

# **SECTION 2**

## **GOALS, OBJECTIVES, POLICIES AND ACTIONS**

### **COMPREHENSIVE PLAN**

### **VILLAGE OF SPRING GREEN**

### **POST PUBLIC HEARING**

### **REVISED 2017**

This document is prepared in accordance with the guidelines of Wisconsin's Comprehensive Planning "Smart Growth" Law (Wisconsin Statutes ss 66.1001).

Public comments were taken on this document at the Public Hearing held at 7:00 p.m., April 19, 2017 at the Village Office. This document reflects all changes made to the plan before and after the Public Hearing by the Village of Spring Green Plan Commission.

# **SECTION 2 GOALS, OBJECTIVES, POLICIES AND ACTIONS**

## **COMPREHENSIVE PLAN VILLAGE OF SPRING GREEN**

### **POST PUBLIC HEARING REVISED 2017**

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# **SECTION 2**

## **GOALS, OBJECTIVES, POLICIES AND ACTIONS**

### **COMPREHENSIVE PLAN**

### **VILLAGE OF SPRING GREEN**

## **INTRODUCTION**

### **A. WISCONSIN “SMART GROWTH” LAW**

The preparation of the Village of Spring Green Comprehensive Plan has been done in accordance with and under the authority of Wisconsin's Comprehensive Planning Law, also referred to as “Smart Growth” Law, which was approved as part of the 1999-2001 State Biennial Budget and codified as Wisconsin Statutes ss. 66.1001.

Wisconsin's Comprehensive Planning Law provides a framework for developing comprehensive plans. The law also includes establishment of the Comprehensive Planning Grant Program, administered by the Office of Land Information, Wisconsin Department of Administration. This plan is partially funded by a grant from this program which has been administered by the Sauk County Department of Planning and Zoning.

Wisconsin's Comprehensive Planning Law requires that after the year 2010 programs or actions of a local government that affect land use shall be consistent with that government unit's comprehensive plan. Government actions covered under this provision include:

- a. Annexations or detachment of territory
- b. Cooperative boundary agreements and other intergovernmental agreements affecting municipal boundaries
- c. Municipal zoning and county zoning
- d. Subdivision plat approvals
- e. Official Mapping
- f. Land acquisition for parks or other public purposes
- g. Transportation facility improvements
- h. Imposition of impact fees

### **B. SMART GROWTH COMMITTEE AND THE PLANNING PROCESS**

The Village Board appointed a Smart Growth Committee consisting of representatives from the Village Board, Village Plan Commission, key community organizations, and the general public to prepare and develop the Comprehensive Plan. The Committee has worked with the consultant team of Rudd & Associates and Stockham Consulting, which was engaged by the Village to provide professional planning services related to the preparation and development the Comprehensive Plan. The Sauk County Department of Planning and Zoning has provided GIS mapping services to the project. Staff from the Department has periodically attended Committee meetings. The Village Smart Growth Committee has met monthly with the consultant team during the preparation of the plan.

Concurrent with the Village planning process, the Town of Spring Green has undertaken preparation and development of the Town Comprehensive Plan. A Town Smart Growth Committee was appointed by the Town Board to work with the consulting team. The Village and Town planning projects have been closely coordinated. Rudd & Associates has generally served as the primary consultant for the Town and Stockham Consulting has generally served as primary consultant for the Village. During the course of the preparation of the two Comprehensive Plans, the Village and Town Committees conducted a series of joint meetings to discuss issues of mutual interest to the overall Spring Green area.

## **C. ORGANIZATION OF THE PLAN**

The structure and organization of the Comprehensive Plan is based on the nine elements required under Wisconsin's Comprehensive Planning Law. The plan includes the following sections, each of which may be used separately or within the context of the overall plan document:

- |           |  |
|-----------|--|
| Element 1 | Issues and Opportunities                 |
| Element 2 | Land Use                                 |
| Element 3 | Economic Development                     |
| Element 4 | Housing                                  |
| Element 5 | Natural and Cultural Resource Protection |
| Element 6 | Transportation                           |
| Element 7 | Community Facilities and Services        |
| Element 8 | Intergovernmental Coordination           |
| Element 9 | Implementation                           |

## **D. SPRING GREEN PLANNING AREA**

The Village of Spring Green Planning Area includes all of the area within the Village limits as well as adjoining areas in the Town of Spring Green that are within the Joint Extraterritorial Zone (JEZ).

The JEZ was delineated and agreed to by the Village of Spring Green and Town of Spring Green and codified within the Zoning Ordinance of Spring Green enacted July 25, 2001. Within the JEZ boundaries, the Joint Extraterritorial Zoning Committee (JEZC) functions as the Plan Commission and makes recommendations to the Village Board regarding rezonings or amendments to the Zoning Ordinance.

# ELEMENT 1

## ISSUES AND OPPORTUNITIES

This section outlines the key issues and opportunities in the Spring Green area as identified through a series of public meetings, focus group discussions, and individual interviews conducted during the course of the project.

### 1.1 STRENGTHS AND WEAKNESSES ANALYSIS

The following analysis of “Strengths” and “Weaknesses” is based on a joint workshop conducted with the Village and Town Smart Growth Committees on December 10, 2003. The analysis was refined by the Village Smart Growth Committee at the February 4, 2004 workshop.

The following “strengths” and “weaknesses” are not prioritized or sorted in any manner.

