

EXECUTIVE SUMMARY

The purpose of this section is to provide basic background information for the comprehensive planning process and general population and demographic characteristics for Iowa County. More specifically this section includes information from the community survey and visioning sessions, demographic trends including population trends, age distribution, housing trends, education levels, income levels, employment characteristics, population projections, housing projections, and labor force projections.

**Wisconsin State Statute 66.1001(2)(a)****(a) *Issues and opportunities element.***

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

ISSUES AND OPPORTUNITIES POLICIES

The following are the issues and opportunities policies (not in order of priority) for Iowa County. The essence of these recommendations is carried out throughout the entire document.

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

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

BACKGROUND

Iowa County, together with twenty-two jurisdictions within the County, applied for a Comprehensive Planning Grant through the Wisconsin Department of Administration in the fall of 2001. In the spring of 2002, the Comprehensive Planning Grant was awarded. Iowa County and the jurisdictions contracted with the Southwestern Wisconsin Regional Planning Commission (SWWRPC) to complete individual comprehensive plans for each of the twenty-three jurisdictions (Iowa County, two cities, thirteen towns, and seven villages) in accordance with Wisconsin Statutes 66.1001.

Because of the large number of involved jurisdictions and in an effort to streamline planning meetings, individual jurisdictions were grouped into “clusters”, based on their physical proximity to one another, resulting in six cluster groups. Iowa County was made a separate cluster.

- “Northwest Cluster” (Towns of Highland and Pulaski, Villages of Avoca and Highland);
- “Northeast Cluster” (Towns of Arena, Clyde, and Wyoming, and the Village of Arena);
- “Central Cluster” (Towns of Dodgeville and Ridgeway, Village of Ridgeway, and City of Dodgeville);
- “Southwest Cluster” (Towns of Eden, Linden and Mifflin, and Village of Linden);
- “South Central Cluster” (Towns of Mineral Point and Waldwick, and City of Mineral Point);
- “Southeast Cluster” (Town of Moscow, and Villages of Blanchardville and Hollandale);
- Iowa County.

COMMUNITY INVOLVEMENT

COMMUNITY SURVEY

In September and October of 2002, the staff from SWWRPC and University of Wisconsin Extension Service-Iowa County (UWEX-Iowa County) developed a countywide survey that was distributed to all property owners in Iowa County. A total of 10,752 surveys were sent out. Two thousand seven hundred eighty seven (2,787) were sent back, giving the County a 26 percent return rate. (See Appendix A-1 for complete survey results.)

COMMUNITY VISION

A vision statement identifies where an organization intends to be in the future and how to best meet the future needs of its stakeholders. The vision statement incorporates a shared understanding of the nature and purpose of the organization and uses this understanding to move towards a greater purpose together. SWWRPC, in conjunction with UWEX-Iowa County, sponsored visioning sessions for each cluster in the autumn and winter of 2002-2003. Appendix A-2 provides gives the cluster groups visioning results.

The participating jurisdiction’s plan commission’s used the visioning information from these sessions to create their formal vision statements. Below are the vision statements from each of the participating jurisdictions, expressing their vision and hopes for the next ten to twenty years.

City of Dodgeville

To shape the future growth of the City of Dodgeville through a proactive, inclusive community effort that continuously improves the quality of life by reaching a harmonious balance between economic development, environmental sustainability, and community livability, to provide for future generations.

City of Mineral Point

We are a dynamic community...

- *In which residents enjoy a high quality of life and to which visitors want to return*
- *That is widely recognized for preserving its architectural heritage and adapting the use of its buildings to serve current needs*
- *That values small business suited to the community and provides entrepreneurs with the support needed to succeed*
- *That has successfully incorporated its skills in agriculture and its natural resources into both our local and export economies*
- *Where many forms of art are both passion and profitable business enterprises*
- *Where young people receive a quality education and are encouraged to give back to the community in service and entrepreneurial projects*
- *That has become a year-round tourist destination*
- *That has experience growth while retaining its small town qualities and natural countryside landscapes*
- *We are a community that is thriving through homegrown success.*

The City of Mineral Point Chamber of Commerce established five elements on which to focus their resources. The combination of these points will guide the city.

FIVE MISSION ELEMENTS

In order to achieve this vision, the Mineral Point Chamber of Commerce has established five elements on which to focus our resources. The combination of these elements will guide the Chamber's actions in its mission of ensuring a healthy economy for the future of our community.

▪ **Local Enterprise Development**

Convinced that the talent and desire for creating new enterprises and enhancing established businesses exists within Mineral Point, the Chamber of Commerce will be an advocate for local entrepreneurs by offering assistance based on individual needs that will provide the support needed for successful enterprises.

