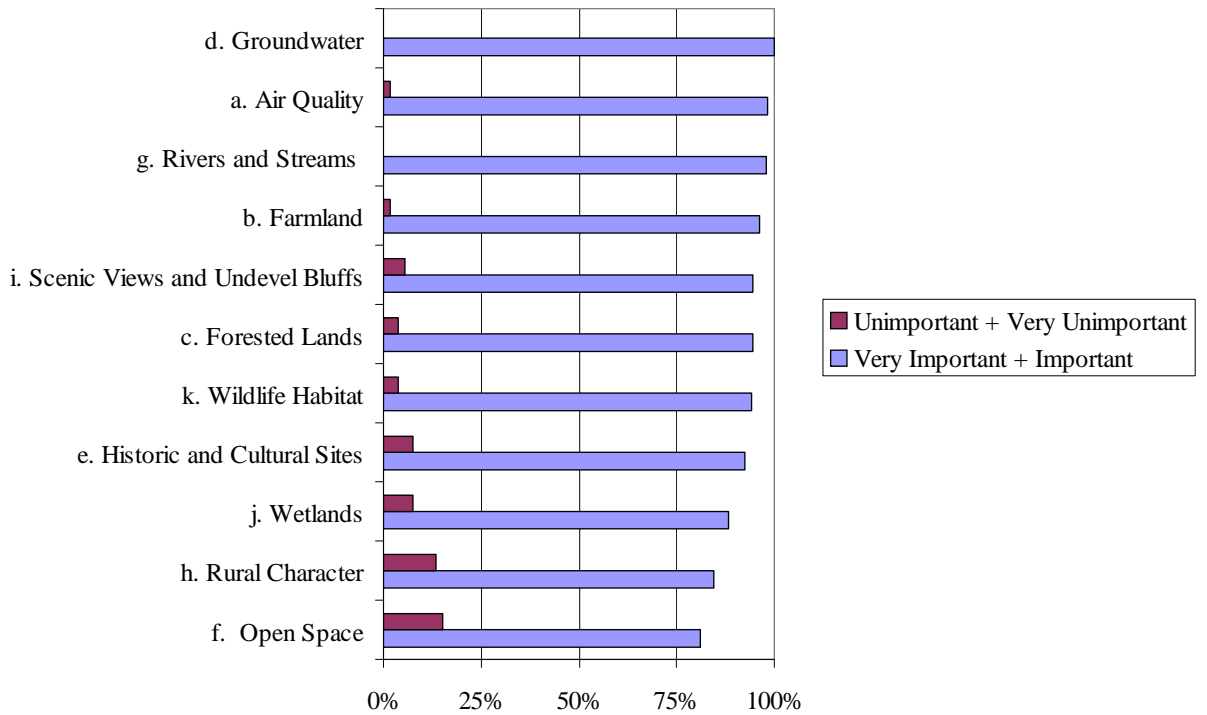
2. Rate the following local services:

	Excellent		Good		Fair		Poor		Not Applicable	
	Cassv	Cnty	Cassv	Cnty	Cassv	Cnty	Cassv	Cnty	Cassv	Cnty
a. Ambulance Service	72%	54%	26%	35%	0%	6%	0%	0%	2%	5%
b. Fire Protection	76%	54%	24%	39%	0%	4%	0%	0%	0%	3%
c. Garbage Collection	56%	39%	39%	39%	4%	9%	0%	2%	2%	11%
d. Municipal Water System	41%	23%	50%	38%	4%	10%	0%	2%	6%	26%
e. Park & Rec Facilities	56%	30%	44%	47%	0%	13%	0%	2%	0%	7%
f. Police Protection	37%	27%	41%	45%	20%	20%	0%	4%	2%	4%
g. Public Library	67%	33%	28%	46%	2%	11%	0%	2%	4%	8%
h. Public School System	30%	30%	62%	49%	4%	13%	0%	2%	4%	6%
i. Recycling Programs	39%	31%	56%	51%	6%	12%	0%	2%	0%	3%
j. Sanitary Sewer Service	45%	25%	42%	42%	9%	8%	2%	1%	2%	24%
k. Snow Removal	41%	27%	44%	47%	7%	17%	2%	2%	6%	7%
l. Storm Water Management	32%	16%	49%	43%	11%	16%	2%	3%	6%	22%
m. Street & Road Maintenance	17%	16%	42%	46%	30%	28%	9%	8%	2%	2%

SUMMARY OF KEY POINTS – NATURAL AND CULTURAL RESOURCES

- Residents in the Village of Cassville place high importance on the protection of all the natural and cultural resources listed.
- The combined responses in the “very important” and “important” categories exceed 80 percent for all resources listed.
- All Village residents regard the protection of the groundwater as “very important” or “important”.

Importance of Protecting Natural & Cultural Resources



SUMMARY OF KEY POINTS – NATURAL AND CULTURAL RESOURCES (COUNTY COMPARISON)

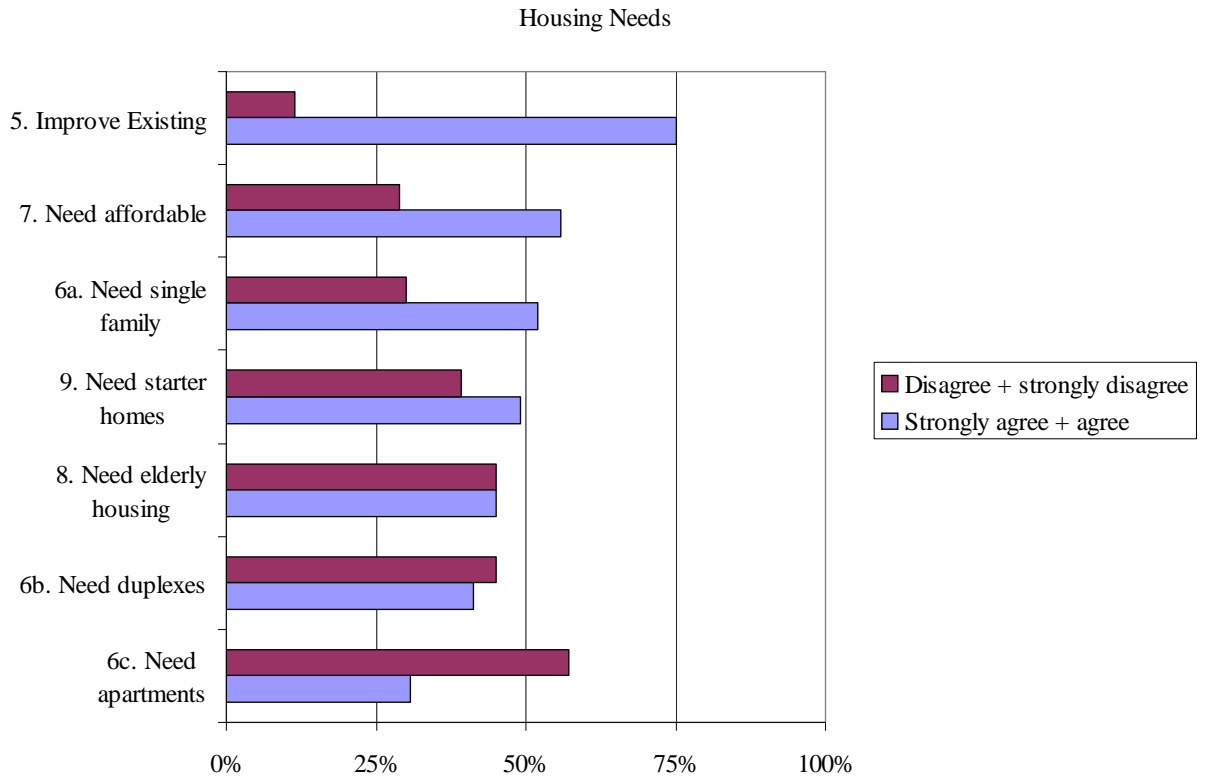
- Village of Cassville residents share similar opinions with the County residents as a whole regarding the protection of natural and cultural resources.
- In particular, Village residents and County residents place high levels of importance on the protection of groundwater, air quality, and rivers and streams with almost unanimous opinions on the importance of resource protection.