#### Strengths

- The Village has a healthy and vibrant Downtown business district with a combination of general service businesses (e.g. grocery, pharmacy, hardware, and variety store), professional services, and specialty tourist-oriented businesses.
- Spring Green area has a diverse overall economic base that includes industry, services, tourism, and retail.
- Spring Green has a successful industrial park.
- The Spring Green area is home to many artisans, writers, actors and other creative individuals.
- Residents of the Spring Green area have a diversity of life-styles.
- There is a good “civic dialogue” between diverse interest groups in the community.
- The Spring Green area has a rich cultural heritage.
- There is good highway access to and from the Madison area
- The Spring Green area has a beautiful natural setting
- The Village is compact and “walkable.”
- There are excellent public facilities, such as parks, library, and senior center.
- The Spring Green area has an excellent school system.
- The labor force is well trained and residents of the Spring Green area have high levels of education attainment.
- There are good medical and health care facilities in the community, particularly for senior citizens.

- A broad range of professional services (e.g. law, engineering, health care) are offered in the community.
- There are many committed volunteers for civic, service, and social activities in the community.
- The Village is located on a railroad corridor that may offer future opportunities for both freight and passenger service.

#### Weaknesses

- The Village of Spring Green does not have well-defined "gateways" or approaches from the major highways.
- The character and aesthetic appeal of the Village and Downtown area is not apparent from U.S. Highway 14 corridor.
- The industrial park is full and there are no readily available sites suitable for new industries in the park.
- There is poor truck access from the USH 14 into the industrial park. Truck traffic on adjoining streets, particularly Winsted Street, is a problem.
- Downtown Spring Green is located off the major highways and is often "bypassed" by visitors to the area.
- Although the general area has major "destination facilities" these are located outside the Village. The Village needs more "destinations," particularly in the Downtown area
- The Village needs a community performing arts facility.
- There is limited space available in the Downtown area for new businesses.
- Many of the tourism-oriented businesses are seasonal.
- Spring Green is a very homogeneous community with little racial or ethnic diversity
- The Village needs more dining facilities.
- Although the cost of housing in the Spring Green area is considerably lower than housing costs closer to Madison, the cost of housing is not affordable for the income levels of many workers in Spring Green businesses and industries.
- There are poor pedestrian and bicycle connections between the Village and residential areas in the Town of Spring Green. Walking and bicycling on Kennedy Road is particularly hazardous.
- Spring Green needs more B & B's and unique lodging facilities.
- Some of the older housing stock is deteriorating.
- Some of the historic structures in the Spring Green area are threatened.

## 1.2 CONSENSUS POINTS

As part of the Spring Green Comprehensive Plan project the consultant team has met with several focus groups and conducted a series of individual interviews. The following are general consensus points which the majority of interviewees and focus groups agree. Also itemized are items upon which there is a lack of consensus within the community:

### Consensus points

1. Downtown Spring Green should remain the cultural and retail business center of Spring Green area.
2. There needs to be better directional signage and direct street access from Highway 14 to Downtown Spring Green.
3. The Spring Green area needs to become more of a year-around or all-season destination.
4. There is general community support for more highway convenience and lodging facilities along the Highway 14 corridor, providing the type and amount of highway corridor businesses do not adversely impact the vitality and business potential of the Downtown business district.
5. Arts and cultural activities are an important component of the Spring Green area economy and are major contributors to community "livability."
6. Development along the Highway 14 corridor should be connected to public water supply and sanitary sewers.
7. The Spring Green area needs additional business park sites.

### Issues on which there is not full consensus

1. Whether or not there should be design guidelines, development regulations, and landscaping standards to manage the appearance and character of development along the Highway 14 corridor.
2. Omitted during 2012 Revisions – See Amendments Index
3. Whether the Village should require annexation of development sites along the Highway 14 corridor in order for such businesses to be served by Village utilities and infrastructure.
4. Whether or not the Village should purchase additional land for a business park.

# **ELEMENT 2**

## **LAND USE**

### **2.1 LAND USE GOAL**

Manage growth and development in and around the Village of Spring Green in a manner that preserves and protects the natural resources of the area, creates a strong coherent community, and preserves the unique character of the Spring Green area.

### **2.2 LAND USE OBJECTIVES**

- LUO-1 Maintain a balanced community that includes healthy neighborhoods, parks & green space, a vibrant Downtown business district, a broad range of commercial services, and strong industries.
- LUO-2 Assure that the Village and School District are able to provide public services and facilities that keep pace with the rate of development.
- LUO-3 Manage the type, character and appearance of new development in order to protect and maintain the unique qualities of the Spring Green community.
- LUO-4 Maintain the compact, cohesive character of the Village.
- LUO-5 Encourage development that builds upon the strong traditions of arts and culture in the Spring Green area.
- LUO-6 Work with the Town of Spring Green to preserve the rural character of the countryside outside the Village.
- LUO-7 Respect the rich natural resources of the region.

### **2.3 LAND USE POLICIES**

- LUP-1 Maintain Downtown Spring Green as the primary retail commercial, cultural, and civic district of the community.
- LUP-2 Expand areas adjacent to the current Spring Green Industrial park as an “economic development zone” for new nonretail business and light industrial development.
- LUP-3 Develop new residential subdivisions contiguous with existing development areas as defined within the Village of Spring Green Comprehensive Land Use Plan.
- LUP-4 Continue to coordinate planning for the Village with the Town of Spring Green and Sauk County.
- LUP-5 Protect farmland north of Highway 14 as an agricultural preservation area.
- LUP-6 Develop the Highway 14 corridor in a manner that preserves the aesthetic character of the Village.



