

Below is a listing of the identified goals, objectives, policies and recommendations per element.

CHAPTER 2: POPULATION AND HOUSING

Goal 1 Maintain an adequate housing supply that will meet the needs of current and future residents and promote a range of housing choices for anticipated income levels, age groups, and special housing needs.

Objectives

- 1.a. Encourage residential development that provides a balance of workforce, moderate-income, and high-income housing, and an appropriate mix of single family, two-family, multi-family, and senior housing.
- 1.b. Promote the availability of assisted living and elder care facilities while continually monitoring the housing needs of the aging population.
- 1.c. Support opportunities for multi-family, group housing, and other high-density residential development within existing neighborhoods with established sewer, water, parks, sidewalks, and other public infrastructure and facilities.
- 1.d. Monitor the availability of state or federal programs for the development or redevelopment of low to moderate-income housing.
- 1.e. Improve local and regional efforts to create quality housing with rents affordable to working families, the elderly and special-need individuals.
- 1.f. Increase efforts to work with the local developers and businesses in monitoring and creating solutions to housing affordability.

Goal 2 Provide for housing development that maintains the attractiveness and small town character of the community.

Objectives

- 2.a. Promote the development of a variety of housing types for all income levels and ages that is consistent in quality, character, and location with the community's comprehensive plan.
- 2.b. Direct residential subdivision development to planned growth areas.
- 2.c. Encourage the use of creative development designs that preserve community character and natural resources.
- 2.d. Encourage well designed residential in-fill development.

Goal 3 Support the maintenance and rehabilitation of the community's existing housing stock.

Objectives

- 3.a. Increase citizen education about unsafe or unsanitary housing conditions including lead paint, radon, improperly installed heating systems, faulty wiring, and broken or missing smoke detectors.
- 3.b. Encourage the preservation, maintenance, and rehabilitation of historically significant homes.
- 3.c. Enforce zoning, nuisance abatement, and building code requirements in blighted residential areas.
- 3.d. Strive to obtain state or federal programs for housing rehabilitation.

Goal 4 Create a positive image and City identity for those that live, work and visit.

Objective

- 4.a. Encourage activities and land use patterns that strengthen and promotes community interaction and sense of community.
- 4.b. Enhance and strengthen neighborhoods to increase a sense of place and belonging.
- 4.c. Increase communication within the City.
- 4.d. Increase community involvement on City committees and volunteer opportunities.
- 4.e. Respond to changing demographics in terms of services, housing and facilities.
- 4.f. Strengthen opportunities for youth in the community including youth oriented activities and facilities.
- 4.g. Encourage the involvement of youth in community decision making.

Policies

- H1. Use the building code to ensure that homes are built to compliance (Source: Strategy H2).
- H2. The city should consider adaptive reuse or conversion of surplus or outmoded buildings (such as old schools, hospitals, warehouses, etc.) to economically viable new housing (Source: Strategy H2).
- H3. Support proposals for senior type housing that would include smaller homes, low maintenance and close proximity to amenities (Source: Strategy H1).
- H4. Address the needs of the growing elderly population through both supportive in-home care programs and the development of additional special needs facilities including locked nursing home units (Source: Strategy H1).

- H5. Encourage neighborhood/housing improvement activities (Source: Strategy H3).
- H6. Maintain and improve public infrastructure in existing neighborhoods to ensure reliable service and to encourage private investment and pride in ownership (Source: Strategy H3).

Recommendations

- Periodically assess the availability of developable land for residential development. (Source: Strategy H1)
- Periodically review applicable ordinances and fees for their impacts on opportunities to create affordable housing (Source: Strategy H2).
- Investigate new emerging trends in housing such as tiny houses, granny flats, and cohousing (Source: Strategy H2).
- Develop a Housing Market Analysis to determine housing needs in the City (Source: Strategy H1).
- Support the creation of neighborhood organizations and provide a framework to partner with neighborhoods on planning efforts to help neighborhoods develop tools to address maintenance and other issues (Source: Strategy H4, H5).
- Strengthen Housing Code enforcement practices to ensure safe and sanitary housing conditions for all (Source: Strategy H4).
- Strengthen Housing and Fair Housing Code (Chapter 22) to ensure safe and sanitary housing conditions for all (Source: Strategy H4).
- Develop a property maintenance ordinance (Source: Strategy H4).
- Work with others to provide educational opportunities for renters and landlords on property maintenance (Source: Strategy H4).
- Consider a rental housing inspection program (Source: Strategy H4).
- Work with local businesses to create incentives to promote residential development within areas with existing infrastructure (Source: Strategy H1).
- Identify key areas and utilize “Placemaking” to create temporary and permanent public and quasi-public spaces for the community to come together. Utilize empty parking lots, public parks, etc. for community gatherings (Source: Strategy H5).
- Partner and work with local organizations and businesses to provide quality community events (Source: Strategy H5, ANC7).

- Conduct a community character inventory that identifies the unique places and positive characteristics of the community (Source: Strategy H5).

CHAPTER 3: TRANSPORTATION

Goal 1 Provide a safe, efficient, and cost effective transportation system for the movement of people and goods.

Objectives

- 1.a. Balance competing community desires (i.e., scenic beauty, abundant wildlife, direct highway access, etc.) with the need to provide for safe roads, intersections and other transportation features.
- 1.b. Reduce accident exposure by improving deficient roadways.
- 1.c. Maintain safe locations and designs for access onto local arterials and U.S., State, and County highways.
- 1.d. Encourage developers to bear an equitable share of the costs for the improvement or construction of roads needed to serve new development.
- 1.e. Guide new growth to existing road systems so that new development limits the financial burden on the community.
- 1.f. Monitor the effectiveness of existing, and opportunities for new, shared service agreements for providing local road maintenance.
- 1.g. Ensure that the road network is well maintained and operates efficiently.
- 1.h. Timely respond to site-specific and sidewalk maintenance and/or safety needs.

Goal 2 Support the development and use of multiple modes of transportation.

Objectives

- 2.a. Allow for bicycling and walking to be viable, convenient, and safe transportation choices in the community.
- 2.b. Improve accommodations on pedestrian facilities for people with disabilities (i.e., curb cuts, minimizing inclines and slopes of sidewalks, and increasing signal times at crossings, etc.).
- 2.c. Monitor the need for transit options, particularly for senior residents.