▪ **Infrastructure**

Up to date infrastructure is essential to the sustainability of a healthy economy. Roads and streets, water and sewer, communication technologies, housing, commercial and public buildings must be well maintained, with attention to design details that retain the character of Mineral Point. In addition to these "hard" infrastructure needs, it is equally important that an entrepreneurial spirit is encouraged through zoning and regulatory policies that support enterprise development in an ordered approach.

▪ **Outreach**

Continued focus on marketing Mineral Point as a tourist destination is a very important economic development strategy. Efforts to increase year-round tourism will enhance the overall economic outlook and increase the capability of attracting new businesses to the community.

▪ **Youth Retention And Attraction**

Reversing the out-migration of youth is a critical factor in maintaining a healthy economy. Actions to engage young adults in community service, recognition and support of entrepreneurial talents within the youth population will provide them with the opportunities to remain in or return to Mineral Point. It is equally important that we strive to recruit a young generation of talent by providing amenities that are attractive to them.

▪ **Wealth Retention**

The development of locally owned businesses, retention of the younger generations, and attraction of new residents will enhance the capacity for keeping wealth in the community. Additional community-based endowment programs that encourage the transfer of wealth to address future needs in the community should be considered.

Town of Arena

Maintain rural character with a diverse landscape. Improve agricultural opportunities as well as control commercial growth.

Town of Brigham: No Statement - not participating in this Planning Process

Town of Clyde

The Town of Clyde, in looking out over the next 20 years or so, envisions a community largely unchanged in appearance, as it recognizes and accommodates the transition from dairy based agriculture to land uses that include (1) non-agriculture rural residences that have low visual impact, (2) family owned and environmentally sound grain and beef operations and other specialty agriculture, (3) land stewardship in the form of managed forests, prairie restoration, and wildlife habitat for hunting and recreation, (4) home based businesses, and (5) recreation and tourism. This base would provide for maintaining a rural lifestyle and preserve open spaces and the scenic beauty of the town, and also provide a suitable setting for the tourist and cultural attractions in the area. Incompatible commercial development and residential subdivision development that might detract from the town's rural character would be directed to nearby incorporated municipalities with existing infrastructure and services, while leaving highways free of commercial development as scenic corridors.

Town of Dodgeville

The vision for the Town of Dodgeville is to balance its rural character, natural beauty, community, and economic vitality. We will strive to find a balance so:

- *People of all ages and backgrounds can reside, work, raise families, and retire in the town.*
- *Agricultural activity will be maintained*
- *Natural resources and beauty will be preserved.*
- *Town services will be maintained and improved, while managing an appropriate level of taxation.*

Town of Eden

The Town of Eden will create a development plan that includes commercial opportunities with planned development and growth while working towards addressing and eliminating weaknesses and concerns found in the countywide survey, and striving to achieve the "wants" of the Town of Eden.

Town of Highland

The Town of Highland will be a leader in developing, maintaining, and enhancing a safe and prosperous municipality through effective provision of services to the public.

Town of Linden

To preserve the rural atmosphere and natural beauty of the Town of Linden, home to both family farmers and wildlife. To continue to offer a healthy, safe, friendly place to live that provides responsive and effective public services. To create a place that plans for new businesses and residences in accordance with the guidelines of a comprehensive land use plan that outlines requirements for location that reflect community values and help newcomers integrate with the existing character of the Town. To generate economic opportunities that makes the Town of Linden prosperous to support multiple generations now and in the future. To protect the natural resources of the Town, including good soil, clean water, wildlife habitat, air quality, and groundwater.

Town of Mifflin

To protect and improve the health, safety, and welfare of residents, preserve and enhance the quality of life for Mifflin's residents, and protect and preserve the rural character of the Town of Mifflin.

Town of Mineral Point

The vision for the Township of Mineral Point is to preserve its rural character – including protecting scenic views, farms, and farmland – while accommodating flexible growth that, in a tangible way, adds to the quality of life of its residents.

Town of Moscow

The Town of Moscow wants to maintain local control over land use within the town. It seeks to identify ways in which land resources can best be used for the benefit of both individual property owners and all the citizens within the Town. The Town of Moscow is committed to the fair, equitable, and consistent treatment of all its residents. In order to protect the interests of individual property owners, the Town asserts its authority to control activities that might damage the environment or prejudice the interest of individual property owners or of the community as a whole. Recognizing that growth may occur, the Town of Moscow seeks to encourage and accommodate appropriate growth. The purpose of this land use plan is to establish the general principles and procedures the Town Board will use to guide that growth in harmony with our critical life support system and our community values. When adopted by the Town Board, this plan will carry the force and authority of a "Master Plan" as set forth in Wisconsin Statutes ss62.23.