- LUP-7 Discourage “sprawl” or “strip” commercial development along the USH 14 corridor.
- LUP-8 Maintain the current structure of the Spring Green Joint Extraterritorial Zoning Committee (JEZC) with the Town of Spring Green as the primary means to manage land use on the periphery of the Village.
- LUP-9 Within the Joint Extraterritorial Zone (JEZ), the JEZC should use the Village and Town “Smart Growth” Comprehensive Plans as the primary policy guidelines for making zoning and other development-related decisions and recommendations.
- LUP-10 Within the Village boundaries, the Plan Commission should utilize the Village’s “Smart Growth” Comprehensive Plan as the primary policy guideline for decisions related to zoning, land divisions and other development-related issues.
- LUP-11 The Village and JEZC should require landowners and applicants for zoning and land division permits to prepare long-range land use and infrastructure plans for their entire contiguous land holdings that are planned for future development. The overall land use concept plan should be reviewed and approved prior to approval of individual land divisions or rezonings.
- LUP-12 Highway commercial land uses along the U.S. Highway 14 corridor, as shown on the Land Use Plan, should be consistent with the following general land use guidelines.

Primary Land Uses:

Convenience Stores (with fuel pumps and no more than 5,000 square feet of gross floor area)  
Motels and Lodging Facilities  
Restaurants and Eating Establishments  
Fuel Service Stations (with or without Convenience Stores)  
Tourism Information Centers

Other Potential Land Uses:

Agricultural-Related Supplies and Equipment Sales and Repair  
Automobile and Light Equipment Dealerships and Repair  
Campgrounds  
Contractors and Construction-Related Companies  
Cultural Facilities  
Distribution, Storage and Warehouses  
Golf Course and Miniature Golf Courses  
Licensed Catering  
Licensed Meat Processing  
Recreational Equipment Rental & Sales  
Recreation Vehicle Sale and Service  
Sporting Good Stores  
Truck Stops  
Truck and Heavy Equipment Dealerships and Repair  
Indoor Water Parks and Other Recreation Facilities (as part of lodging establishments)

- LUP-13 In order to manage the appearance and functionality of the Highway 14 corridor the Village should adopt site planning and design guidelines that would apply to commercial and multi-family (over two-units) residential development along the U.S. Highway 14 Corridor. The following are general guidelines that should be refined and codified at a later date by the JEZC as part the implementation process.

General Highway 14 Corridor Site Planning Design Guidelines:

- a. Direct private driveway access to U.S. Highway 14 should be discouraged; wherever feasible frontage roads or existing driveway entrances should be utilized.
- b. All structures should be designed to present attractive façades to adjoining public streets and highways.
- d. All outside storage areas and trash dumpster areas should be completely screened from view.
- e. Off-premises billboards should be discouraged.
- f. The architectural design and materials used in construction should be reflective of historic or traditional building styles in the Spring Green area; where feasible prairie-influenced architectural styles are preferred.
- g. All parking areas and access drives should be paved.
- h. Outside lighting should be shielded to minimize the lighting impact and spill-over on to neighboring properties or create light pollution by lighting the sky.
- i. All developments should be attractively landscaped. Landscaping should effectively screen or buffer loading facilities, outside storage area, and equipment parking areas.

- LUP-14 In order to manage and maintain the historic character and quality of Downtown Spring Green, the Village should continue to implement site planning and design guidelines in the Downtown Design District (Overlay) that would apply to all new development and major additions that alter the exterior appearance of buildings in the Downtown area. The following are general design guidelines for the Downtown area:

Downtown Design Guidelines

- a. The mass, volume, or setback of proposed structures should appear to be compatible with existing buildings in the immediate area.
- b. The facade of new or remodeled structures should maintain a compatible relationship with those of existing structures in terms of window sill or header lines; proportion of window and door openings; horizontal or vertical emphasis of major building elements; extent of architectural detail.
- c. The building materials and colors used should complement and be compatible with other buildings in the immediate area. Exterior remodeling should be designed to take into account the entire building facade.

- d. The ground floor exterior should be designed to harmonize with the upper stories. Existing buildings and structures should be recognized as products of their own time. Alterations which have no historical basis should be discouraged.
- e. The sizing and placement of signs should fit the building.
- f. All off-street parking and service areas should be landscaped and screened as viewed from public rights-of-way.
- g. Any landscape treatment should utilize a combination of deciduous and evergreen trees and shrubs hardy to this region and requiring minimum maintenance.
- h. All plant materials should be of sufficient size to be visually effective at the time of installation.
- i. Demolition should occur only where it is found that the structure is structurally unsound or physically incapable of supporting a viable use.

## 2.4 LAND USE PLAN IMPLEMENTATION ACTIONS

LUA-1 Continue to amend the Village Zoning Ordinance, as needed, to reflect the general goals, objectives, and policies of the Village's Comprehensive Plan."

LUA-2 Continue to amend the list of permitted and conditional uses in the zoning districts within the JEZ to reflect the goals, objectives, and policies of the Village's Comprehensive Plan."

*Note: One of the key tasks of the JEZC, following the adoption of the Village and Town Comprehensive Plans, should be to make recommendations to the Village Board for refining the zoning regulations for the JEZ districts along the Highway 14 Corridor to achieve consistency with the Comprehensive Plan.*

LUA-3 Develop U.S. Highway 14 Site Planning and Design Guidelines to be adopted by the Village Plan Commission and JEZC in reviewing all commercial and multifamily (i.e. more than two-units) developments within the U.S. Highway 14 Corridor.

LUA-4 Initiate discussions with the Town of Spring Green and Prairie Sanitary District (PSD) regarding a potential Intergovernmental Agreement addressing land uses, design guidelines, and infrastructure in areas designated in the Land Use Plan as long-range Highway Commercial.

LUA-5 When development needs arise, work with property owners of land designated Business Park Expansion Areas in the Land Use Plan to explore use of Tax Incremental Financing (TIF) to acquire land and construct public infrastructure.

*Insert Map 1 Land Use Plan – Village Area*

*Insert Land Use Plan – ET Area*

*Insert Recommend Design District Boundaries*

# **ELEMENT 3**

## **ECONOMIC DEVELOPMENT**

### **3.1 ECONOMIC DEVELOPMENT GOAL**

Promote strong retail, service and industrial businesses in the Village that serve local and regional residents and tourists visiting the area.