4. It is important to protect the following:

	Very Important		Important		Unimportant		Very Unimportant		Not Applicable	
	Cassv	Cnty	Cassv	Cnty	Cassv	Cnty	Cassv	Cnty	Cassv	Cnty
a. Air Quality	67%	68%	31%	29%	2%	2%	0%	1%	0%	1%
b. Farmland	54%	59%	43%	37%	2%	3%	0%	1%	2%	1%
c. Forested Lands	49%	54%	45%	40%	4%	3%	0%	1%	2%	2%
d. Groundwater	80%	73%	20%	25%	0%	1%	0%	0%	0%	0%
e. Historic and Cultural Sites	48%	27%	44%	57%	7%	13%	0%	1%	0%	2%
f. Open Space	32%	34%	49%	53%	15%	10%	0%	1%	4%	2%
g. Rivers and Streams	60%	64%	38%	34%	0%	2%	0%	0%	2%	0%
h. Rural Character	42%	39%	42%	47%	13%	12%	0%	1%	2%	2%
i. Scenic Views & Undeveloped Bluffs	50%	46%	44%	42%	6%	9%	0%	2%	0%	1%
j. Wetlands	35%	40%	54%	41%	6%	12%	2%	2%	4%	4%
k. Wildlife Habitat	42%	47%	52%	43%	4%	7%	0%	1%	2%	2%

SUMMARY OF KEY POINTS – HOUSING

- Three-fourths of Village residents believe that a focus should be placed on improving existing housing quality.
- A majority of residents believe that there is a need for additional affordable and single family housing.
- In contrast, over half (57%) of residents do not believe there is a need for more apartments in the Village.



SUMMARY OF KEY POINTS – HOUSING (COUNTY COMPARISON)

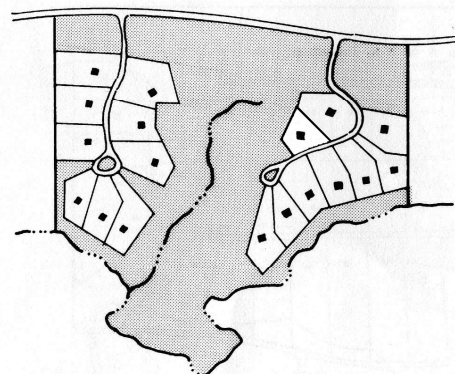
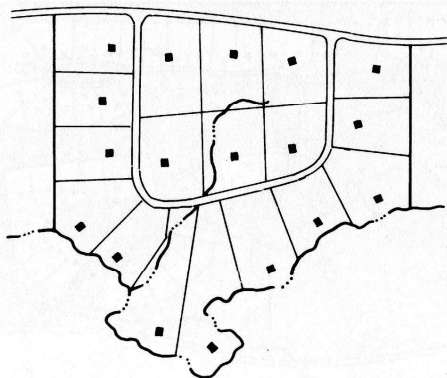
- Village of Cassville residents are less supportive about the need for elderly housing than the County average.
- As the case with the overall County average, Village residents generally do not believe there is a need for more apartments.

	Strongly Agree		Agree		Disagree		Strongly Disagree		No Opinion	
	Cassv	Cnty	Cassv	Cnty	Cassv	Cnty	Cassv	Cnty	Cassv	Cnty
5. Improve existing housing quality.	21%	24%	54%	44%	12%	16%	0%	3%	13%	13%
6. Need following housing types:										
a. Single Family Housing	20%	19%	32%	40%	26%	15%	4%	5%	18%	21%
b. Duplexes (2 units)	14%	8%	27%	33%	37%	25%	8%	9%	14%	25%
c. Apartments (3 or more units)	4%	7%	27%	24%	47%	31%	10%	12%	12%	26%
7. Need affordable housing	19%	31%	37%	36%	23%	14%	6%	6%	15%	13%
8. Need elderly housing	6%	20%	39%	43%	41%	19%	4%	4%	10%	14%
9. Need starter homes	12%	19%	37%	37%	35%	23%	4%	4%	12%	16%

- County residents and Village of Cassville residents have nearly identical viewpoints in terms of their preference for housing design. The cluster design (smaller lots with more shared open space) is preferred over the traditional design (larger lots with no or little shared open space) by both Village of Cassville residents and the County sample.