Town of Pulaski

At the present time, Pulaski is perceived as an agriculture-based township, but that perception is changing. Looking to the future, the issue facing landowners is the preservation of agricultural opportunities for those who wish to pursue that way of life, while making transitions to more recreational and residential uses of the land for current and future landowners. Key points to keep in mind when considering this statement:

- *Preserve the area's natural beauty and serenity;*
- *Natural resources must be preserved;*
- *Sensible, realistic guidelines for development must be established.*

Town of Ridgeway

Preserve the family farm/rural heritage flavor by preserving productive agricultural land and yet provide for growth of the community by recognizing the needs and potential of all age and diverse groups within in the community.

Town of Waldwick

To insure that future development takes place in a thoughtful and organized manner to preserve and protect our natural resources and agricultural land and maintain our rural character.

Town of Wyoming

The Town of Wyoming, in looking out over the next 20 years or so, envisions a community largely unchanged in appearance, as it recognizes and accommodates the transition from dairy based agriculture to land uses that include (1) non-agriculture rural residences that have low visual impact, (2) grain and beef operations and other specialty agriculture, (3) land stewardship in the form of managed forests, prairie restoration and wildlife habitat for hunting and recreation, (4) home based businesses, and (5) tourism. This base would provide for maintaining a rural lifestyle and preserve the open spaces and scenic beauty of the town, and also provide a suitable setting for the major tourist and cultural attractions that bring in over 500,000 visitors to the town annually. Incompatible commercial development and residential sub-division development that might detract from the town's rural character would be directed to nearby incorporated municipalities with existing infrastructure, while leaving highways free of commercial development as scenic corridors.

Village of Arena

The Village of Arena will create a development plan that includes commercial opportunities with planned development and growth while working towards addressing and eliminating weaknesses and concerns found in the countywide survey, and striving to achieve the "wants" of the Village of Arena.

Village of Avoca

The Village of Avoca's long range vision is to enhance its well-being by continuing to develop business, recreation, parks and industry, maintaining the beauty of the surrounding area, and helping it grow and flourish, without losing the small town atmosphere.

Village of Barneveld: No Statement - not participating in this Planning Process

Village of Blanchardville

“Blanchardville will focus on quality of life while promoting a friendly and welcoming atmosphere for residents and visitors alike. Excellent schools will provide quality education for our children and lifelong learning opportunities for adults. A clean, thriving business environment will provide basic services and offer expanding employment possibilities by new and existing businesses. Public services and land use policies will facilitate necessary growth and development while preserving scenic beauty of our area. Community services and facilities will be responsive to safety and recreational needs for all ages. Blanchardville will remain a community rich in tradition, pride, and history, where people live in harmony from generation to generation.”

Village of Highland

To improve quality of life in a beautiful, rural setting, while maintaining safety, security, cleanliness, good housing, desirable employment and educational opportunities.

Village of Hollandale

No statement given.

Village of Linden

In the Village of Linden we’d like to keep our small town atmosphere, friendly people, good schools, lack of crime, strong volunteer groups, clean environment, easy access to public officials, and a wonderful sense of pulling together when someone is in need. With the keeping of our rural setting and natural beauty, it makes a great place to raise a family. Our vision statement for the Village of Linden includes the following:

- *Moderate growth with a neighborhood concept*
- *With growth, another well will be needed*
- *Maintain services without raising taxes – fire department, first responders, police, garbage and recyclable pick-up*
- *Help establish and maintain local businesses to provide jobs for community members*
- *Establish a reading/lending center or public library*
- *Curb and gutter renovation and expansion*
- *Provide more sidewalks for pedestrian traffic*
- *Tree planting program for beautification*
- *Parks – maintain and expand the play areas and ball fields with added parking*
- *Maintain the community center – continue to provide night hour supervision and add classes for senior citizens (exercise, quilting, pottery, etc.)*
- *To keep our positive working relationships with the surrounding townships and communities*

Village of Livingston: No Statement - not participating in this Planning Process

Village of Montfort: No Statement - not participating in this Planning Process

Village of Muscoda: No Statement - not participating in this Planning Process

Village of Rewey: No Statement - not participating in this Planning Process

Village of Ridgeway

1. *Smart, orderly growth throughout the village*
2. *Infill of undeveloped areas*
3. *Revitalize the downtown area*
4. *Develop business opportunities to increase employment, population, and tax base*
5. *Expand the urban service area as necessary to accommodate growth*
6. *Target underdeveloped areas with the urban service area*
7. *Discourage subdivision development outside of urban service area*
8. *Maintain reasonable housing density*
9. *Explore consolidation with the Township*

VISIONING

In February 2003, Iowa County planning representatives were asked to identify issues, opportunities, strengths, and weaknesses specific to Iowa County. The following is a summary listing of the top strengths, opportunities, issues, and weaknesses as identified by the local participating planning commissions. After each item is the number of jurisdictions who gave that particular statement. Appendix A-2 gives the complete Iowa County jurisdiction's strengths, opportunities, issues, and weaknesses listed during the original visioning sessions.