Goal 3 Develop a transportation system that effectively serves existing land uses and meets anticipated demand.

Objectives

- 3.a. Work to achieve a traffic circulation network that conforms to the planned functional classification of roadways.

- 3.b. Direct future residential, commercial, and industrial development to roadways capable of accommodating resulting traffic.
- 3.c. Direct truck traffic to appropriate routes and plan cooperatively with affected communities.
- 3.d. Maintain quality and condition of public parking facilities.

Goal 4 Utilize and expand the capabilities of the Clintonville Municipal Airport.

Objectives

- 4.a. Increase year round aircraft usage of the airport.
- 4.b. Increase aircraft usage of the airport during the Experimental Aircraft Association (EAA) annual AirVenture event in Oshkosh.

Policies

- T1 Streets that provide access to multiple improved properties will be built to city standards as a condition of approval for new development (Source: Strategy T1).
- T2 Developers will bear an equitable share of the cost of constructing new streets to city standards before they are accepted as public streets (Source: Strategy T1).
- T3 When new access points or intersections are created, intersecting access points will generally align directly opposite each other (rather than offset from each other) to form a single intersection, and have an intersection angle of 90 degrees (Source: Strategy T3).
- T4 Street design standards that coincide with pedestrian routes (especially those used by school children, senior citizens, or physically challenged persons) should include intersection design features, signal phasing, and roadway width that enhance the safety of pedestrians and minimize conflict with motorists (Source: Strategy T3).
- T5 Develop, review and update the Official Map on an annual basis. (Source: Strategy T9)
- T6 Development proposals will provide the community with an analysis of the potential transportation impacts including, but not necessarily limited to, potential street damage and potential traffic impacts. The depth of analysis required by the community will be appropriate for the intensity of the proposed development (Source: Strategy T1).
- T7 The development of new or improved access shall meet city standards for:
 - Minimum intersection spacing
 - Minimum site distance (Source: Strategy T3).
- T8 As part of the review of major subdivisions, developers will submit Area Development Plans that assess the potential for connecting planned subdivision roads with future development on surrounding properties (Source: Strategy LU3).
- T9 Residential subdivisions and non-residential development proposals will be designed to include:

- A safe and efficient system of internal circulation for all vehicles and pedestrians
- Safe and efficient external collector streets where appropriate
- Safe and efficient connections to arterial roads and highways where applicable
- Sidewalks or trails where appropriate (Source: Strategy T3 and T10)

Recommendations

- Cooperatively prepare a transportation system plan with the county for the area designating corridors for major facilities (arterials, collectors, transit corridors, etc.) (Source: Strategy T2).
- Require major land divisions and other substantial development projects to submit area development plans (Source: Strategy T2, UCF2, LU13).
- Review the city road construction specifications to ensure considerations for pedestrian features (Source: Strategy T10).
- Consider developing a sidewalk policy (Source: Strategy T5, T7 and T10).
- Provide wayfinding signage to key destinations in the City (Source: Strategy T10).
- Work with the Clintonville Public School District to initiate a Safe Routes to School Program (Source: Strategy T 10).
- Coordinate with local entities to provide transportation between the airport, local motels and the Experimental Aircraft Association (EAA) annual AirVenture event in Oshkosh (Source: Strategy ED2).
- Work with others to provide year round ground transportation between the airport, local motels and businesses (Source: Strategy ED2).
- Work with others to provide convenient rental cars for pilots and passengers using the Clintonville Municipal Airport (Source: Strategy ED2).

CHAPTER 4: UTILITIES AND COMMUNITY FACILITIES

Goal 1 Provide high quality and cost effective community facilities and services that meet the existing and projected future needs of residents, landowners, businesses, and visitors.

Objectives

1.a. Actively pursue and maintain a high level of service from solid waste, natural gas, electrical, telephone, cable, telecommunications, and other technology providers.

1.b Consider the impacts of development proposals on community facilities and services, and balance the need for community growth with the cost of providing services.

1.c. Pursue additional cooperation between municipalities to avoid duplication of facilities and increase the cost effectiveness of services provided to residents.

1.d. Monitor the need for new, expanded, or rehabilitated services and local government facilities.

1.e. Increase coordination of utility and community facility planning with the location of future service areas as guided by the comprehensive plan, environmental considerations, economic development, and growth management policies.

1.f. Maintain an adequate level of properly trained staff and volunteers.

1.g. Utilize a Capital Improvement Plan (CIP) to maintain and timely replace equipment.

Goal 2 Ensure proper disposal of wastewater to protect public health, groundwater quality, and surface water quality while meeting the needs of current and future residents and businesses.

Objectives

2.a. Plan sewer extensions and treatment facility improvements so that they can be installed incrementally as needed in a cost-effective manner.

2.b. Encourage the use of existing collection infrastructure and treatment capacity prior to the extension of new infrastructure or construction of new facilities.

2.c. Consider the use of sewer assessment policies that will encourage compact development and discourage scattered development.

Goal 3 Promote stormwater management practices in order to reduce property and road damage and to protect water quality.

Objectives

3.a. Maintain a community stormwater management system which addresses stormwater quality and quantity.

3.b. Support the preservation of natural open spaces that minimize flooding such as wetlands and floodplains.

3.c. Require the use of stormwater management practices to abate non-point source pollution and address water quality.

3.d. Reduce the number of stormwater outfalls (drains) that discharge unmanaged stormwater into wetlands, aquifers, or other environmentally sensitive areas.

Goal 4 Ensure that the water supply for the community has sufficient capacity, remains drinkable, and is available to meet the needs of current and future residents and businesses.

Objectives

4.a. Continue to monitor groundwater quality and potential contamination issues.

4.b. Ensure that water treatment facilities are properly maintained, and plan ahead for major improvements in order to reduce the financial impact on the community.

4.c. Consider impacts to groundwater when reviewing proposed development in the community and in areas of extraterritorial jurisdiction.

4.d. Protect the existing public drinking water supply.

Goal 5 Promote effective solid waste disposal and recycling services and systems that protect the public health, natural environment, and general appearance of land uses within the community.