10. Would you prefer housing built in a traditional design (Option A) or a cluster design (Option B)?

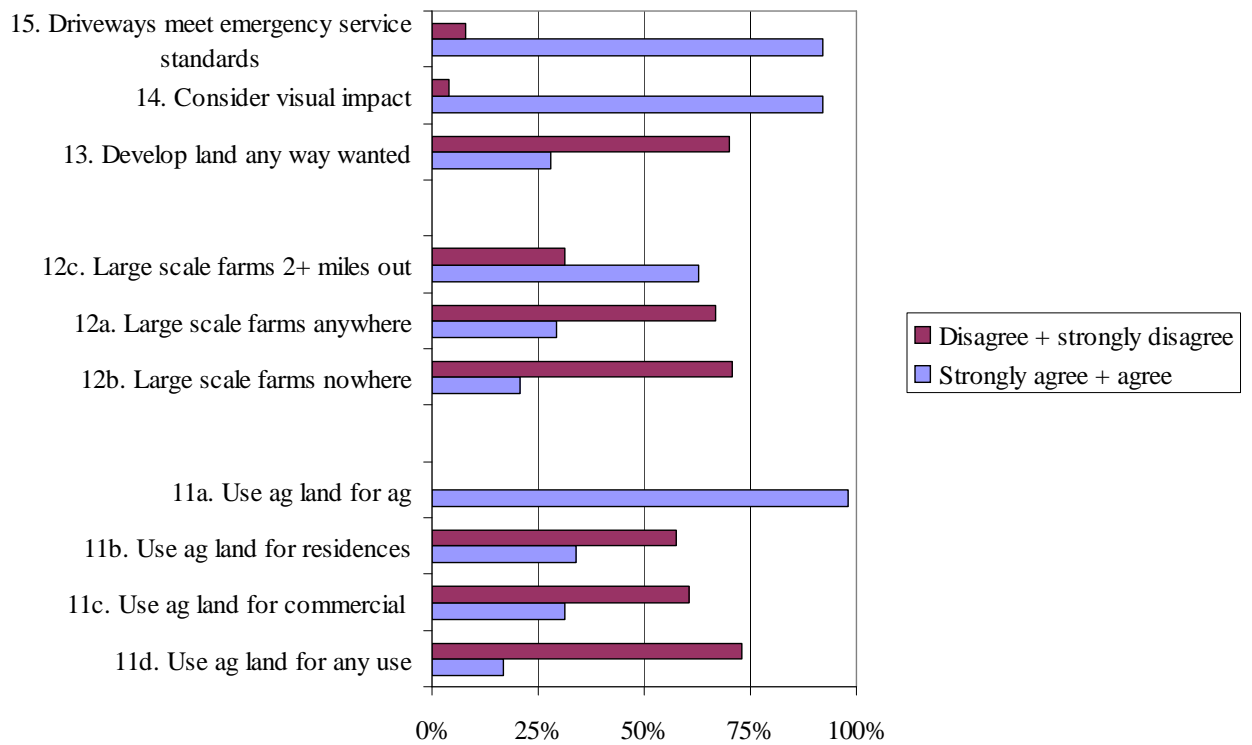
Traditional Design		Cluster Design	
Cassville	County	Cassville	County
40%	39%	60%	61%



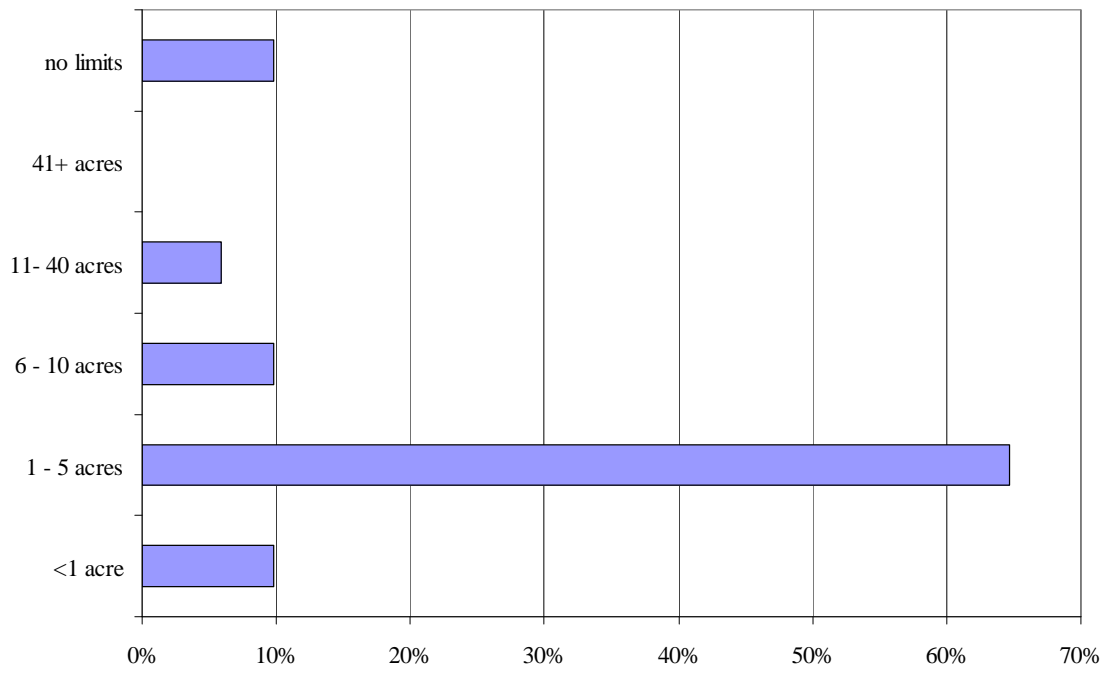
SUMMARY OF KEY POINTS – AGRICULTURE AND LAND USE

- Residents of the Village of Cassville believe it is important for driveways to meet standards for providing emergency services and to consider visual impacts of development when evaluating proposed development.
- Seven out of ten residents believe that landowners should not be allowed to develop land any way they want.
- A majority of Village of Cassville residents are opposed to allowing large scale farms to expand at any location in Grant County (67 opposed); nor do they favor prohibiting them everywhere (71 opposed). Sixty-two percent of residents favor allowing large scale farm expansion outside a 2 mile radius of incorporated areas.
- The graphs on the following page indicate that Village of Cassville residents favor relatively small minimum lot sizes for residential developments in rural areas (75% would set the limit at 5 acres or less) and the vast majority owns less than an acre of land in Grant County.