IOWA COUNTY STRENGTHS SUMMARY

- Rural/Natural Beauty-Rural Character/Atmosphere (12)
- Agriculture and Farmland (10)
- Small town atmosphere (10)
- Community services - Fire/ambulance/police/ etc. (10)
- Roads/snow removal (9)
- Recreation and Open Space (8)
- Natural Resources – (5)
- School System (3)
- Location (3)
- Heritage/Culture (2)
- Low Crime Rate (2)

IOWA COUNTY OPPORTUNITIES SUMMARY

- New Residential Development – Subdivisions/assisted living/starter homes/affordable housing/ etc. (12)
- Business and Industry – Creation, attraction and support (12)
- New and Existing Recreation Areas (10)
- Preserve Natural Resources (5)
- Education System –Maintain, support, combine (5)
- Maintain small town/ rural atmosphere and community pride (5)
- Maintain level of service and consider sharing services – Fire/rescue/public services (5)
- Preserve Family Farms and Productive Agricultural Land (3)
- Tourism (3)
- Work with neighboring jurisdictions (3)

IOWA COUNTY ISSUES SUMMARY

- Preservation of Natural Resources/Scenic Preservation (10)
- Availability of Jobs and Economic Opportunities (10)
- Preservation of Farm and Agricultural Lands (7)
- Declining School Enrollment (6)
- High Property Taxes (5)
- Maintaining Ground Water Quality (4)
- Aging Population (4)
- Zoning Regulations (3)
- Residential Lot Size (3)
- Large Scale Farms (2)

IOWA COUNTY WEAKNESSES SUMMARY

- Lack of Job Opportunities (9)
- Lack of Commercial and Industrial Property (6)
- Lack of Housing Options – Single Family, Elderly, Affordable, Starter (6)
- High Taxes (5)
- Police Protection (4)
- Decline of Agriculture and Farming (3)
- Lack of Recreation Options – Biking, Walking Trails, Youth Recreation Options, New Play Equipment (3)
- Lack of Citizen Involvement (3)
- Lack of Sidewalks (2)
- Transportation System – Public Transportation and Roadways (2)