Objectives

5.a. Increase community and citizen involvement in decisions involving the type, location, and extent of disposal facilities and services.

5.b. Require major developments to adequately address solid waste disposal and recycling needs. This should be addressed in the City's development review standards.

5.c. Increase collection opportunities for the proper recycling and disposal of unique (i.e., tires, white goods, etc.) and/or hazardous wastes.

5.d. Provide cost-effective and efficient services.

Goal 6. Maintain and enhance recreational opportunities in the community.

Objectives

6.a. Recognize the need to accommodate all age groups and abilities in recreational pursuits.

6.b. Pursue state, federal, and private funding programs that can aid in the acquisition and development of parks, trails, and scenic and environmentally sensitive areas.

6.c. Seek stable funding sources to provide maintenance and operation of community parks and recreational areas.

6.d. Identify areas where recreational opportunities should be improved.

6.e. Maintain existing, and seek additional, public access to waterways in the community.

6f. Maintain existing parks and public open spaces.

6g. Develop a green grid system of trails, paths and routes.

Goal 7 Ensure the provision of reliable, efficient, and well-planned utilities to adequately serve existing and future development.

Objectives

7.a. Cooperate in the planning and coordination of utilities with other agencies and jurisdictions in order to efficiently serve local and regional growth.

7.b. Direct new utility transmission and distribution lines to planned and existing public rights-of-way whenever feasible.

7.c. Seek to balance desired service levels with potential negative community impacts when reviewing the proposed design and location of telecommunication, wind energy, or other utility towers.

Goal 8 Encourage improved access to health care facilities and child care.

Objectives

8.a. Support requests for the development of properly located and operated child care facilities.

8.b. Support school districts or local community organizations in their sponsorship of child care programs and early development programs.

8.c. Support the development of local health care facilities.

Goal 9 Provide a level of police, fire, and emergency services that meets existing and projected future needs of residents and development patterns.

Objectives

9.a. Maintain and improve the PPC rating of the fire department.

9.b. Increase resident education on ways to reduce the risks of fire and increase access and response time of emergency vehicles to local residences (i.e. forest and grass fire prevention, driveway design that eases emergency vehicle access).

9.c. Maintain the quality of emergency service equipment and facilities and address needs where appropriate.

9.d. Maintain beneficial and effective police, fire, and EMS cooperative service agreements.

9.e. Maintain a good relationship with Waupaca County and neighboring municipalities for utilization of additional emergency services when needed.

Goal 10 Promote quality schools and access to educational opportunities and library services.

Objectives

10.a. Coordinate planning efforts with the local School District to allow them to anticipate future changes in demographics and respond with appropriate facilities.

10 b. Work with the local School District to ensure that new or renovated facilities serve not only the needs of the school district but the needs of the community as well.

10 c. Ensure that the public library needs are being met, especially in terms of space, materials, adult and children's programming, delivery of services and access.

Policies

UCF1 Utility assessment policies will encourage compact growth and discourage scattered development (Source: Strategy UCF1, UCF5).

UCF2 A proportional share of the cost of improvement, extension, or construction of public facilities will be borne by those whose land development and redevelopment actions made such improvement, extension, or construction necessary (Source: Strategy UCF1).

UCF3 On-site stormwater management facilities (i.e., detention basins, swales, ponds, etc.) required for installation by the community will be owned and maintained by private property owners (Source: Strategy UCF1, ANC5, ANC11).

UCF4 If private property owners fail to conduct necessary maintenance to approved stormwater management facilities, the community will conduct the required maintenance at the cost of the property owner (Source: Strategy UCF1, ANC5, ANC11).

UCF5 Trail development projects supported by the community should have a long term development plan that addresses ongoing maintenance and funding, presents solutions for possible trail use conflicts, and enhances opportunities for interconnected trail networks (Source: Strategy UCF5, UCF11, T7, T10).

UCF6 Maintaining the reliability of the community's existing utility infrastructure should be the first priority for capital expenditures (Source: Strategy UCF1).

UCF7 Municipal utilities and services will not be extended into farmland or other green spaces unless a plan for their immediate use (i.e., a plat of land division, an area development plan, etc.) is in place (Source: Strategy ANC3).

UCF8 In locations consistent with the comprehensive plan, the city shall support efforts to expand public recreational resources such as parks, trails, waterway access, public hunting and fishing areas, wildlife viewing areas, and the like (Source: Strategy UCF7).

UCF9 The City should improve access to active and passive recreational opportunities and programs (Source: Strategy UCF11).

UCF10 The owner or applicant of a land division shall meet with city officials if a proposed land division occurs within or in close proximity (guideline 500 feet) to the sewer or water service area (Source: Strategy UCF1, UCF5).

UCF11 The cost of a utility extension feasibility analysis by an engineer contracted by the City should be the responsibility of the applicant (Source: Strategy UCF1, UCF5).

UCF12 New utility systems will be required to locate in existing rights-of-way whenever possible (Source: Strategy ANC3, UCF1).

UCF13 If water capacity issues should arise in the industrial parks, planning for a water tower or other capacity improvement alternatives will be pursued (Source: Strategy UCF4, UCF5).

UCF14 Funding for parkland acquisition, improvement and maintenance should be budgeted annually (Source: Strategy UCF7, UCF11).

UCF15 The city should support efforts of the local school district to improve educational services and facilities as need warrants (Source: Strategy UCF5).

UCF 16 The City should promote coordination and cooperation between community partners (civic organizations, local government, schools, churches and others to (Source: Strategy: H4, UCF5)

- Partner on community projects including park, trail and cemetery maintenance and light home and lawn maintenance for elderly residents;
- Set up periodic meetings with community partners and others to discuss community needs; and
- Develop projects for community partners to work on.

UCF17 The City should support the library and its efforts to modify its service model to accommodate the changing needs and wants of Clintonville residents (Source: Strategy UCF5).

UCF18 The city should increase staffing and professional service levels relative to planning, ordinance development and enforcement, and other governmental services as growth takes place and need warrants (Source: Strategy UCF5).

UCF19 The city shall increase administrative facility and public building space as growth takes place and need warrants (Source: Strategy UCF5).

UCF20 The city will improve emergency service staffing, training, space, and equipment in order to achieve desired response times and increase the quality of service as growth takes place and need warrants (Source: Strategy UCF5).