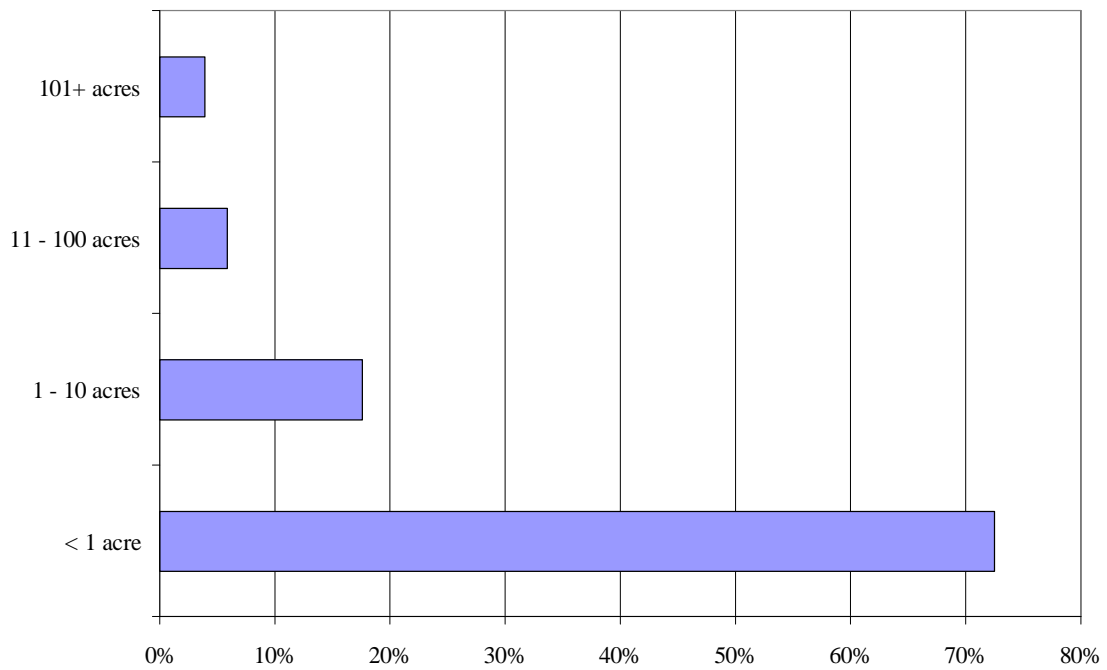
Land Use Opinions



Preferred Minimum Lot Size



Acres Owned in Grant County



SUMMARY OF KEY POINTS – AGRICULTURE AND LAND USE (COUNTY COMPARISON)

- Residents of the Village of Cassville share similar opinions about agriculture and land use issues with the County as a whole.
- Village of Cassville residents were more supportive of favoring minimum lot sizes of 1 to 5 acres than the County average.
- There are fewer large land holders in the Village of Cassville and more small land holders than the County average.
- There are more residents in the Village that are actively farming the land they own than the County average.

	Strongly Agree		Agree		Disagree		Strongly Disagree		No Opinion	
	Cassv	Cnty	Cassv	Cnty	Cassv	Cnty	Cassv	Cnty	Cassv	Cnty
11a. Use ag land for ag	78%	76%	20%	21%	0%	1%	0%	0%	2%	2%
11b. Use ag land for residences	4%	4%	30%	28%	45%	44%	13%	17%	9%	7%
11c. Use ag land for commercial	10%	3%	21%	19%	40%	45%	21%	26%	8%	7%
11d. Use ag land for any use	10%	4%	6%	8%	44%	40%	29%	36%	10%	12%
12. Expand lg farms (500+ an. units):										
a. Anywhere in Grant County	8%	9%	21%	17%	42%	42%	25%	23%	4%	8%
b. Nowhere in Grant County	10%	12%	10%	14%	48%	44%	23%	19%	8%	12%
c. 2 miles outside inc areas	27%	23%	35%	39%	16%	17%	16%	9%	6%	12%
13. Develop land any way wanted	10%	11%	18%	17%	66%	52%	4%	18%	2%	2%
14. Consider visual impacts of development	38%	28%	54%	57%	4%	9%	0%	2%	4%	5%
15. Driveways meet EMS standards	33%	38%	59%	52%	6%	6%	2%	0%	0%	4%

16. There should be a minimum lot size on residential development in rural areas.

Strongly Agree		Agree		Disagree		Strongly Disagree		No Opinion	
Cassv	Cnty	Cassv	Cnty	Cassv	Cnty	Cassv	Cnty	Cassv	Cnty
20%	24%	49%	48%	24%	16%	4%	5%	4%	8%

17. In your opinion, what should the minimum lot size be for rural residential development?

Less than 1 acre		1 to 5 acres		6 to 10 acres		11 to 40 acres		41 or more acres		No Limitation	
Cassv	Cnty	Cassv	Cnty	Cassv	Cnty	Cassv	Cnty	Cassv	Cnty	Cassv	Cnty
10%	19%	65%	49%	10%	13%	6%	5%	0%	4%	10%	11%

18. How many acres of land do you own in Grant County?

Less Than 1 acre		1-10 acres		11-100 acres		101 acres or more	
Cassv	Cnty	Cassv	Cnty	Cassv	Cnty	Cassv	Cnty
73%	60%	18%	17%	6%	10%	4%	13%

19. Do you actively farm the land you own?

Yes		No		Not Applicable	
Cassv	Cnty	Cassv	Cnty	Cassv	Cnty
0%	14%	52%	55%	48%	31%

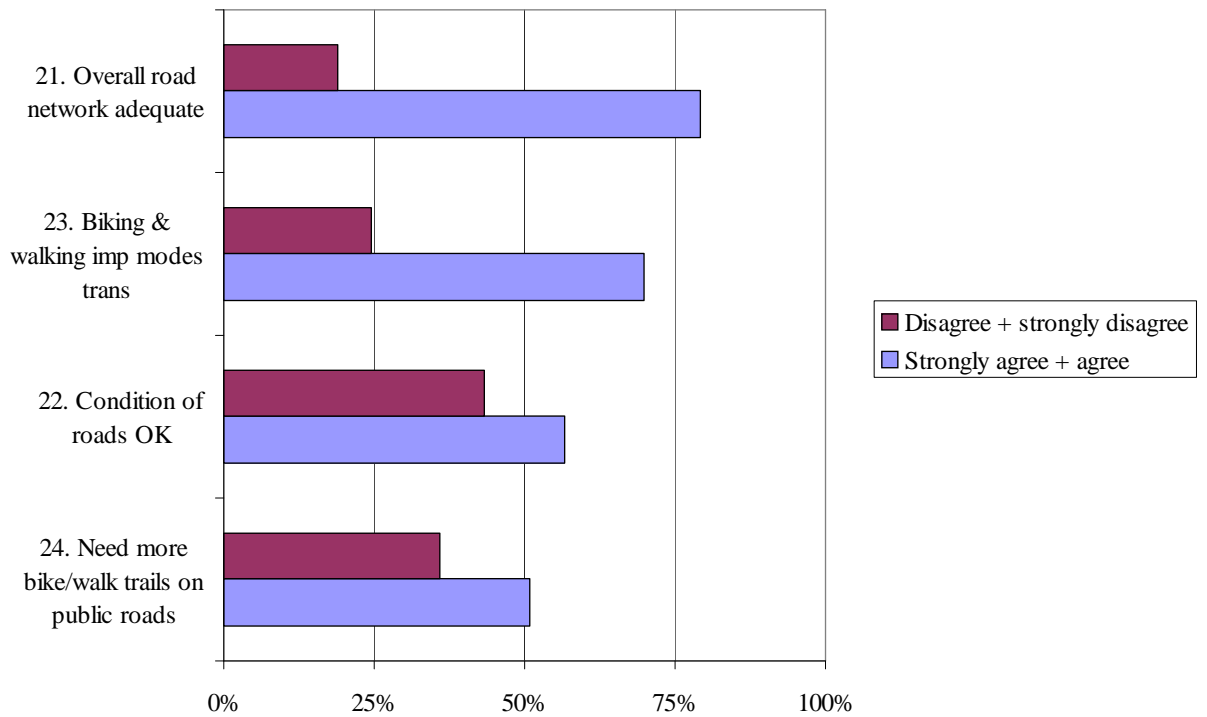
20. Do you think your land will be actively farmed (by you or someone else) in the next:

0-5 years		6-10 years		11-15 years		16-20 years		Not Applicable	
Cassv	Cnty	Cassv	Cnty	Cassv	Cnty	Cassv	Cnty	Cassv	Cnty
2%	10%	2%	6%	0%	6%	6%	13%	81%	74%

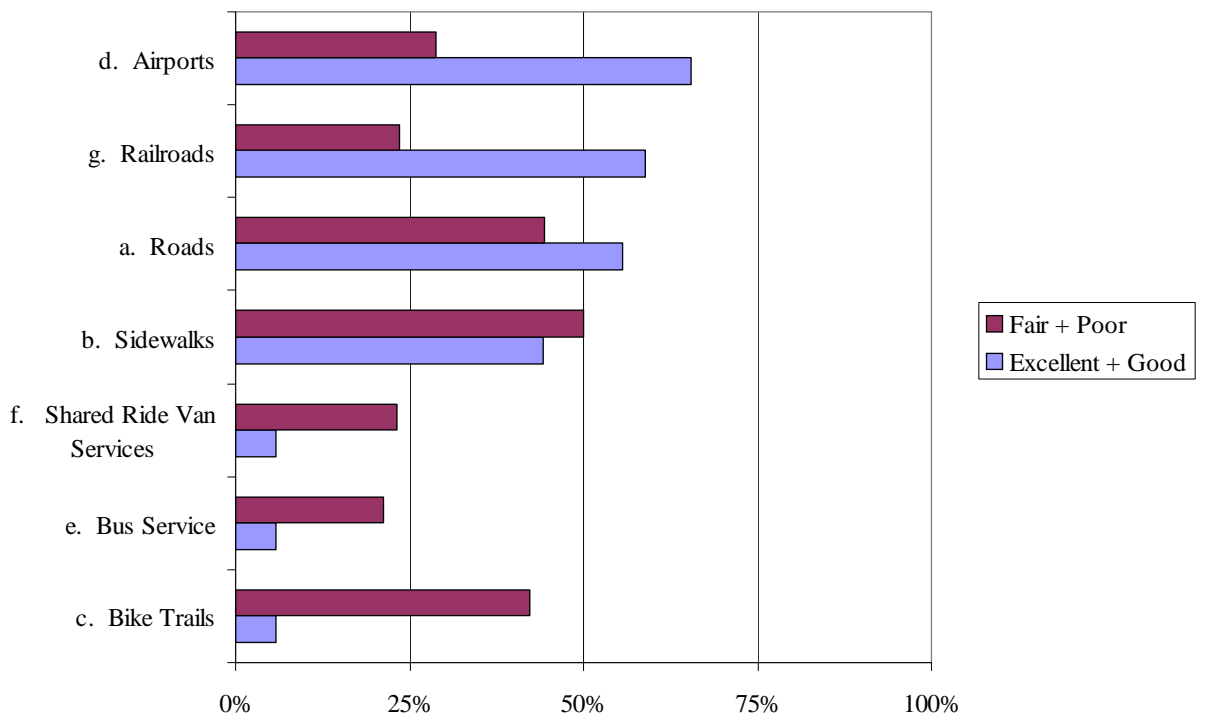
SUMMARY OF KEY POINTS – TRANSPORTATION

- Overall, the residents of the Village of Cassville are satisfied with the road network.
- A majority of Village residents believe the local roads and streets are adequate for intended uses, but a substantial proportion (44%) disagrees.
- When asked to rate various transportation modes in their jurisdiction, a majority of Village residents rated the airport, railroads, and roads as excellent or good. Many respondents did not rate the other transportation modes described in the questionnaire.

Transportation Opinions



Transportation Quality in Local Jurisdiction



SUMMARY OF KEY POINTS – TRANSPORTATION (COUNTY COMPARISON)

- Compared to Grant County residents as a whole, those living in the Village of Cassville are more likely to disagree that the condition of local roads and streets is adequate for their intended use.
- Residents of the Village of Cassville are less likely to rate their roads as excellent or good than Grant County residents as a whole. Substantial proportions of residents in the Village and County did not rate the other transportation items listed, so comparisons of the responses are not meaningful.

21-24. Transportation issues

	Strongly Agree		Agree		Disagree		Strongly Disagree		No Opinion	
	Cassv	Cnty	Cassv	Cnty	Cassv	Cnty	Cassv	Cnty	Cassv	Cnty
21. Road network meets needs	11%	14%	68%	74%	15%	9%	4%	2%	2%	1%
22. Condition of roads adequate	4%	11%	53%	64%	36%	20%	8%	3%	0%	1%
23. Biking & walking imp modes trans	21%	18%	49%	44%	23%	22%	2%	5%	6%	11%
24. Need more bike & walk lanes on pub roads	19%	24%	32%	34%	34%	23%	2%	9%	13%	10%

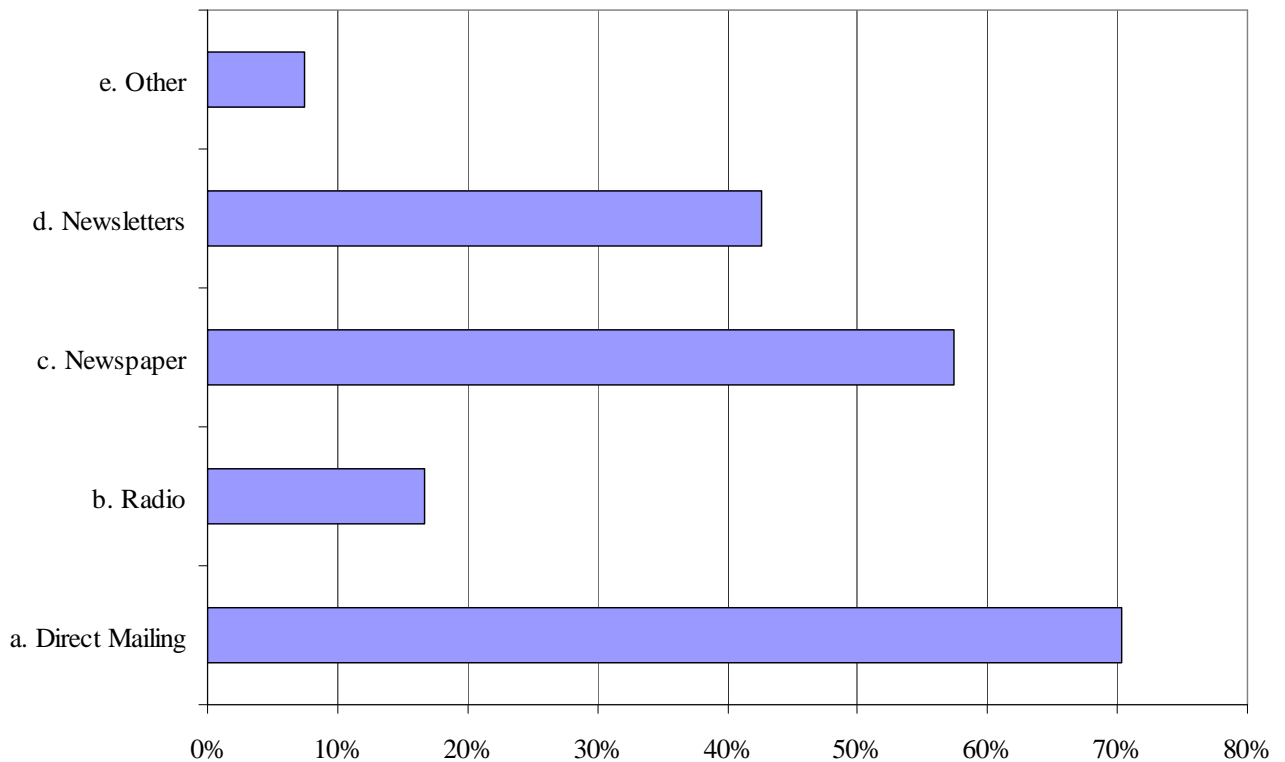
25. Rate the following for your local jurisdiction:

	Excellent		Good		Fair		Poor		Not Applicable	
	Cassv	Cnty	Cassv	Cnty	Cassv	Cnty	Cassv	Cnty	Cassv	Cnty
a. Roads	4%	12%	52%	59%	30%	22%	15%	6%	0%	0%
b. Sidewalks	0%	6%	44%	39%	33%	28%	17%	6%	6%	22%
c. Bike Trails	0%	3%	6%	17%	15%	19%	27%	16%	52%	44%
d. Airports	4%	6%	62%	30%	29%	16%	0%	4%	6%	43%
e. Bus Service	0%	1%	6%	4%	6%	3%	15%	20%	73%	72%
f. Shared Ride Van Services	0%	0%	6%	9%	6%	11%	17%	16%	71%	64%
g. Railroads	10%	2%	49%	11%	16%	10%	8%	13%	18%	64%
h. Other	17%	3%	0%	9%	0%	1%	17%	12%	67%	75%

SUMMARY OF KEY POINTS - COMMUNICATION

- The preferred method for receiving information about comprehensive planning is direct mailing with newspaper articles as the second choice.
- Less than half listed newsletters or the radio as one of their top two preferences for receiving information about comprehensive planning.

Communication Preferences for Comp Plan Info



SUMMARY OF KEY POINTS – COMMUNICATIONS (COUNTY COMPARISON)

- In comparison to the County, residents of the Village of Cassville share the same preference for direct mailings as their first choice among sources of information about comprehensive planning.
- Residents have a somewhat stronger preference for receiving comprehensive planning information from newspaper articles and slightly weaker preferences for newsletters than the County average.

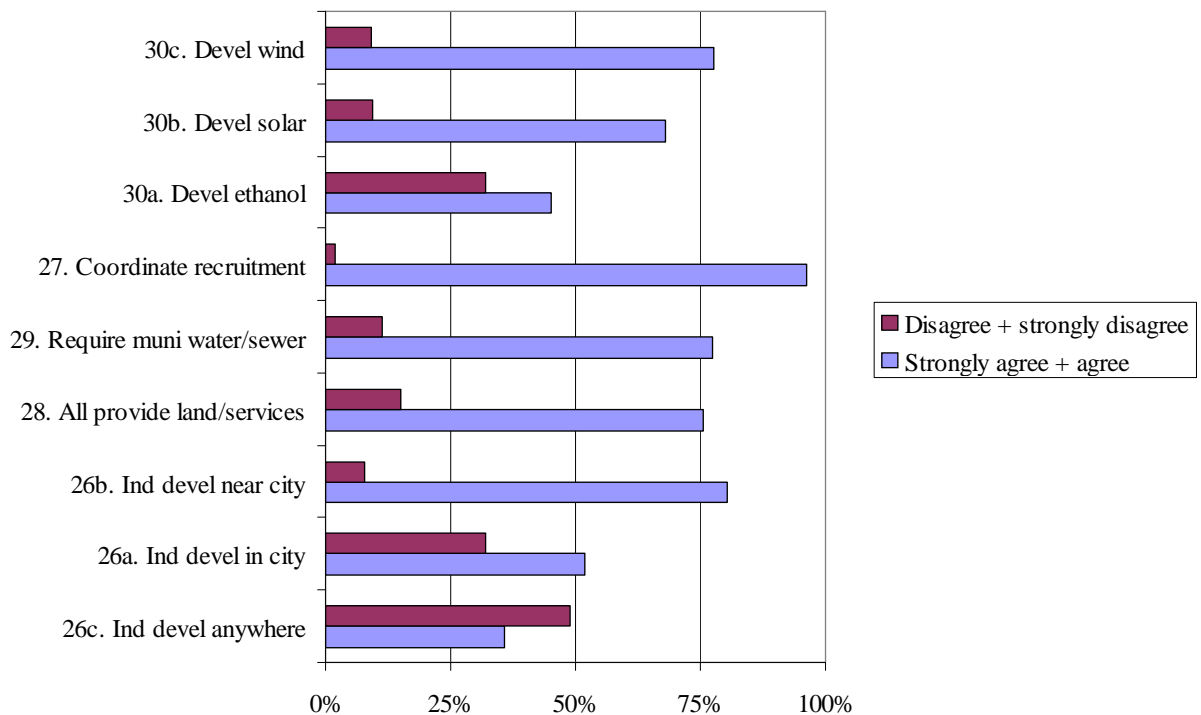
3. What are 2 most effective ways your jurisdiction could provide Comprehensive Planning information to landowners and residents?