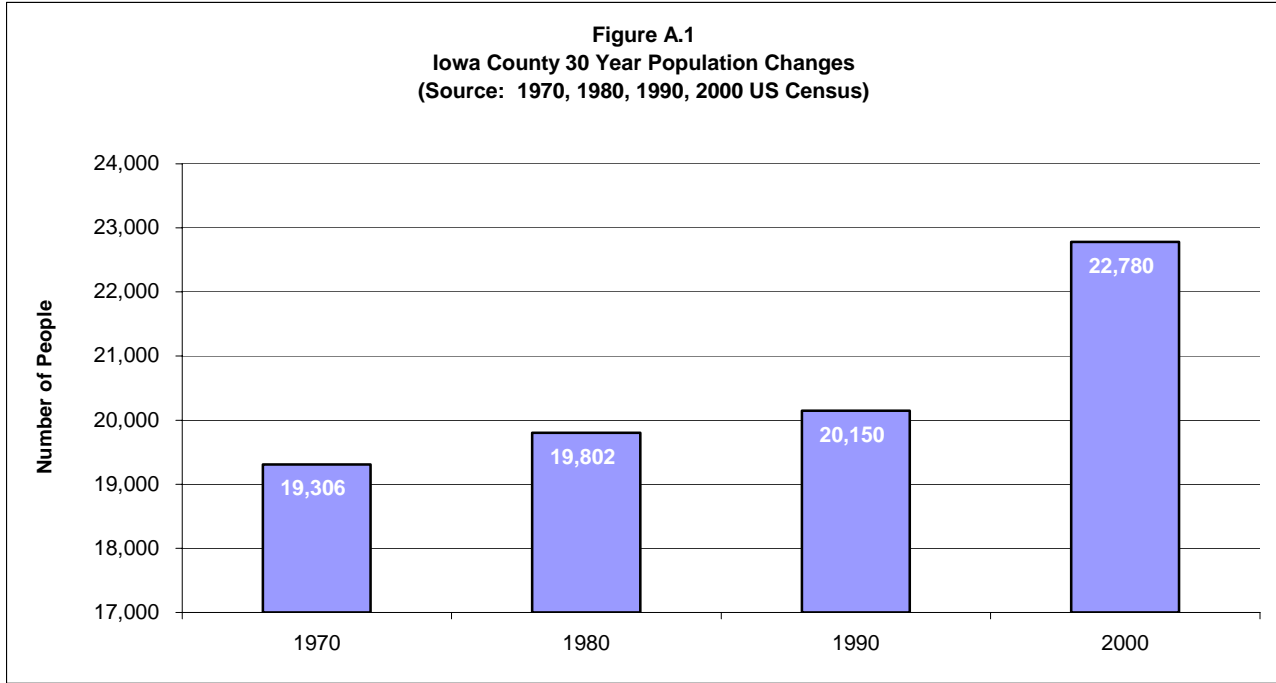
COMMUNITY PUBLIC PARTICIPATION PLAN

Public participation is vital to the comprehensive planning process. Without it, the public cannot be aware or contribute to their jurisdiction's future. Public participation was highly emphasized throughout the process and jurisdictions were required to create a Public Participation Plan as a guide to how they would include their citizenry in the process. See Appendix A-3 for the participating jurisdiction's Public Participation Plans.

DEMOGRAPHIC TRENDS

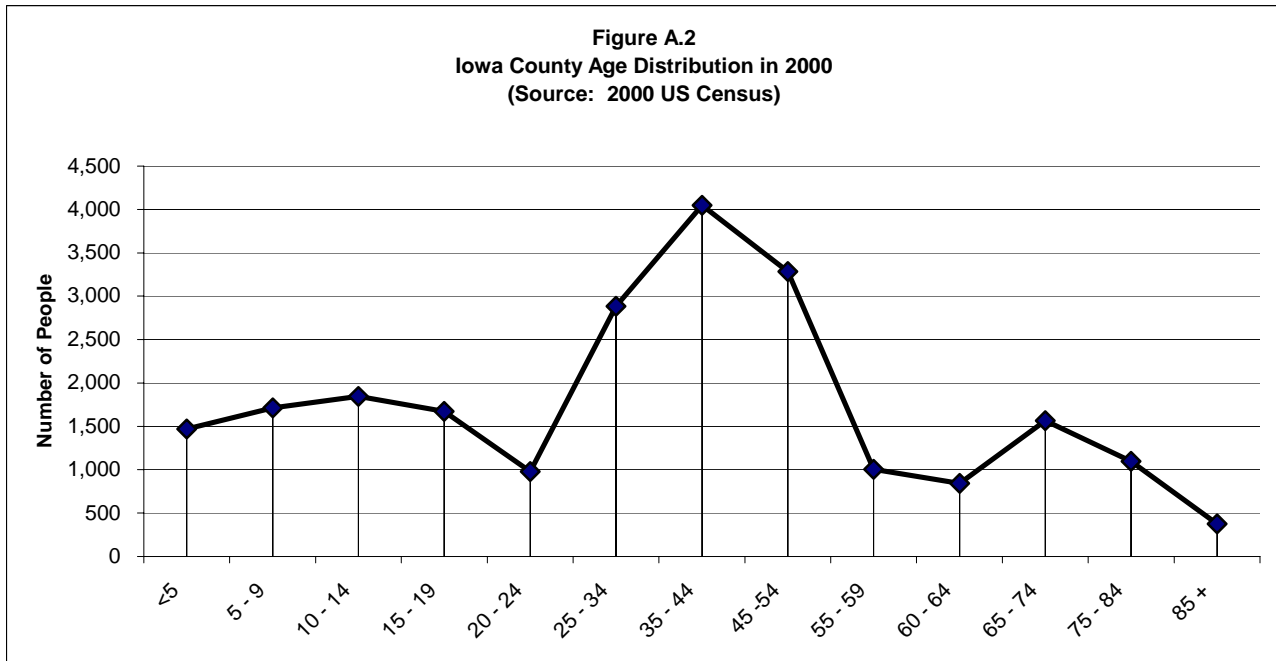
POPULATION CHANGES

Iowa County's population has increased by 3,474 people since 1970, an 18 percent increase overall. Between 1970 and 1980 population increased by 3 percent, between 1980 and 1990 by 2 percent, and from 1990 to 2000 population increased 13 percent.