UCF21 The city should improve solid waste management and recycling services as growth takes place and need warrants (Source: Strategy UCF5).

UCF 22 The City should maintain and correct deficiencies in existing utilities, facilities and replace equipment in a timely and efficient manner (Source: Strategy UCF9).

UCF23 The City will manage and reduce stormwater runoff (Source: Strategy ANC5).

UCF24 Periodically evaluate the levels of service for police, fire and emergency services and improve where needed (Source: Strategy UCF5, UCF 6).

UCF25 Planned utilities, public facilities, and streets should be designed to limit the potential negative impacts to small town character as defined by attractive community entrance points, safe, well-kept neighborhoods, abundant natural resources and green space, quality construction and building design, small businesses, and vital downtowns (Source: Strategy H4, ANC3, ED3).

UCF26 Planned utilities, public facilities, and roads should be designed to limit the potential negative impacts to natural resources such as shoreline areas, wetlands, floodplains, wildlife habitat, woodlands, existing vegetation, and existing topography (Source: Strategy UCF4, ANC3).

UCF28 New development will include community approved stormwater management facilities (Source: Strategy ANC5, UCF10).

UCF29 New developments will install on-site stormwater management facilities (i.e., detention basins, swales, ponds, etc) in order to reduce the need for costly expansions of the storm sewer system (Source: Strategy UCF1, UCF10, ANC5).

UCF30 New development should attain pre-development levels of stormwater run-off, as determined by an engineer contracted by the City, during and after development through best management practices (Source: Strategy ANC5, UCF10).

UCF31 Telecommunication, wind energy, and other utility towers should be designed to be as visually unobtrusive as possible, support multi-use and reuse, and be safe to adjacent properties (Source: Strategy ANC3).

UCF32 Commercial and industrial development proposals should provide an assessment of potential impacts to the cost of providing community facilities and services (Source: Strategy UCF1).

UCF33 A proposed land division in or near the sewer or water service area will be reviewed by the water/wastewater manager and an engineer contracted by the City to estimate the feasibility and cost of extending service to the land division Source: Strategy UCF1, UCF5).

UCF34 A proposed land division in or near the sewer or water service area shall not be approved by the community unless the utility connection feasibility analysis has been completed and confirmation has been received from the Utility Board and City Council (Source: Strategy UCF1, UCF5).

Recommendations

- Require major land divisions and other substantial development projects to submit an assessment of potential impacts to the cost of providing city facilities and services (Source: Strategy UCF1).
- Utilize intergovernmental efficiencies to provide needed service and facility improvements (Source: Strategy UCF3 and UCF5).
- Update the wellhead protection plan (Source: Strategy UCF4).
- Develop a facility/space needs study to comprehensively examine City owned facilities. Consider an evaluation of energy efficiency and renewable energy options that would be cost-effective to implement. Include maintenance, needs and updates listed in Table H-1, Appendix H (Source: Strategy UCF2, UCF5, UCF8 and UCF9).
- Evaluate existing facilities, equipment, services and practices to determine energy saving techniques and environmentally sustainable practices that would be relatively inexpensive to complete and would have the largest impact (Source: Strategy UCF 1, H4 and ANC3).

- Maintain open space and parkland through dedications, acquisitions, zoning, and the adoption of an official map delineating present and planned future parkland sites (Source: Strategy UCF5).
- Address maintenance, upgrades and current needs identified in the most recent City of Clintonville Comprehensive Outdoor Recreation Plan (Source: UCF9, UCF11).
- Determine which lands within the city would enhance the connectivity of the park and open space system based on the comprehensive plan or outdoor recreation plan. Attempt to acquire these lands (Source: Strategy UCF5).
- Work with community based organizations and others to maintain and enhance recreational opportunities (Source: UCF11).
- Develop a long-term bicycle and pedestrian plan to identify routes, facilities and priorities. Incorporate recommendations from the most recent City of Clintonville Comprehensive Outdoor Recreation Plan (Source: UCF11, T10)
- Consider the viability of renovating or building a new outdoor pool (Source: Strategy UCF11, ANC7).
- Develop a stormwater management plan (Source: Strategy UCF10, ANC5).
- Consider developing a stormwater utility (Source: Strategy UCF10, ANC5).
- Create a local stormwater management ordinance to establish standards for stormwater management. Require that all new developments submit a stormwater management plan. (Source: Strategy UCF10, ANC5).
- Modify local building codes and applicable land division and zoning ordinances to include improved stormwater management (Source: Strategy ANC5, UCF10).
- Investigate the need for a full-time fire department and/or limited full-time personnel for specific duties (Source: Strategy UCF5, UCF6).

CHAPTER 5: AGRICULTURAL, NATURAL, AND CULTURAL RESOURCES

Goal 1 Recognize the economic viability and support the agricultural resources of the region.

Objectives

- 1.a. Provide an attractive and unique small town environment for higher density development that has far less impact on agricultural lands than lower density rural development.
- 1.b. Encourage the growth of agricultural related businesses and services in the community's commercial and industrial areas.

- 1.c. Plan organized growth into neighboring towns to reduce sprawl.
- 1.d. Encourage conservation farming practices that minimize non-point source pollution of surface water and contamination of groundwater.

Goal 2 Encourage urban farming activities.

Objectives

- 2.a. Provide access to locally grown foods.

Goal 3 Manage conflicts between residential and agricultural land uses.

Objectives

- 3.b. Encourage communication between the city and adjacent agricultural land owners.

Goal 4 Maintain, preserve, and enhance the community's natural resources.

Objectives

- 4.a. Consider the potential impacts of development proposals on groundwater quality and quantity, surface water quality, green space, shorelands, and woodlands.
- 4.b. Protect environmentally sensitive areas.
- 4.c. Maintain a diverse and quality urban forest.

Goal 5 Ensure the quality, safety, and quantity of groundwater to meet the community's present and future water supply needs.

Objectives

- 5.a. Decrease sources of non-point source water pollution within the city and in conjunction with surrounding townships.
- 5.b. Support data collection and monitoring efforts that further the understanding of factors influencing the quantity, quality, and flow patterns of groundwater.