	Cassville	Cnty
a. Direct Mailing	70%	70%
b. Radio	17%	21%
c. Newspaper	57%	44%
d. Newsletters	43%	56%
e. Other	7%	4%

SUMMARY OF KEY POINTS – ECONOMIC DEVELOPMENT

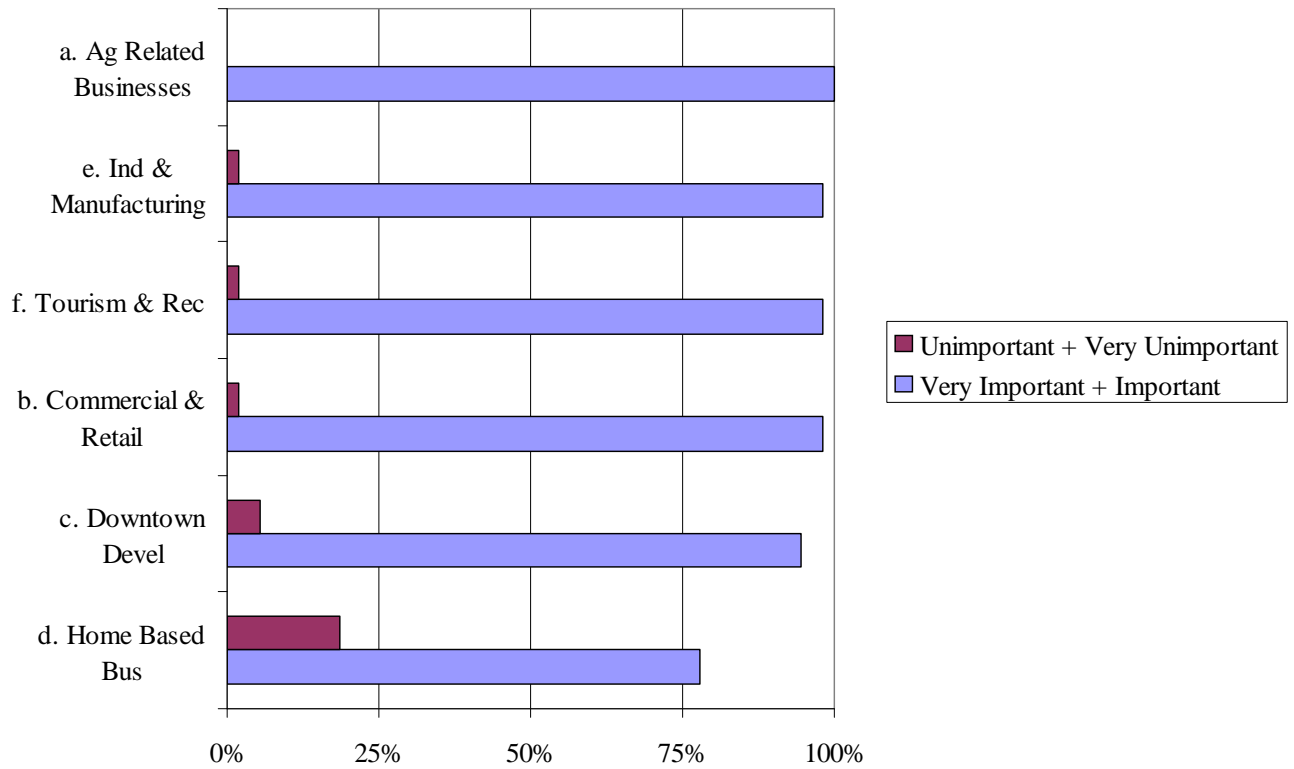
- Residents of the Village of Cassville are quite supportive of pursuing the energy alternatives of wind and solar energy as a form of economic development. Slightly less than half of Village of Cassville residents are enthusiastic about ethanol plants as a form of economic development.
- Citizens in the Village of Cassville are overwhelmingly in favor of coordinating efforts within Grant County to recruit new businesses and industry.
- Strong majorities of people living in the Village agree or strongly agree that all jurisdictions in the County should provide some land with infrastructure for public or private industrial and commercial development. A majority also believes that development at the edge of cities and villages should be required to have municipal sewer and water services.
- There is overwhelming agreement (81%) in the Village of Cassville that commercial or industrial buildings and activities should be located near a city or village. City residents are much less supportive of allowing such development within an existing city or village (52%) or allowing it anywhere in the County (35%).

Economic Development Opinions



- There is near unanimity that it is important or very important that Grant County encourage agricultural related businesses, industry and manufacturing, tourism and recreation, commercial and retail development, and downtown development. Support for each of these types of development exceeds 93 percent.

Importance of Business Development



SUMMARY OF KEY POINTS – ECONOMIC DEVELOPMENT (COUNTY COMPARISON)

- Compared to the County, residents of the Village of Cassville have higher levels of agreement that all Grant County jurisdictions should provide at least some land with infrastructure for industrial and commercial uses either owned publicly or privately.

	Strongly Agree		Agree		Disagree		Strongly Disagree		No Opinion	
	Cassv	Cnty	Cassv	Cnty	Cassv	Cnty	Cassv	Cnty	Cassv	Cnty
26. Commercial or industrial buildings and activities involving truck traffic and manufacturing should be located:										
a. In an existing city or a village	8%	14%	44%	39%	28%	28%	4%	7%	16%	12%
b. Near a city or village	14%	16%	67%	63%	6%	8%	2%	3%	12%	10%
c. Anywhere in Grant County	9%	7%	26%	19%	40%	38%	9%	20%	15%	16%
27. Coordinate business recruitment	64%	53%	32%	40%	2%	2%	0%	2%	2%	3%
28. Provide land & infrastructure for industry/commerce	19%	16%	57%	43%	13%	19%	2%	7%	9%	15%
29. Required muni water & sewer	19%	26%	58%	45%	11%	11%	0%	4%	11%	14%

- Compared to the County, residents of the Village of Cassville have lower levels of agreement that Grant County jurisdictions should pursue various energy alternatives as a form of economic development. They are noticeably less supportive of solar and wind energy alternatives than the County average.

30. Grant County jurisdictions should pursue the following energy alternatives as a form of economic development:

	Strongly Agree		Agree		Disagree		Strongly Disagree		No Opinion	
	Cassv	Cnty	Cassv	Cnty	Cassv	Cnty	Cassv	Cnty	Cassv	Cnty
a. Ethanol Plants	6%	22%	40%	33%	25%	23%	8%	9%	23%	13%
b. Solar Energy	21%	39%	47%	45%	9%	5%	0%	1%	23%	10%
c. Wind Energy	31%	48%	46%	43%	9%	2%	0%	2%	13%	6%
d. Other	36%	28%	21%	8%	0%	0%	0%	0%	43%	63%

- The proportion of residents in the Village of Cassville and Grant County who feel that it is important or very important for the County to encourage agricultural related businesses, commercial and retail developments, downtown development, home based businesses, industrial and manufacturing, and tourism and recreation development is similar.

31. Rate the importance of the following:

	Very Important		Important		Unimportant		Very Unimportant		Not Applicable	
	Cassv	Cnty	Cassv	Cnty	Cassv	Cnty	Cassv	Cnty	Cassv	Cnty
a. Ag Related Business	60%	59%	40%	38%	0%	2%	0%	0%	0%	1%
b. Commercial & Retail	36%	33%	62%	59%	2%	7%	0%	1%	0%	1%
c. Downtown Devel	48%	31%	46%	52%	6%	11%	0%	2%	0%	4%
d. Home-Based Bus	20%	17%	57%	54%	19%	22%	0%	3%	4%	4%
e. Ind & Manufacturing	35%	40%	63%	50%	2%	8%	0%	1%	0%	1%
f. Tourism & Rec	64%	36%	34%	55%	2%	7%	0%	1%	0%	1%

SUMMARY OF KEY POINTS – DEMOGRAPHICS

The demographic profile of Village of Cassville residents matches the County sample with one notable exception:

- There is a higher proportion of childless households in the Village than the County average.