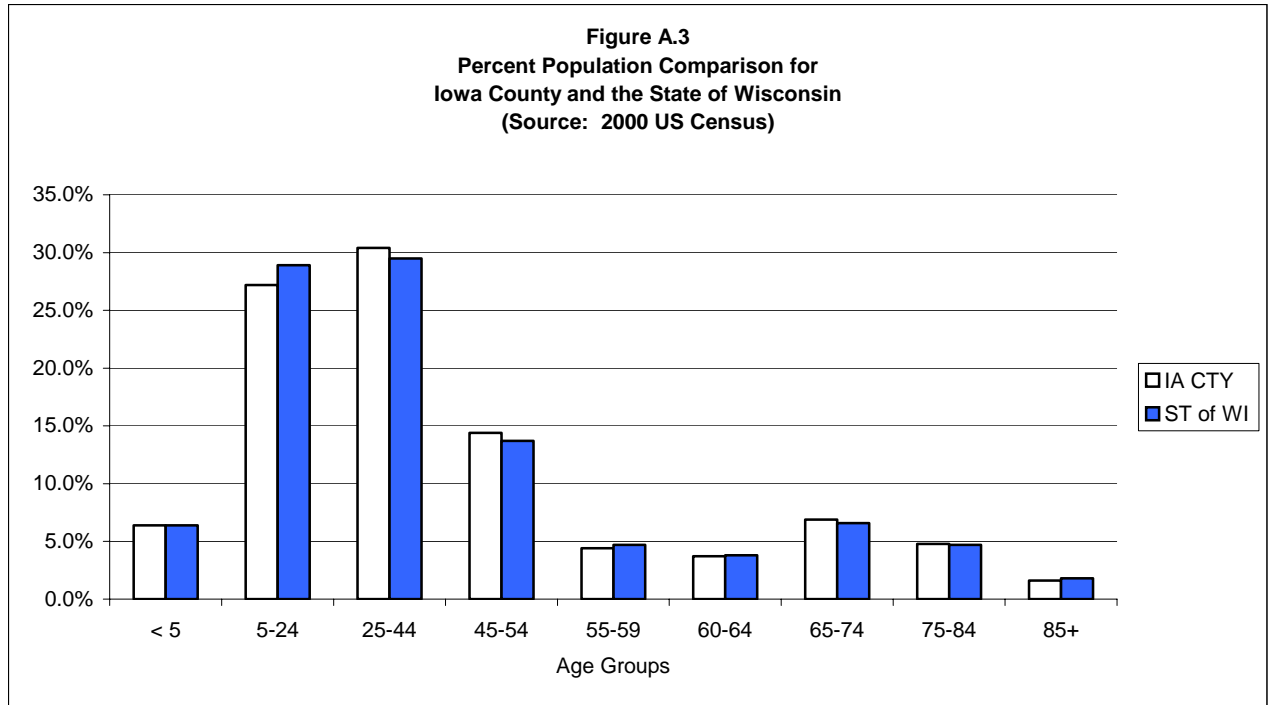
AGE DISTRIBUTION

Figure A.2 shows the age distribution of Iowa County residents according to the 2000 US Census. The age groups of 35 to 44 and 45 to 54 year olds have the highest population concentration in the County. The 20-24 and 85+ age groups have the lowest concentrations.



PERCENT POPULATION

Figure A.3 compares the County population to the State of Wisconsin's population. County population closely mimics State population in all age groups.



HOUSING TRENDS

Historically, Iowa County has seen an overall increase in the housing supply. "Total Housing Units" refers to the total number of units available for habitation: owned, rented, and vacant. As indicated by Figure A.4 Iowa County had an increase of 3,429 units (56%) between 1970 and 2000.