Goal 6 Maintain and restore the environmental integrity of surface waters including lakes, ponds, flowages, rivers, and streams.

Objectives

- 6.a. Identify, prioritize, and act on threats to surface water quality.
- 6.b. Decrease sources of point source and non-point source water pollution including erosion and runoff.
- 6.c. Encourage the preservation of natural buffers and building setbacks between intensive land uses and surface water features.

- 6.d. Develop partnerships and work cooperatively with other townships, communities, Waupaca County, lake and river organizations, and state agencies to address surface water quality degradation.
- 6.e. Improve the water quality of the Pigeon River and Pigeon Lake
- 6.f. Control invasive species in area lakes, streams, wetlands, wooded areas, parks and other natural areas.

Goal 7 Preserve natural features like woodlands, wetlands, floodplains, shorelands, and open spaces in order to maintain and enhance community green space.

Objectives

- 7.a. Maintain and improve parklands.
- 7.b. Manage growth to preserve and create interconnected green space corridors.
- 7.c. Provide for adequate green space near water resources (Source: Draft Plan).
- 7.d. Improve river bank stabilization.

Goal 8 Preserve significant historical and cultural sites, structures, and neighborhoods that contribute to community identity and character.

Objectives

- 8.a. Work cooperatively with historical societies to identify, record, and protect community features with historical or archaeological significance.
- 8.b. Consider the potential impacts of development proposals on historical and archaeological resources.
- 8.c. Encourage efforts that promote the preservation, history, culture, and heritage of the community.

Goal 9 Encourage cultural, artistic and entertainment opportunities.

Objectives

- 9.a. Support and expand opportunities to bring entertainment opportunities.

Policies

ANC1 Promote infill and redevelopment within the City (Source: Strategy: ANC1).

ANC2 Support community gardens in the City (Source: Strategy: ANC2).

ANC3 Municipal wellhead protection will be a priority when reviewing development proposals (Source: Strategy UCF4).

ANC4 The clean-up and reuse of brownfield sites should be pursued prior to utilizing undeveloped land to accommodate new development (Source: Strategy ANC3).

ANC5 Erosion control, construction phasing, and best management practices should be utilized to the maximum extent possible when earth disturbing activities (i.e., vegetation removal, grading, excavating, filling, etc.) are conducted (Source: Strategy ANC5).

ANC6 Stormwater runoff as the result of development will not be discharged into wetlands and closed depressions, except for those associated with approved stormwater management facilities (Source: Strategy ANC5).

ANC7 Where hard surfaced parking areas, sidewalks, trails, etc. are required by the community, pervious paving materials should be given consideration as an alternative (Source: Strategy ANC5).

ANC8 The community should utilize its subdivision review and official mapping authority to protect shoreline areas, groundwater recharge areas, wetlands, floodplains, wildlife habitat, woodlands, existing vegetation, and existing topography within the municipal boundary and in extraterritorial areas (Source: Strategy ANC3).

ANC9 The Pigeon River should be preserved, protected, and enhanced by the creation of a parkway corridor (Source: Strategy UCF11).

ANC10 Encourage planting of native wild species that encourages pollinators (Source: Strategy ANC3).

Recommendations

- Work with local economic development organizations to encourage the establishment of businesses in the City that support the agricultural economy (Source: Strategy ANC1).
- Review the zoning ordinance to determine limitations that might affect the siting of community gardens and other urban gardening uses (Source: Strategy ANC2).
- Encourage residential use of the community garden site (Source: Strategy ANC2).
- Consider a bee keeping ordinance (Source: Strategy ANC2).
- Work with WDNR, the Fox-Wolf Watershed Alliance staff and the Pigeon Lake Protection and Rehabilitation District to identify land use best management practices and the use of buffers to meet Total Maximum Daily Load (TMDL) goals (Source: Strategy ANC5).
- Utilize site planning and limits of disturbance regulations to protect natural resources and green space (Source: Strategy ANC3).
- Review ordinances to require landscaping/street trees for all developments (Source: Strategy ANC4).
- Ensure that current zoning provisions within the Conservancy District are adequate to protect important natural resource features (Source: Strategy ANC3).

- Compile an inventory of significant cultural and historical resources that can be used when reviewing development proposals (Source: Strategy ANC6).
- When reviewing development proposals utilize local expertise to identify historic sites and structures (Source: Strategy ANC6).
- Consider expanding cultural, artistic and entertainment opportunities in the downtown and community parks (Source: Strategy ANC7).

CHAPTER 6: ECONOMIC DEVELOPMENT

Goal 1 Provide an easily accessible, clean, safe, attractive, welcoming downtown for residents and visitors to enjoy.

Objectives

- 1.a. Create a stronger identity and image.
- 1.b. Maintain and improve downtown infrastructure and buildings.
- 1.c. Promote and expand downtown living opportunities.
- 1.d. Increase activities for youth and seniors.
- 1.e. Develop the fiscal and organizational capacity to implement improvements.
- 1.f. Increase cultural and entertainment opportunities.
- 1.g. Identify and steer visitors to the downtown.
- 1.h. Enhance pedestrian and bicycling facilities.
- 1.i. Turn the Pigeon River Riverwalk into a destination.

Goal 2 Provide and support a range of economic development activities that encourages retail, commercial and industrial growth, while enhancing the quality of life for residents.

Objectives

- 2.a. Promote the City's Industrial Park and the established Industrial area.
- 2.b. Sustain and improve the vitality of the South Main Street Commercial Corridor.
- 2.c. Support existing businesses and new business opportunities.
- 2.d. Encourage local and regional partnerships and collaboration between public and private sectors.

- 2.e. Promote redevelopment of land with existing infrastructure and public services.
- 2.f. Provide public infrastructure needed to support economic growth.
- 2.g. Encourage the establishment of businesses in the City that would support the agricultural economy of the area.
- 2.h. Develop the City's tourism potential.

Goal 3 Enhance community and neighborhood identity

Objectives

- 3.a. Create a culture of creativity and openness in order to retain, attract and engage people.
- 3.b. Utilize marketing tools to increase awareness and create a positive growth oriented image.
- 3.c. Distinguish and promote features unique to the community in order to compete with neighboring communities and create a unique identity.
- 3.d. Create a stronger identity and image.