### **3.2. ECONOMIC DEVELOPMENT OBJECTIVES**

- EDO-1 Maintain an economically balanced community with a mixture of retail, service, office and industrial development.
- EDO-2 Attract businesses and industries that create well-paying jobs, contribute substantially to the tax base, and are stable businesses that will be in the community for a long period.
- EDO-3 Attract “clean” businesses and industries that will not have adverse environmental impacts or be incompatible with the character and quality of the community.
- EDO-4 Coordinate retail and service businesses in Spring Green with other attractions in the region so that visitors to the general area are attracted to Spring Green businesses.
- EDO-5 Provide an adequate inventory of developable business and industrial park sites so that existing businesses have sufficient expansion area and new businesses can be attracted to the area.
- EDO-6 Attract businesses that contribute towards and build upon the cultural resources and traditions of the Spring Green area.
- EDO-7 Attract and retain businesses in technology, including those that require high speed access to the internet for their model.

### **3.3 ECONOMIC DEVELOPMENT POLICIES**

- EDP-1 Maintain Downtown Spring Green as the retail commercial, cultural and civic hub of the community. *(Same LUP-1)*
- EDP-2 Create a “critical mass” of unique specialty businesses in Downtown Spring Green that will continue to attract visitors and tourist to the area.
- EDP-3 Expand the Downtown Spring Green business district and commercial zoning towards the east in order to create more buildable commercial sites close to the Downtown business district with direct access from Highway 14 via the proposed Jefferson Street – Rainbow Road Connector.
- EDP-4 Create an extended “Main Street” commercial corridor along the proposed Jefferson Street – Rainbow Road Connector. Extend a line of street trees on both sides of the Jefferson Street – Rainbow Road Connector.

- EDP-5 Allow the incremental conversion of older residential properties adjacent to the Downtown business district to specialty businesses, but preserve the character and design of the older residential structures.
- EDP-6 Create unique “entrances” into Downtown Spring Green from the Highway 14 and 23 corridors.
- EDP-7 Maintain traditional “Main Street” storefronts along the core blocks of the Downtown business district between Worcester Street and Washington Street. Encourage two-story buildings with first level retail business with storefront windows fronting towards Jefferson Street.
- EDP-8 Connect the Downtown business district to regional bicycle and pedestrian trail systems as they develop.
- EDP-9 Develop the Highway 14 corridor in a manner that preserves the aesthetic character of the Village and does not create a business district that would compete with Downtown Spring Green.
- EDP-10 Encourage strong physical and visual linkages between commercial development along the Highway 14 corridor and the Downtown business district.
- EDP-11 Develop a clear and attractive “way-finding” system that directs travelers on Highways 14 and 23 to Spring Green area businesses and the Downtown business district.
- EDP-12 Require the creation and maintenance of effective landscaped buffers and screening between business and industrial sites and adjoining residences.
- EDP-13 Provide fiber optic access to high speed internet throughout the village, to support businesses that require access.

### **3.4 ECONOMIC DEVELOPMENT IMPLEMENTATION ACTIONS**

- EDA-1 Coordinate with WisDOT and Sauk County to design and develop attractive and effective signage directing traffic on Highways 14 and 23 to Spring Green businesses. *(Same as 6.4 TA-2)*
- EDA-2 Coordinate with the Spring Green Area Chamber of Commerce to develop uniform business hours and coordinated marketing programs that will help promote Spring Green as a destination area.
- EDA-3 Investigate the use of Tax Incremental Financing to purchase land and provide infrastructure to sites adjoining the existing Spring Green Industrial Park for a business expansion area.
- EDA-4 Continue to coordinate with business owners and managers to assure that there is sufficient public parking in the Downtown business district.
- EDA-5 The Village recognizes that the Town of Spring Green wishes to investigate commercial and/or industrial expansion. The Village will first need to determine that any proposed development is feasible and appropriate for any area prior to considering any changes to the Village's Land Use Plan or zoning. Some considerations the Village will need to take into account are utility services, potential for pollution (including air, noise,



water and light), traffic patterns, storm water management, impacts on neighboring properties, as well as other issues as the Village deems necessary.

EDA-6 Omitted during 2012 Revisions – See Amendments Index

EDA-7 Omitted during 2012 Revisions – See Amendments Index

EDA-8 Actively seek out funding and grants to provide fiber optic infrastructure to support high speed internet access.

# **ELEMENT 4**

## **HOUSING**

### **4.1 HOUSING GOAL**

Provide high quality housing in the Village that offers a range of housing opportunities for households with different income levels and ages, that preserves the unique character of the Village, and that is cost-effective to serve with public utilities and services.

### **4.2 HOUSING OBJECTIVES**

- HO-1 Develop compact and cohesive neighborhoods and subdivisions that are contiguous with existing residential neighborhoods.
- HO-2 Encourage the preservation of historic and architecturally significant homes in the Village.
- HO-3 Provide sites suitable for multifamily housing development.
- HO-4 Rehabilitate or redevelop blighted, vacant, or underutilized residential properties.
- HO-5 Encourage housing and neighborhood designs that are reflective of the architectural traditions and practices in the Spring Green area.

### **4.3 HOUSING POLICIES**

- HP-1 All residential subdividers should provide covenants and deed restrictions that include architectural and site design guidelines for individual homes.
- HP-2 New residential subdivisions in the Village should be contiguous with existing residential neighborhoods.
- HP-3 All new residential developments should have sidewalks or safe and efficient alternative handicapped-accessible pathways that are built at the time the subdivisions are platted.
- HP-4 All residential developers should be required to dedicate land or fees-in-lieu-of-land for neighborhood parks.
- HP-5 New residential development within the Village should be designed for the efficient and cost-effective provision of public services and utilities.
- HP-6 New residential subdivisions adjacent to the Village limits should be annexed to the Village prior to being connected to the Village's public water and sanitary sewer systems.
- HP-7 Limit the size of multifamily structures, with the exception of senior housing, to no more than 16 units per building.

