

# CHAPTER 1 - INTRODUCTION

## 1.1 REGIONAL CONTEXT

The Village of Plainfield is located in central Wisconsin (Waushara County), fourteen miles northwest of Wild Rose, WI. The majority of the Village is located in the northeast section of the Town of Plainfield with a small section in the northwest portion of the Town of Oasis. In total, the Village is approximately 442 acres in size (1.3 sq.mi.).

The population density of the Village is estimated to be approximately 689.7 persons per sq.mi., which is significantly higher than the County’s average of 198.6 persons per sq.mi.<sup>1</sup> The Village’s population density is also higher than the density of the neighboring Villages of Wild Rose (588.6 persons per sq.mi.), Almond (399.8 persons per sq.mi.) and Hancock (399.8 persons per sq.mi.), but lower than the average Wisconsin Village (975.7 persons per sq.mi.).

Figure 1.1: Regional Context



Waushara County was established in 1851, and is bordered on the west by Adams County, on the south by Marquette County, on the east by Winnebago County, and on the north by Portage and Waupaca Counties. The total area is approximately 408,122 acres, or 638 square miles. The estimated population in 2008 was 25,322. Eighteen towns, six villages, and two cities are included in the County. Wautoma (pop. 2,101) is the county seat and the largest city in the County. The Village of Red Granite (pop. 2,087), Village of Plainfield (pop. 886), and Village of Wild Rose (pop. 728) are next largest municipalities in the County.

<sup>1</sup> Density calculations for Wisconsin communities are based on 2004 data, using the latest available WI DNR Geospatial data for town, village and city areas, and corresponding WI DOA 2004 population estimates.

## 1.2 WISCONSIN COMPREHENSIVE PLANNING LAW

Wisconsin’s “Smart Growth” planning law [s. 66.1001 Wis. Stats.] was adopted in October of 1999. The law requires that, beginning January 1, 2010, the following activities must be consistent with a comprehensive plan:

- Official mapping established or amended under s. 62.23 (6)
- Local subdivision regulations under s. 236.45 or 236.46
- County zoning ordinances enacted or amended under s. 62.23 (7)
- Town, village, or city zoning ordinances enacted or amended under s. 60.61, 60.62, 60.23 (7)
- Zoning of shorelands or wetlands in shorelands under s. 59.692, 61.351 or 62.231

The law defines a Comprehensive Plan as containing nine required elements:

- |   |                                  |
|---|----------------------------------|
| 1. Issues and opportunities                     | 6. Economic Development          |
| 2. Housing                                      | 7. Intergovernmental Cooperation |
| 3. Transportation                               | 8. Land Use                      |
| 4. Utilities and Community Facilities           | 9. Implementation                |
| 5. Agricultural, Natural and Cultural Resources |                                  |

The Comprehensive Planning Law in Wisconsin requires public participation at every stage of the comprehensive planning process and adoption of a document that describes the public participation process that will be used. “Public participation” includes, at minimum, the opportunity for all stakeholders (residents, business owners, neighboring jurisdictions, etc.) to review and comment on draft plans, the holding of a public hearing prior to plan adoption, and public notices about draft review and hearing opportunities. The law requires that copies of the adopted plans be sent to adjacent communities, the Wisconsin Department of Administration, the regional planning commission and public library serving the area, and all other area jurisdictions located entirely or partially within the boundaries of the community.

The Comprehensive Planning Law standardizes the procedure for adopting a comprehensive plan. The plan commission must submit a recommendation on the comprehensive plan to the local elected governing body. The local governing body may then adopt and enact the plan by ordinance.

### The Role of a Comprehensive Plan for the Village of Plainfield

This planning document is intended to be a “living” guide for the future overall development of the Village of Plainfield. It serves the following purposes:

- Meets the requirements of the Wisconsin Comprehensive Planning legislation.
- It acts as a benchmark to measure change and progress, providing a record of current strengths, weaknesses, opportunities and threats to quality of life.
- It clearly defines areas appropriate for development, redevelopment, and preservation.
- It identifies opportunities to update and strengthen the Village of Plainfield’s land use implementation tools.
- It can be used as supporting documentation for Village of Plainfield policies and regulations and can be used to strengthen grant funding applications.
- It is a primary document to be used by the Plan Commission and the Village Board to evaluate development proposals within and near the Village of Plainfield.

The most important function the plan will serve is as a resource manual assisting in the evaluation of land use and development requests. It establishes a standard for all land use decisions in the Village of Plainfield. Communities who consistently make land use decisions based on their comprehensive plan reduce their exposure to legal action, increase their opportunities to save money and improve the quality and compatibility of new development.

### 1.3 PLANNING PROCESS

In late 2008, the Village of Plainfield engaged MSA Professional Services, Inc. to assist in completion of a Comprehensive Plan complying with Wisconsin’s “Smart Growth” requirements, State Statute 66.1001.

As required by SS 66.1001, every community must adopt a public participation plan at the beginning of the planning process. The purpose of the public participation plan is to define procedures for public involvement during every stage of the planning process (See *Appendix A for the complete Public Participation Plan*). Some of key components of the public participation plan are:

- Two public meetings to allow the public to voice their ideas, opinions, and concerns in the development of the plan. Notice of public meetings was published and posted in accordance with Village procedures and State law.
- Four Plan Committee working sessions to review project material and to make policy recommendations. All Plan Commission working sessions were open to public attendance and comment.