Goal 4 Promote entrepreneurial programs, lifelong learning and expanding the workforce.

Objectives

- 4.a. Support entrepreneurial programs to facilitate local business start-ups.
- 4.b. Support and promote programs for youth and adults.
- 4.c. Attract a diverse workforce.
- 4.d. Support local employment of area citizens, especially efforts that create opportunities for local youth.
- 4.e. Accommodate home-based businesses that do not significantly increase noise, traffic, odors, lighting, or would otherwise negatively impact the surrounding area.
- 4.f. Support the area school district, technical colleges, and universities in their workforce development efforts.

Policies

- ED1 Provide dedicated funding sources to support downtown revitalizations efforts (Source: Strategy ED1).
- ED2 Monitor the infrastructure needs of established businesses in order to meet their expansion and facility needs when they are consistent with the community's comprehensive plan (2.c./Source: Strategy ED2).
- ED3 Work with local, regional and state entities to support existing businesses, and market business opportunities, location and quality of life (2.d./Source: Strategy ED2, IC2).
- ED4 Recognize tourism as an economic opportunity. Support community and sporting events, festivals, proximity to the Pigeon River/Lake and historic amenities (2.h./Source: Strategy ED2).
- ED5 Direct development to areas already served with public infrastructure and services. Give second priority to areas adjacent to public services (2.e./Source: Strategy ED2).
- ED6 The City of Clintonville is committed to redevelopment of the downtown by encouraging growth, reconstruction, technical support and funding (Source: Strategy ED2).
- ED7 Continue to support existing businesses, through annual retention visits and surveys, business follow up (2.c./Source: Strategy ED2).
- ED8 Support the growth of business niches (2.c./Source: Strategy ED2).
- ED9 Ensure that there are sufficient prime commercial and industrial lands to accommodate desired economic growth in the community (2.c./Source: Strategy ED2).
- ED10 Support individual's efforts to seek support for business plan development, financing information, and other assistance (4.a./Source: Strategy ED4).
- ED11 The city will support and participate in public-private partnerships that connect the workforce development needs of local business and industry with high school and technical school skills training programs (4.d., 4.f./Source: Strategy ED6).
- ED12 New development and redevelopment projects should be required to utilize high quality building and site design (3.d./Source: Strategy ED3).

Recommendations

- Create a façade renovation/facility improvement grant program for signage, façade renovation and structural repairs (Source: Strategy ED1, ED 3, LU5).
- Develop design guidelines for the downtown district, consider historical preservation design standards (Source: Strategy ED1, ED 3, LU5).

- Develop a downtown marketing plan (1.a./ Source: Strategy ED1).
- Develop a Downtown Revitalization Team (1.e./ Source: Strategy ED1).
- Evaluate the potential for the formation of a Business Improvement District (BID) to support downtown revitalizations efforts and programming (long-term) (1.e./ Source: Strategy ED1).
- Develop partnerships with large employers, downtown businesses, schools, churches, local residents, civic organizations and others to provide project based improvements (1.e., 1.h./Source: Strategy ED1).
- Identify and discuss opportunities with the library, school district, art groups, churches, community organizations and businesses to provide additional downtown programming (1.d./Source: Strategy ED1).
- Explore partnerships to create additional downtown destinations and programs for youth such as co-working space, events and public art opportunities that engage kids (1.e./Source: Strategy ED1).
- Acquire and/or work with developers to provide new opportunities for downtown housing (1.c./Source: Strategy ED1).
- Partner with the History Center and the Pigeon River Artists to develop programs showcasing local art (1.f./Source: Strategy ED1).
- Incorporate art in the downtown area; consider public art projects, murals, statues, window displays, etc. (1.f./Source: Strategy ED1).
- Enhance pedestrian opportunities in the downtown by providing benches and other places for people to sit, relax and linger (1.h./Source: Strategy ED1).
- Consider encouraging businesses to “claim” outdoor space with outdoor dining opportunities, merchandise, sandwich boards and decorations (1.a./Source: Strategy ED1).
- Provide wayfinding signage to connect the downtown to key destinations in the City (1.g./Source: Strategy ED1).
- Develop crowdfunding strategies to support downtown revitalization projects (1.a./Source: Strategy ED1).

- Work with others to redevelop the old Armory and Mercantile buildings (1.c./Source: Strategy ED1).
- Prepare a master plan to expand the Riverwalk to create highly visible and intentional gathering spot for residents and tourists (1.i./Source: Strategy ED1).
- Establish a downtown gateway (1.a., 1.g./Source: Strategy ED1).
- Develop a South Main Street corridor plan to identify land use, urban design and zoning standards that will be compatible with existing land uses (2.b./Source: Strategy ED2).
- Provide information regarding available properties, buildings and amenities in the North Industrial Park and adjacent industrial area on the City's website (2.a./Source: Strategy ED2).
- Identify vacant and underutilized commercial/industrial properties (including Brownfield sites) that may have commercial, industrial or residential development potential. Post available sites, along with a parcel map on the City's website. An interactive map could be developed that would provide information including parcel size, amenities and contact information (Source: Strategy ED2).
- Keep updated information about Clintonville's sites and buildings on economic development data bases such as Locate in Wisconsin (www.locateinwisconsin.com), New North (<http://www.thenewnorth.com>), and Waupaca County Economic Development Corporation (<https://www.wcedc.org/>) (2.a., 2.e./Source: Strategy ED2).
- Work with ECWRPC to identify and annually submit projects for economic development that can be included in ECWRPC's annual *Comprehensive Economic Development Strategy* (CEDS) report. Projects included within the CEDS may become eligible for federal funding through the Economic Development Administration (EDA) Public Works grant program (2.d./Source: Strategy ED2).
- Enhance the City's proximity to the Pigeon River/Lake by promoting water/waterfront activities (2.h./Source: Strategy ED2).
- Continue to invest in maintaining the current public infrastructure, while creating a long-term plan for future growth areas (2.f./Source: Strategy ED2).
- Promote and expand the City's quality of life attributes (low crime, low cost of living, parks, riverfront access, cultural enhancements, quality schools, access to a system of walking and biking trails) (3.d./Source: Strategy ED3).
- Develop a City e-newsletter (3.d & 2c./Source: Strategy ED2, ED3).