- HP-8 Encourage “traditional neighborhood” developments that include walkable neighborhoods, provide neighborhood gathering areas, and encourage front porches and other design features that promote neighborhood interaction.
- HP-9 In areas identified as Rural Residential on the Land Use Plan encourage the development of “conservation subdivisions” that preserve open spaces and incorporate greenways and better infiltration systems into the design of the developments.

#### **4.4 HOUSING IMPLEMENTATION ACTIONS**

- HA-1 Revise the Village's Land Division Ordinance to meet the standards and guidelines of the Village's Smart Growth Comprehensive Plan.
- HA-2 Review and consider for adoption the Wisconsin Model Traditional Neighborhood Development Ordinance and Conservation Subdivision Ordinance. Additional changes to the existing subdivision ordinance should be considered to help promote the implementation of policies HP-8 and HP-9.
- HA-3 Review and update, if needed, the Village Nuisance Ordinance to control the maintenance and appearance of vacant, blighted or neglected residential properties.

# **ELEMENT 5**

## **NATURAL AND CULTURAL RESOURCE PROTECTION**

### **5.1 NATURAL AND CULTURAL RESOURCE PROTECTION GOAL**

Preserve the natural and cultural resources of the Village of Spring Green so that they can be enjoyed and preserved without diminishment for future generations.

### **5.2 NATURAL AND CULTURAL RESOURCE PROTECTION OBJECTIVES**

NCRO-1 Protect the quality and supply of surface and groundwater in the Spring Green area.

NCRO-2 Preserve woodlots and other areas with natural vegetation and wildlife habitat within and adjacent to the Village.

NCRO-3 Provide Village residents with access to natural areas and open spaces.

NCRO-4 Preserve and protect the farms and agricultural soil resources in the Spring Green area.

NCRO-5 Protect and preserve the unique cultural, architectural, and historic resources of the Spring Green area.

NCRO-6 Enhance the quality and quantity of trees in the Village.

NCRO-7 Maintain the Spring Green area as a regional center for arts, music, and theater.

### **5.3 NATURAL AND CULTURAL RESOURCE PROTECTION POLICIES**

NRCO-1 Require all development to provide on-site stormwater management and erosion controls that will maintain drainage coming off the site at pre-development levels.

NRCP-2 Require all residential subdividers to have approved stormwater management plans and erosion control plans prior to approval of Final Plats.

NRCP-3 Prohibit structures or major land disturbances within 75' of delineated wetlands or navigable bodies of water.

NRCP-4 Discourage needless development on prime agricultural land north of Highway 14, and protect these areas as farmland preservation districts.

NRCP-5 Discourage billboards and other off-premises signage within the Village and the JEZ, except for directional signage provided by WisDOT or the Spring Green Area Chamber of Commerce that directs visitors to the Downtown business district or other business districts.

NRCP-6 Preserve a permanent greenway system that will connect residential neighborhoods with public parks, school sites and regional recreation and scenic resources.

- NRCP-7 Encourage developers to utilize “green” site planning and development practices, such as the installation of rain gardens, minimizing impervious surfaces, and utilization of improved infiltration practices.
- NRCP-8 Encourage the use of conservation easements and other mechanisms that protect and preserve natural areas and open spaces.
- NRCP-9 Require outside lighting to be directed and controlled in order to minimize light pollution and prevent glare and light spillage from impacting adjoining properties.

## **5.4 NATURAL AND CULTURAL RESOURCE PROTECTION IMPLEMENTATION ACTIONS**

- NRCA-1 Adopt Village Stormwater Management and Erosion Control Ordinances based on Wisconsin Administrative Codes.
- NRCA-2 Amend the Village Zoning Ordinance to prohibit structures or major land disturbances within 75' of delineated wetlands or navigable water bodies.
- NRCA-3 Investigate adoption of a Landmarks Ordinance and creation of a Landmarks Commission.

*Note: The Plan Commission or Downtown Design Committee may be assigned responsibilities of a Landmarks Commission.*

- NRCA-4 Support the creation of a non-profit Spring Green Arts Center supported by grants, private donations, and fund-raising.
- NRCA-5 Prepare and adopt a Greenway Plan that identifies and protects greenway corridors and establishes pathway routes in and around the Village.
- NRCA-6 Review street width requirements in the Village's Land Division and Subdivision Ordinance to determine if smaller street pavement widths can be allowed without comprising public safety, efficient snow removal, and traffic movement.
- NRCA-7 Adopt site and building design guidelines for commercial developments and multifamily dwelling buildings.
- NRCA-8 Adopt a tree planting program to promote the planting of quality hardwood trees in parks and other public spaces.

# **ELEMENT 6**

## **TRANSPORTATION**

### **6.1 TRANSPORTATION GOAL**

Provide safe and efficient vehicular, rail, bicycle and pedestrian transportation facilities in the Village.

### **6.2 TRANSPORTATION OBJECTIVES**

- TO-1 Provide a street circulation system that offers safe and efficient access to and from all parts of the Village.
- TO-2 Maintain the efficiencies of regional arterial highways (i.e. Highway 14 and Highway 23) that carry both local traffic and through-traffic.
- TO-3 Plan, design and, construct transportation facilities that do not disrupt residential neighborhoods or create unsafe conditions for the residents of Spring Green.
- TO-4 Coordinate transportation facility planning for the Village of Spring Green with regional transportation planning efforts of the Wisconsin Department of Transportation, Sauk County, and nearby townships.
- TO-5 Preserve options for future passenger rail service to the Spring Green area.
- TO-6 Provide safe, attractive, and efficient pedestrian and bicycle facilities.
- TO-7 Provide transportation facilities and services for those individuals who do not rely on private automobiles as their primary source of transportation.
- TO-8 Provide safe and efficient truck access to industrial and business sites that does not utilize residential streets or conflict with residential neighborhoods.
- TO-9 Maintain efficient freight rail service to serve businesses and industries in the Village of Spring Green and in other communities along the rail corridor.
- TO-10 Maintain modern and efficient general aviation facilities in the region.