Figure 1.2: MSA Planning Model



### 1.4 SELECTION OF THE PLANNING AREA

The study area for this Plan includes all lands in which the Village has both a short and long term interest in planning and development activity. The Planning Area includes all lands within the current municipal limits and within the Village’s potential 1-1/2 mile extraterritorial jurisdiction (ETJ). (See *Map 1: Planning Area*).

## 1.5 COMMUNITY ASSETS & LIABILITIES ANALYSIS

A Community Assets and Liabilities exercise was conducted at a public meeting on January 28, 2009 to gather initial data from Village residents on their opinions of the Village. The assets and liabilities of the Village of Plainfield are listed in Table 1.1, organized by plan element.

**Table 1.1: Community Assets & Liabilities**

Element	Assets	Liabilities
<b>Housing</b>	<ul style="list-style-type: none"> <li>• Good multi-family housing</li> <li>• New subdivision w/ available lots</li> <li>• Good single person housing</li> <li>• Nursing home</li> <li>• Low-income housing</li> </ul>	<ul style="list-style-type: none"> <li>• Over occupancy of single-family units</li> <li>• Lack of affordable housing</li> <li>• Residents moving out of town</li> <li>• Need more quality multi-family housing</li> <li>• High percentage of substandard housing</li> </ul>
<b>Transportation</b>	<ul style="list-style-type: none"> <li>• Water/sewer replaced/added during street reconstruction</li> <li>• Good drainage</li> <li>• Hwy 73 corridor-good sidewalks</li> <li>• Majority of streets in good condition</li> <li>• 30% of streets replaced in last 4 years</li> </ul>	<ul style="list-style-type: none"> <li>• Sidewalks (lack of, poor condition, no priority rank for snow removal)</li> <li>• Snow plowing</li> <li>• Bad drainage</li> <li>• No public transit</li> <li>• Lack of parking on Main Street</li> </ul>
<b>Utilities and Community Facilities</b>	<ul style="list-style-type: none"> <li>• Library</li> <li>• 5 parks (Veterans Park/walking trails)</li> <li>• School</li> <li>• Good community center</li> <li>• Good soccer fields and baseball fields</li> <li>• Remodeled Village Hall</li> <li>• Wastewater treatment plant</li> <li>• Expanded water/sewer</li> <li>• Stormwater facility</li> <li>• Water supply</li> </ul>	<ul style="list-style-type: none"> <li>• No swimming pool</li> <li>• Ice skating</li> <li>• No skateboard park</li> <li>• Stormwater ponding</li> <li>• Not enough water pressure for future development</li> <li>• Bad cable/internet</li> <li>• One DSL provider</li> <li>• Lack of biking/hiking trails</li> </ul>
<b>Agricultural, Natural and Cultural Resources</b>	<ul style="list-style-type: none"> <li>• Golden sands region (potatoes)</li> <li>• Carrots, corn &amp; soybeans</li> <li>• Cash crop area</li> </ul>	<ul style="list-style-type: none"> <li>• Seasonal agriculture</li> <li>• Opera House in bad shape</li> <li>• Currently not enough room for expansion</li> <li>• Pesticides</li> </ul>
<b>Economic Development</b>	<ul style="list-style-type: none"> <li>• Small school (good involvement)</li> <li>• Hardware store, grocery store, bank, bowling alley, &amp; archery business</li> <li>• I-39</li> <li>• Utilities</li> <li>• 24-hr gas station</li> <li>• Funeral Home &amp; Churches</li> <li>• Fire Department</li> <li>• Cell phone service</li> <li>• Decent commute time</li> <li>• Location</li> <li>• Low cost of living</li> <li>• Cheap property</li> <li>• Local events - Beanfest, Threshemen, and Street Dance</li> </ul>	<ul style="list-style-type: none"> <li>• Money spent elsewhere</li> <li>• Need larger employer</li> <li>• Less economic advantage than eastern Waushara County</li> <li>• Business retention downtown</li> <li>• Lack of jobs</li> <li>• No Wal-mart</li> <li>• Must drive to Steven's Point</li> <li>• Infrastructure for business</li> <li>• No industrial park</li> <li>• Few after-hour activities</li> <li>• Empty storefronts downtown</li> </ul>
<b>Intergovernmental Cooperation</b>	<ul style="list-style-type: none"> <li>• Shared fire protection</li> <li>• County EMS shared with Coloma &amp; Hancock</li> <li>• USDA rural development</li> <li>• Working towards equipment sharing</li> <li>• Rural water</li> <li>• Lion's Club</li> </ul>	<ul style="list-style-type: none"> <li>• State unfunded mandates</li> <li>• Lack of knowledge of state programs</li> <li>• Removed from Waushara County</li> <li>• Lack of attention from the regional plan commission</li> <li>• Township personalities</li> <li>• No administrator</li> <li>• County extension under-utilized</li> </ul>
<b>Land Use</b>	<ul style="list-style-type: none"> <li>• I-39 development potential (annexation)</li> <li>• STH 73</li> </ul>	<ul style="list-style-type: none"> <li>• Adult book stores</li> <li>• Currently not enough room for expansion</li> <li>• Downtown building conditions are not to code</li> </ul>