- Feature local businesses;
 - Develop a “shop-local” campaign section of the e-newsletter to increase the local flow of dollars and improve an awareness of ongoing economic activities; and
 - Provide information on local business updates.
- Identify and develop gateways into the City (3.d./Source: Strategy ED3).
 - Work with the Clintonville Area Chamber of Commerce and the Clintonville Public School District to establish a Diversity Committee (3.a./Source: Strategy ED3). The purpose of the committee is to provide a more welcoming environment for all individuals by:
 - Increasing cultural understanding and appreciation; and
 - Establishing a forum for communication.
 - Develop building and site design standards (3.d./Source: Strategy ED3).
 - Evaluate an incubation/accelerator program to support business startups and co-working. Consider establishing a small co-working space as part of a business incubator and/or promoting the library as a co-working space for businesses (printer, Wi-Fi, copier access, etc.) (4.a./Source: Strategy ED4, ED5).
 - Work cooperatively with secondary and post-secondary education in identifying educational and job training needs that are needed to maintain a well trained workforce (4.f./Source: Strategy ED6).
 - Work with the Clintonville Public School District on youth apprentice opportunities (4.f./Source: Strategy ED6).
 - Partner with regional economic development organizations on talent attraction (4.c./Source: Strategy ED6).
 - Connect employers with the local school district and FVTC to promote technical programs, job skill training that are needed in the community (4.f./Source: Strategy ED6).
 - Investigate the feasibility of employing a full-time economic development specialist (Source: ED1, ED2, ED3, ED 4, ED5, ED6).

CHAPTER 7: INTERGOVERNMENTAL COOPERATION

Goal 1 Foster the growth of mutually beneficial intergovernmental relations with other units of government.

Objectives

- 1.a. Continue communicating and meeting with other local governmental units to encourage discussion and action on shared issues and opportunities.
- 1.b. Work cooperatively with surrounding communities in the comprehensive plan development, adoption, and amendment processes to encourage an orderly, efficient development pattern that preserves valued community features and minimizes conflicts between land uses along community boundaries.
- 1.c. Pursue opportunities for effective intergovernmental land use policies and cooperative agreements with the Towns of Larrabee and Matteson regarding annexation, expansion of public facilities, sharing of services, and density management.
- 1.d. Strengthen existing partnerships and build new relationships to promote economic development in the City and region.

Goal 2 Seek opportunities to reduce the cost and enhance the provision of coordinated public services and facilities with the educational institutions and other units of government.

Objectives

- 2.a. Continue the use of joint purchasing and shared service arrangements with county, local governments and educational institutions to lower the unit cost of materials and supplies for such things as office supplies, road salt, fuel, roadwork supplies, and machinery.
- 2.b. Seek mutually beneficial opportunities for joint equipment and facility ownership with neighboring communities.
- 2.c. Monitor opportunities to improve the delivery of community services by cooperating with other units of government.
- 2.d. Work cooperatively and pursue opportunities for cost efficiencies through shared services and facilities with the educational institutions, Waupaca County and other units of government.

Goal 3 Enhance communication within the City and between the City departments and with local and regional municipal partners, educational institutions †, governmental agencies and community organizations.

Objectives

- 3.a. Enhance relationships and partnerships with community partners.
- 3.b. Enhance communication between the City and residents.

Policies

IC1 The city shall extend public utilities only to areas inside the city limits or to areas outside the city limits that are subject to the terms of an intergovernmental agreement (Source: Strategy IC1).

IC2 The city shall work toward recording all intergovernmental agreements in writing including joint road maintenance agreements (Source: Basic Policies).

IC3 Transportation issues that affect the city and neighboring communities shall be jointly discussed and evaluated with that community and with the Waupaca County Highway Department and the Wisconsin Department of Transportation, if necessary (Source: Strategy T9).

IC4 Unless the terms of an intergovernmental agreement dictate otherwise, the city will utilize its extraterritorial jurisdiction in planned growth areas in order to preserve the character of community entrance points, highway corridors, and boundary areas and to preserve a pattern of development that is conducive to the extension of city utilities and services (Source: Strategy ANC3, ANC6, UCF1, UCF3, ED3, LU3).

IC5 Unless the terms of an intergovernmental agreement dictate otherwise, annexation requests within planned extraterritorial growth areas will generally be accepted by the city (Source: Strategy LU3).

IC6 The city shall make the effort to work cooperatively with neighboring towns to address land use, building and site design, and development density in areas along the city boundary, along highway corridors, and at community entrance points (Source: Strategy UCF1, UCF7, IC1, IC3).

IC7 The city shall make the effort to work cooperatively with the Towns of Matteson, Larrabee, and Bear Creek to address land use, road locations and designs, building and site design, and development density in areas along the city boundary, along highway corridors, and at community entrance points (Source: Strategy UCF1, UCF2, IC1).

IC8 The city shall make the effort to pursue a cooperative boundary plan with the Towns of Matteson and Larrabee within the planning period (Source: Strategy IC1).

IC9 Development proposals in planned expansion or extraterritorial growth areas should be reviewed cooperatively with the Towns of Matteson and Larrabee (Source: Strategy IC1).

Recommendations

- Investigate extraterritorial plat review authority. Annually notify the surrounding towns and Waupaca County of this exercise of jurisdiction (Source: Strategy IC1).
- Consider initiating a cooperative study of intergovernmental opportunities between the City and neighboring and nearby communities (Source: Strategy IC1).
- Consider a cooperative boundary agreement with the Towns of Matteson and Larrabee (Source: Strategy IC1).
- Continue to participate in the Waupaca County Economic Development Corporation (Source: Strategy IC2).
- Coordinate with the Clintonville Chamber of Commerce, Waupaca County Economic Development Corporation, Clintonville Industrial Development Corporation, ECWRPC and the Pigeon Lake District to better promote the amenities, events and economic development opportunities in the City (Source: Strategy IC2).
- Continue to partner with the Clintonville Public School District for the use of facilities, including recreational facilities and explore new collaborative efforts (Source: Strategy IC3).
- Ensure adequate emergency response for City residents through partnerships with local and county governments/departments for fire, police and ambulance services (Source: Strategy IC3).
- Establish annual meetings with community partners (civic organizations, churches, youth groups, the Clintonville Public School District and others) to discuss community needs (Source: Strategy IC4).
- Develop a City communication strategy with the goal of enhancing communication between neighboring municipalities and other governmental agencies (Source: Strategy IC4).
- Utilize the City's website and other new technology to update residents on upcoming events, municipal services, quality of life, history, etc. (Source: Strategy IC4).