### **6.3 TRANSPORTATION POLICIES**

- TP-1 Require all commercial, residential, and industrial subdividers to provide connecting roads or dedicate public rights-of-way stubs for future roads to adjoining land suitable for future development.
- TP-2 The developers of new commercial, residential, and industrial areas should be responsible for the provision of all new streets needed to serve the new development, as well as off-site street improvements required to provide safe and efficient ingress and egress to new subdivisions.

- TP-3 All new residential developments should have sidewalks or safe and efficient alternative pathways.
- TP-4 Discourage additional direct private driveway access on to Highway 14. The preferred access is from frontage roads or intersecting side streets.
- Note: The Wisconsin Department of Transportation regulates access on State and Federal Highways and has indicated they will not approve additional new private driveway entrances on to Highway 14.*
- TP-5 Require dividers of land adjacent to Highway 14 to plan, design and construct frontage roads or provide cross-easements for private drive access to properties fronting on Highway 14.
- TP-6 Connect the Downtown business district to regional bicycle and pedestrian trail systems.

## **6.4 TRANSPORTATION IMPLEMENTATION ACTIONS**

- TA-1 Request the WisDOT to provide a bicycle pathway on the south side of Highway 14 between Rainbow Road and Wood Street and extend bicycle facilities along Highway 23 from the Taliesin Visitor Center on the Wisconsin River to the Village of Spring Green Downtown business district.
- TA-2 Coordinate with WisDOT and Sauk County to design and develop attractive and effective signage directing traffic on Highways 14 and 23 to the Downtown business district. *(Same as 3.4 EDA-1)*
- TA-3 Omitted during 2012 Revisions – See Amendments Index
- TA-4 Officially map a corridor for the extension of Jefferson Street to the vicinity of the Highway 14 / Rainbow Road intersection as shown on the Transportation Plan. This route is referred to as the Jefferson Street – Rainbow Road Connector.
- TA-5 Officially map a corridor the northward extension of Peterson Street to connect with the proposed Jefferson Street – Rainbow Road Connector. Peterson Street should serve as the primary truck entrance into the Spring Green Industrial Park and business park expansion areas from Highway 14.
- TA-6 Amend the Land Division and Subdivision Ordinance to require all new subdivisions to provide sidewalks on both sides of all public streets.
- Note: The Village should include provisions for granting exceptions where adequate alternative pedestrian and bicycle pathways are provided and where all residences have direct access to such facilities.*
- TA-7 Renovate and repair existing sidewalks in the Village that are in disrepair or deteriorated condition.

*Insert Transportation Plan*



# **ELEMENT 7**

## **COMMUNITY FACILITIES AND SERVICES**

### **7.1 COMMUNITY FACILITIES AND SERVICES GOALS**

Provide safe, efficient and cost effective public utilities, facilities, and services.

### **7.2 COMMUNITY FACILITIES AND SERVICES OBJECTIVES**

- CFSO-1 Provide public services and facilities that meet the needs of the both residents and visitors to the community.
- CFSO-2 Provide cost-effective Village services to annexed areas.
- CFSO-3 Seek opportunities for cooperative service arrangements with adjoining units of government when such cooperation will reduce costs and/or provide a better level of service to the community.
- CFSO-4 Encourage development patterns within the Village that are consistent with the efficient and cost-effective provision of public services.
- CFSO-5 Require new developments to finance streets, public facilities, and utilities for new development areas so that existing residents are not burdened with the cost of supporting new development.
- CFSO-6 Seek opportunities to provide fiber optic infrastructure to support high speed internet access.

### **7.3 COMMUNITY FACILITIES AND SERVICES POLICIES**

- CFSP-1 Where feasible, cluster public and semi-public facilities utilized by the general public in the central part of the Village within or adjacent to the Downtown business district.
- CFSP-2 New residential subdivisions adjacent to the Village limits should be annexed to the Village prior to being connected to the Village's public water and sanitary sewer systems. *(Same as HP-6)*
- CFSP-3 Require all applicants for rural land divisions in the Village's Extraterritorial Plat Review Jurisdiction to provide documentation showing that a primary septic site and a secondary or back-up septic site are available for each lot.
- CFSP-4 Locate neighborhood parks and green spaces that will provide opportunities for outdoor recreational activities within a safe and convenient walking distance.
- CFSP-5 New electric, telephone, cable television and all other utility distribution lines in newly developing areas should be installed underground.
- CFSP-6 Include provisions for fiber optic infrastructure in all road projects.

- CFSP-7 Provide fiber optic access to high speed internet throughout the village, prioritizing public facilities shared by village residents.

## **7.4 COMMUNITY FACILITIES AND SERVICES IMPLEMENTATION ACTIONS**

- CFSA-1 Investigate the use of Wisconsin's Impact Fee Law, pursuant to Wisconsin Statutes 65.66, to establish impact fees for new development to pay for public facility improvements.
- CFSA-2 Investigate the feasibility of incorporating the Prairie Sanitary District into the Village's utility system.
- CFSA-3 Continue discussions with the Town of Spring Green regarding an orderly procedure for extending public water and sanitary sewer services to commercial development land along the Highway 14 corridor through annexation or intergovernmental agreement.
- CFSA-4 Investigate the use of Tax Incremental Financing to assist with the extension of public utilities and roads into new business or industrial park sites.
- CFSA-5 *Implementation Completed – See Amendments Index.*
- CFSA-6 Prepare a community greenway and path system plan. Developers of new residential lands should be required to incorporate sections of the greenway and path system into new developments.
- CFSA-7 Plan new projects to provide fiber optic infrastructure for high speed internet access. Actively seek out funding and grants to support such projects.