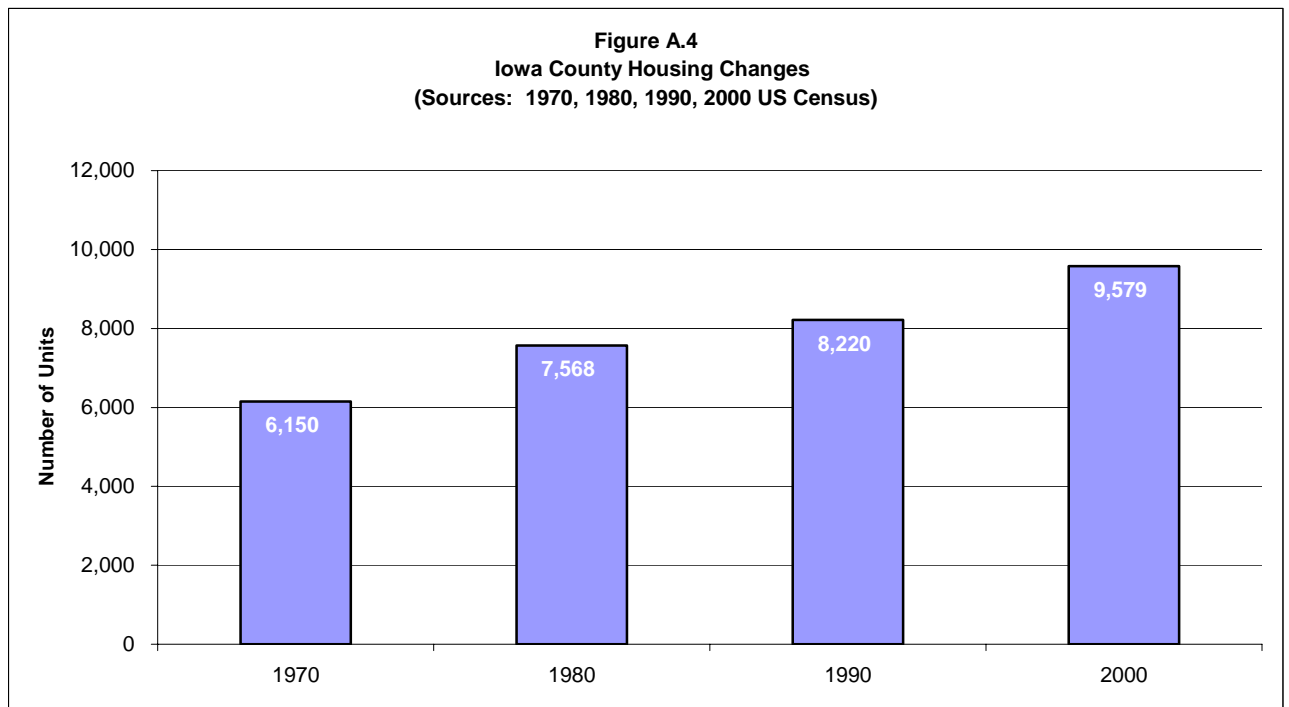
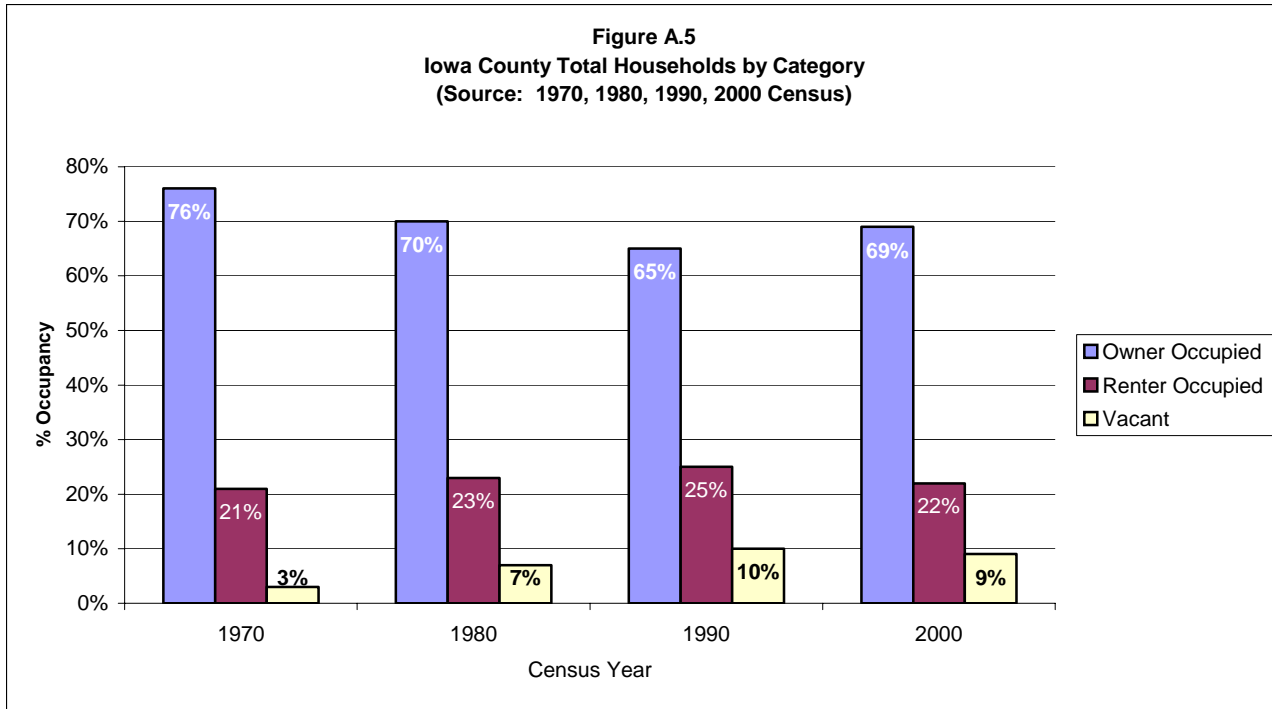


Figure A.5 shows of the 9,579 housing units in Iowa County in 2000, 69 percent are owner occupied, 22 percent renter occupied, and the remaining 9 percent vacant. In 2000 the average number of persons per household was 2.68 for owner occupied units, 2.21 for rental units.