CHAPTER 8: LAND USE

Goal 1 Plan for land use in order to achieve the city's desired future.

Objectives

- 1.a. Establish preferred land use classifications and assign them to areas of the city in order to increase compatibility between existing land uses and avoid future land use conflicts.
- 1.b. ~~Establish preferred lot sizes and development densities for each preferred land use classification.~~
- 1.b. Establish land use decision making policies and procedures that ensure a balance between appropriate land use planning and the rights of property owners.

Goal 2 Seek a desirable pattern of land use that contributes to the realization of the city's vision for the future.

Objectives

- 2.a. Ensure that land use decisions are meeting the needs and desires of residents and the City's vision for the future.
- 2.b. Explore opportunities to rehabilitate and/or redevelop existing developed areas within the city and in planned growth areas.
- 2.c. Seek a pattern of land use that will sustain and improve the downtown.
- 2.d. Promote economic growth and vitality that meets the community's needs, while preserving the City's natural resources and small town character.
- 2.e. Explore opportunities to identify logical expansion areas of the city's boundaries in cooperation with neighboring towns.
- 2.f. Focus areas of substantial new growth within or near existing areas of development where adequate public facilities and services can be cost-effectively provided or expanded.
- 2.g. Minimize the adverse environmental impacts of sprawl, as well as the cost of providing services.
- 2.h. Encourage a pattern of land use that will allow for the use of multiple modes of transportation, both motorized and non-motorized.

- 2.i. When new roads are necessary to facilitate growth, encourage designs that provide functional connectivity with the existing road network.
- 2.j. Utilize a variety of planning tools such as area development plans and land division regulations to minimize land use conflicts.
- 2.k. Ensure that land uses are compatible near common borders and consistent with the City's comprehensive plan.
- 2.l. Encourage land division layouts that incorporate the preservation of valued community features, that fit within the character of the neighborhood, and that are suited to the specific location in which the development is proposed.
- 2.m. In order to protect property values and encourage quality design, consider establishing design review guidelines for the layout and appearance of buildings, signage, parking lots, landscaping, etc., for proposed intensive land uses such as commercial, industrial, institutional, or multi-family development.

Goal 3 Preserve a small town atmosphere including attractive community entrances, small businesses, a vital downtown, and community culture and events.

Objectives

- 3.a. Consider the potential impacts of development proposals on those features that the community values as a part of its character and identity.
- 3.b. Explore options for achieving appropriate design of commercial and industrial buildings and sites in areas that define the character of the community.

Policies

- LU1. The existing street network and existing public facilities and services will be utilized to accommodate new development to the maximum extent possible (Source: Strategy T2, UCF1, ED2).
- LU2. Participate in cooperative planning efforts with local governmental units and service providers (Source: LU7).
- LU3. City zoning, subdivision, and other land use ordinances will be maintained and updated as needed to implement the Preferred Land Use Plan (Source: Basic Policies).
- LU4. Development proposals in the corporate limits and extraterritorial jurisdiction of the city will be reviewed for consistency with the applicable components of the comprehensive plan including the preferred land use classifications and map (Source: Strategy LU3).

- LU5. Use the future land use map as a guide in making decisions regarding annexations, plan approvals, development proposals and public infrastructure investment (Source: Strategy LU7).
- LU6. The community should protect the visual quality of major community thoroughfares by requiring all development and redevelopment along these entry corridors to include site plan and design review (Source: Strategy LU2).
- LU7. Enhance the ability to walk and bike within the City. This should include connecting key destinations and trails (Source: Strategy LU12).

Recommendations

- Update proposed facility infrastructure plans to extend public utilities including water, sewer and electric based on the results of the comprehensive planning effort (Source: Strategy UCF2).
- Develop a guidance document that can be used to determine compliance with the comprehensive plan whenever a development proposal is reviewed (Source: Strategy LU7, LU10, LU13).
- Update the Clintonville Zoning Ordinance and Map using the future land use map as a guide so that the objectives of the plan can be implemented through the regulation and management of future land development proposals (Source: Strategy LU7, LU10, LU13).
- Develop a Site Plan Review approval process that is consistent with the goals of the comprehensive plan (Source: Strategy LU1, LU2, LU6, LU7).
- Identify areas within and surrounding the City for residential redevelopment and development (Source: Strategy LU8).
- Identify locations for new commercial and industrial development and redevelopment (Source: Strategy LU4).

CHAPTER 9: IMPLEMENTATION

Goal 1 Implement to the extent possible the recommendations contained within the Comprehensive Plan Update.

Objectives

- 1.a. Closely monitor the implementation of the plan recommendations to ensure that they are being followed.
- 1.b. Update the plan as necessary

- 1.c. Emphasize the need for intergovernmental cooperation throughout the implementation process.

Policies

I1. The city shall maintain the comprehensive plan as an effective tool for the guidance of city governance, and will update the plan as needed to maintain consistency with state comprehensive planning requirements (Source: Basic Policies).

I2. City policies, ordinances, and decisions will be made in conformance with the comprehensive plan to the fullest extent possible (Source: Basic Policies).

I3. Areas of the plan which are likely to be disputed or litigated in the future will be reviewed by the city attorney to ensure his or her knowledge of the plan and to offer suggestions to reduce conflict (Source: Basic Policies).

Recommendations

- The Plan Commission should periodically review the implementation schedule and update the City Council as to progress that is being made.
- The Plan Commission should annually review the goals, objectives and recommendations and address any conflicts.
- The City Council should periodically include an agenda item for plan implementation progress.
- The Plan Commission should recommend modifications to the plan as necessary.
- The City should update the comprehensive plan within a maximum of 10 years.
- As available, provide updated information to supplement the plan information.
- Work with others, as needed, to implement the recommendations contained within the City of Clintonville's comprehensive plan.