## **ELEMENT 8**

### **INTERGOVERNMENTAL COOPERATION**

#### **GOALS, OBJECTIVES, POLICIES, AND ACTIONS**

##### **8.1 INTERGOVERNMENTAL COOPERATION GOAL**

Continue to maintain effective coordination with Sauk County, Town of Spring Green, River Valley School District, and other Federal, State and local units of governments and agencies.

##### **8.2. INTERGOVERNMENTAL COOPERATION OBJECTIVES**

- ICO-1 Coordinate with the Sauk County Highway Department and WisDOT with respect to highway improvements and potential impacts of land use decisions on transportation facilities.
- ICO-2 Coordinate with the Town of Spring Green and other nearby municipalities to provide and maintain street and stormwater improvements on lands adjacent to the Village of Spring Green.
- ICO-3 Continue to seek the most efficient and cost-effective means of providing needed public services through regional cooperation.
- ICO-4 Continue participating in long-range land use planning and GIS mapping with Sauk County and the Town of Spring Green.

##### **8.3. INTERGOVERNMENTAL COOPERATION POLICIES**

- ICP-1 Request review comments from all service providers for all subdivision plats and major land developments in the Village of Spring Green
- ICP-2 Coordinate with the Sauk County Highway Department and Wisconsin Department of Transportation to identify the existing and planned capacity of the County and State highways.
- ICP-3 Continue to participate in the Joint Extraterritorial Zoning Committee with the Town of Spring Green
- ICP-4 Continue to participate with other local governments in providing shared fire protection and emergency medical services through the Spring Green Fire Protection District.
- ICP-5 Participate with Sauk County and local governments in the County in long-range land use planning.
- ICP-6 Continue to participate in the Sauk County Economic Development Corporation with respect to economic development initiatives and business development.

## **8.4. INTERGOVERNMENTAL COOPERATION IMPLEMENTATION ACTIONS**

- ICA-1 Periodically have joint meetings between the Village Board and the Town Board to review and discuss public services and facilities, stormwater management, and potential developments.
- ICA-2 Undertake a comprehensive revision of the zoning regulations for the Joint Extraterritorial Zone, including revising the lists of permitted and conditional uses and implementing design guidelines for the Highway 14 corridor.
- ICA-3 Continue to participate with the Sauk County "Smart Growth" Comprehensive Planning process based on the plans and policies established through the Village of Spring Green "Smart Growth" planning process.
- ICA-4 Continue to participate and coordinate with State Scenic Byways.

## **ELEMENT 9 IMPLEMENTATION**

### **9.1 EXISTING IMPLEMENTATION TOOLS AND TECHNIQUES**

The Village of Spring Green currently implements land use policies primarily through the Village Zoning Ordinance and Land Division Ordinance. The Zoning Ordinance and Land Division and Subdivision Ordinance were comprehensively updated in 2001 and provide a solid foundation for land use decision-making. The Village Plan Commission is the primary arm of the Village responsible for implementing land use plans through zoning and other development regulations, although final approval of rezonings or amendments to the Zoning Ordinance and approval of subdivision plats is the responsibility of the Village Board.

The Village also implements reviews and approvals of development within the Downtown Design District (Overlay) through the Downtown Design Committee which serves in an advisory capacity to the Plan Commission and Village Board

Since 1980, the Village has participated with the Town of Spring Green in jointly implementing land use policies in the Joint Extraterritorial Zone (JEZ) through the Joint Extraterritorial Zoning Committee (JEZC). The JEZC has three representatives appointed by the Village and three representatives appointed by the Town. The JEZC and Village Plan Commission reviews and makes recommendations on all Zoning Amendments and applications for Conditional Use Permits in the JEZ. Final decisions on JEZ Zoning Amendments that receive the endorsement of a majority (i.e. four or more votes) of the six-member JEZC are made by the Village Board. Final decisions on Conditional Use Permits in the JEZ that receive the endorsement of a majority of the JEZC are made by the Village Plan Commission. Requests for Zoning Amendments or Conditional Use Permits that fail to receive approval by a majority of the JEZC are automatically denied without any further action by the Village Board or Village Plan Commission.

The Village, along with the Town of Spring Green, coordinates with Sauk County on long-range land use planning. The Village also relies on the Sauk County Department of Conservation, Planning and Zoning for resource mapping and other GIS services.

In addition to its land use regulatory process, the Village has successfully used Tax Incremental Financing as the primary implementation tool to finance redevelopment and revitalization projects in Downtown Spring Green.

The Village works closely with the Sauk County Development Corporation (SCDC) on economic development and land use issues related to economic development.

### **9.2. PROPOSED IMPLEMENTATION MEASURES**

The following are specific implementation measures the Village should take to implement the Comprehensive Plan.

### **9.2.1 Zoning and Development Regulation Implementation Recommendations**

1. The Village should periodically undertake a comprehensive review of its Zoning Ordinance and Land Division and Subdivision Ordinance to assure consistency with the adopted Comprehensive Plan.
2. Review and consider for adoption the Wisconsin Model Traditional Neighborhood Development Ordinance and Conservation Subdivision Ordinance. Additional changes to the existing subdivision ordinance should be considered to help promote the implementation of policies HP-8 and HP-9.
3. The JEZC should undertake a detailed study and comprehensive revision of the zoning regulations related to permitted land uses and design guidelines along the Highway 14 Corridor. The adopted Village Comprehensive Plan should serve as the primary guideline for Village members of the JEZC.
4. Review and update, if needed, the Village Nuisance Ordinance to control the maintenance and appearance of vacant, blighted or neglected residential properties
5. The Village should adopt a Village Lighting Ordinance to regulate outdoors lighting and minimize light pollution.