35. Gender

Male		Female	
Cassv	Cnty	Cassv	Cnty
61%	53%	39%	47%

36. Age

18-24		25-34		35-44	
Cassv	Cnty	Cassv	Cnty	Cassv	Cnty
0%	0%	0%	7%	7%	13%
45-54		55-64		65 and older	
Cassv	Cnty	Cassv	Cnty	Cassv	Cnty
28%	23%	20%	22%	44%	35%

37. Employment Status

Emp Full Time		Emp Part Time		Self Employed	
Cassv	Cnty	Cassv	Cnty	Cassv	Cnty
38%	44%	6%	6%	6%	10%
Unemployed		Retired		Other	
Cassv	Cnty	Cassv	Cnty	Cassv	Cnty
0%	1%	49%	37%	2%	1%

38. Place of Residence

Own		Rent		Other	
Cassv	Cnty	Cassv	Cnty	Cassv	Cnty
98%	99%	2%	1%	0%	0%

39. Number of Adults (18+) in Household

0		1		2	
Cassv	Cnty	Cassv	Cnty	Cassv	Cnty
		21%	20%	66%	71%
3		4		5+	
Cassv	Cnty	Cassv	Cnty	Cassv	Cnty
11%	7%	2%	2%	0%	1%

40. Number of Children (under 18) in Household

0		1		2	
Cassv	Cnty	Cassv	Cnty	Cassv	Cnty
80%	67%	11%	14%	9%	11%
3		4		5+	
Cassv	Cnty	Cassv	Cnty	Cassv	Cnty
0%	7%	0%	1%	0%	0%

41. Household Income

Under \$15,000		\$15K - \$24,999		\$25K - \$49,999	
Cassv	Cnty	Cassv	Cnty	Cassv	Cnty
2%	7%	13%	14%	38%	33%
\$50K - \$74,999		\$75K - \$99,999		\$100,000+	
Cassv	Cnty	Cassv	Cnty	Cassv	Cnty
21%	25%	11%	15%	15%	6%

42. Years Lived in Grant County

Less than 1		1-4		5-9	
Cassv	Cnty	Cassv	Cnty	Cassv	Cnty
0%	1%	8%	5%	2%	9%
10-24		25+			
Cassv	Cnty	Cassv	Cnty		
8%	14%	83%	71%		

Village of Cassville Written Comments
32. Is there anything about living in Grant County that you don't like?**Transportation/Road Issues (5 comments)**

- Lack of public transportation. Inadequate road shoulders to accommodate Amish buggies. Example: the state Hwy 81 between BeeTown and Porter bridge.
- Road maintenance and snow removal has degraded over the years.
- Road projects put on hold by the state
- Some roads (main highways) are in need of repair. We would like accessible lanes for the Amish.
- Streets and roads

Tax Issues (4 Comments)

- Taxes (2x)
- Taxes could be lower
- The high taxes

Jobs (3 comments)

- Lack of Good jobs
- Pay scale.
- The lack of good paying jobs.

Governance (2 comments)

- County Board too many members, Court System needs revamp, murder go free.
- The rest of the state does not acknowledge our existence

Nothing/No (2 comments)

- No (2x)

Economic Development (1 comment)

- Small business is disappearing

Environmental/Cultural/Recreational Issues (1 comment)

- Air Quality from too dirty coal fired power plants

Like County/Jurisdiction (1 comment)

- Nothing - love it

Medical Issues (1 comment)

- The lack of affordable health care.

Social Issues (1 comment)

- There is not enough services for the disabled and elderly. Transportation and programs are needed. More group homes 4 assisted living are needed.

Utilities (1 comment)

- Not housing city water when living "in town"

33. If you could change one thing in your local jurisdiction what would it be?**Transportation/Roads/Distance Issues (9 comments)**

- Better snow removal
- Better streets
- Build a bridge across the Mississippi River at canolle
- Complete Hwy 133 from Cty. N to Cassville wasted time and money by not finishing it years ago. I know it was surveyed at least 14 times.
- Having the Cassville Ferry sully state funded
- I would like to see a bridge connect Cassville to Iowa. It would improve our economic status 180% not only for Cassville but for Grant County also.
- Lower gas prices
- Streets and roads
- That the streets would be fixed

Jobs (4 comments)

- More Employment opportunities

- More job opportunities in our area. Cost of gas is very high compared to other areas. We would like accessible bike lanes and for the Amish.
- More jobs
- We need to provide employment opportunities to keep our young people in our town to raise families. This would go a long way toward keeping our schools open and keep local businesses stable.

Economic Development (2 comments)

- More economic development
- Promote family farms

Housing Issues (2 comments)

- More housing
- The denniston house should not be turned into a flop house for construction workers

Land Use/Zoning (2 comments)

- County state and DNR support of riverfront maintenance of the Mississippi river in Cassville. Assistance is needed to preserve shoreline of "high assessment" properties to insure both available use and resale valuation. This necessary for future income from real estate taxes. Ref: jack oak slough silting problem
- That the zoning laws would be enforced.

Police/Safety (2 comments)

- Can't think of anything except having the funding for more police personnel
- Speed laws enforced.

Shopping Issues (2 comments)

- More downtown shops!
- More shopping

Social Issues (2 comments)

- Finding a way to draw in young families.
- Make parents more responsible for their underage children. Publish names of violators. Don't slap hands - KICK BUTTS!

Utilities (2 comments)

- Bury Utility Lines
- Municipal water services

Environmental/Cultural/Recreational Issues (1 comment)

- The decision to go ahead with the power plant expansion! 2. Cassville should be looking into companies that manufacture solar and wind components that could generate > 400 Jobs!

Like County/Jurisdiction (1 comment)

- I like it just the way it is

Tax issues (1 comment)

- Lower taxes

34. Other comments:**Land Use/Zoning (2 comments)**

- (Name) owns enough set aside acres in Grant County to be able to bring in light industry.
- This questionnaire focused too much on regulating, if were a city or in an area that is growing perhaps we would need more regulation. But we are not. Please focus on bringing more business opportunities to Cassville and the other towns in Grant County.

Environmental/Cultural/Recreational Issues (1 comment)

- No wake zones should be implemented to protect homes and shore lines (they do this in Dane County) per DNR

Jobs (1 comment)

- Grant County should be promoted as a great place to live while working from home via computer

Miscellaneous (1 comment)

- Move airport to top of bluff to provide room for housing/ small industry