### **9.2.2 Public Improvement Financing Implementation Recommendations**

1. The Village should investigate the use of Impact Fees and/or Special Assessment Districts to finance improvements to public roads and facilities that are necessitated by new residential developments.
2. The Village should consider the use of Tax Incremental Financing to provide funding for streets, utilities, and other public infrastructure that will support business development adjacent to the Industrial Park or revitalization of the Downtown business district.

### **9.2.3. Economic Development Implementation Recommendations**

1. The Village should continue to work closely with the Sauk County Economic Development Corporation on recruiting new businesses into the Village and helping existing businesses expand and meet their needs for land, transportation improvements, and public services.
2. The Village should maintain regular contact with the Wisconsin Department of Commerce and provide information to Village businesses on financial and technical assistance available through Department of Commerce programs.
3. The Village should coordinate closely with the Spring Green Area Chamber of Commerce to address the needs of businesses in the community including both the Downtown business district and businesses along the highway corridors.

### **9.2.4. Natural Resource Protection Implementation Recommendations**

1. The Village should adopt Stormwater Management and Erosion Control Ordinances.
2. The Village should consider a Greenway Plan that identifies and protects greenway corridors and establishes pathway routes in and around the Village.

3. As part of the review of the Village's Land Division and Subdivision Ordinance, the Village should determine if smaller street pavement widths can be allowed without compromising public safety, efficient snow removal, and traffic movement.
4. The Village should maintain its tree planting program to promote the planting of quality hardwood trees in parks and other public spaces that is in conformance with the existing tree plan.

### **9.2.5. Cultural Resource Protection and Enhancement Recommendations**

1. Because of the unique cultural resources of the Spring Green area, the Village should place a particular emphasis on protecting and enhancing these resources. The Village should work closely with the Spring Green Area Arts Coalition, which is a coalition of a broad range of both for profit and non-profit organizations in the region dedicated to promoting the arts and enhancing the role of arts and cultural resources in the development of the Spring Green area. Some of the recommended goals of the Spring Green Area Arts Coalitions include:
  - Redevelop the former Post House site as an anchor for the Downtown area
  - Coordinate with APT, Gard Theater, and other groups to maintain year-around venues for the performing and visual arts.
  - Preserve the historic and architectural resources of the community.
  - Investigate creation of a Landmarks Commission.
  - Encouraging more overnight accommodations in the Spring Green area, particularly bed and breakfast establishments and other unique, locally-owned facilities
  - Develop a year-around cultural and educational facility in the Village
  - Organize cultural events and conferences that will draw visitors to the Spring Green area.

### **9.2.6. Community Services and Utility Implementation Recommendations**

1. The Village should investigate the feasibility of incorporating the Prairie Sanitary District into the Village's utility system.
2. The Village should continue discussions with the Town of Spring Green regarding an orderly procedure for extending public water and sanitary sewer services to commercial development land along the Highway 14 corridor through annexation or intergovernmental agreement.
3. The Village should investigate the use of Tax Incremental Financing to assist with the extension of public utilities and roads into new business or industrial park sites.
4. *Implementation Completed* – See Amendments Index.
5. The Village should consider a community greenway and path system plan. Developers of new land developments should be required to incorporate sections of the greenway and path system into new developments.

### **9.2.7. Transportation Implementation Recommendations**

1. The Village should request the WisDOT to provide a bicycle pathway on the south side of Highway 14 between Rainbow Road and Prairie Drive and extend bicycle facilities along

Highway 23 from the Taliesin Visitor Center on the Wisconsin River to the Village of Spring Green Downtown business district.

2. The Village should coordinate with WisDOT to design and develop attractive and effective signage directing traffic on Highways 14 and 23 to Spring Green business.
3. Omitted during 2012 Revisions – See Amendments Index.
4. The Village should create an Official Map that delineates a corridor for the extension of Jefferson Street to the vicinity of the Highway 14 / Rainbow Road intersection as shown on the Transportation Plan. This route is referred to as the Jefferson Street – Rainbow Road Connector.
5. The recommended Official Map should also reflect a corridor for the northward extension of Peterson Street to connect with the proposed Jefferson Street – Rainbow Road Connector. Peterson Street should serve as the primary truck entrance into the Spring Green Industrial Park from Highway 14.
6. The Village should amend the Land Division and Subdivision Ordinance to require all new residential subdivisions to provide sidewalks on both sides of all new public streets.

### **9.3. MONITORING PLAN IMPLEMENTATION**

One of the key goals of Wisconsin's Comprehensive Planning Law is assuring that the various techniques and tools for implementing are integrated and that there is a coherent and consistent approach to implementation. To achieve this goal the Village Plan Commission should establish an annual review of implementation actions relative to Comprehensive Plan implementation.

### **9.4. AMENDING THE COMPREHENSIVE PLAN**

The Comprehensive Plan can be amended at any time by the Village Board following the procedures in Wisconsin Statutes ss 66.1001(4). Amendments may be needed for a variety of reasons including:

- Changes in Village goals and policies
- Issues presented by private development proposals
- Changes in Village programs and services
- Intergovernmental agreements with respect to public services or facilities

The Village Plan Commission's Annual Review should address the need for amendments or changes in the Comprehensive Plan. Any proposed amendments should be submitted to the Village Board for formal action.

The Comprehensive Plan should be formally reviewed and updated every five years. The formal review and updating should be conducted by the Plan Commission or an ad hoc special committee, similar to the Smart Growth Committee, with final approval by the Village Board.