EDUCATION LEVELS

An important factor tied to a community’s economic well being, as well as its potential for economic growth, is the link between resident’s education levels and employment opportunities. Table A.1 reflects the educational attainment in 2000 of County residents 25 years and older compared with the State of Wisconsin.

Table A.1: Education Attainment of Residents 25 Years and Older

Education	Iowa County		State of Wisconsin
	Number	Percent	Percent
< 9th grade	632	4.2%	5.4%
9th-12th grade, no diploma	1,111	7.4%	9.6%
HS Grad (incl. Equivalency)	6,306	41.8%	34.6%
Some college, no degree	3,009	19.9%	20.6%
Associate Degree	1,255	8.3%	7.5%
Bachelors Degree	1,990	13.2%	15.3%
Graduate or Professional Degree	797	5.3%	7.2%
Total population 25 years and older	15,100	100%	100%

Source: 2000 US Census

INCOME COMPARISONS

Table A.2 compares the 2000 income levels of Iowa County residents to the State of Wisconsin. Median household income is based on every unit of occupancy with one or more unrelated individuals. Median family income is based on units of occupancy with individuals related by blood (children, grandparents, etc.) or law (marriage, adoption, etc.). Per capita income is based on each individual wage earner.

Table A.2: Income Comparisons

Income Type	Iowa County	State of Wisconsin
Median household income	\$42,518	\$43,791
Median family income	\$49,972	\$52,911
Per-capita income	\$19,497	\$21,271

Source: 2000 US Census

EMPLOYMENT CHARACTERISTICS

Table A.3 is reflective of the 2000 US Census for employed persons 16 years and over and their respective occupations in Iowa County, compared by percentage to the State of Wisconsin. By definition of the Census, occupation is referred to as the type of work a person does on the job.

Table A.3: Occupation Characteristics

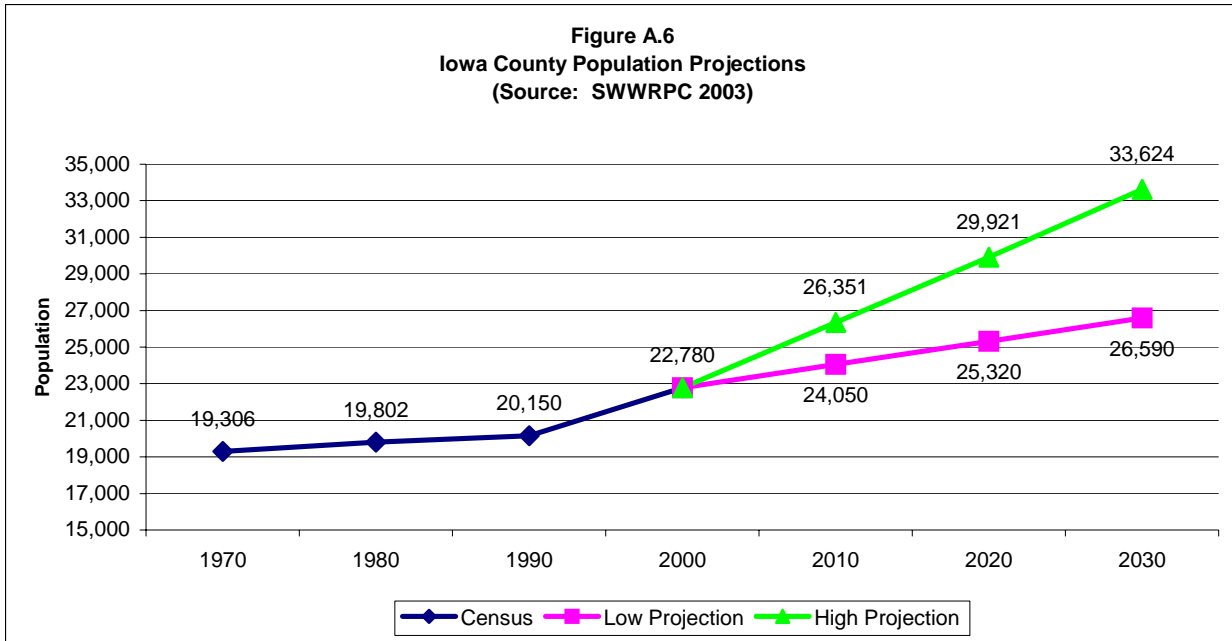
Occupation	Iowa County, Wisconsin		State of Wisconsin
	Number	Percent	Percent
Management, professional and related	3,898	30.9%	31.3%
Services occupations	1,611	12.8%	14.0%
Sales and office occupations	3,221	25.5%	25.2%
Farming, fishing, and forestry occupations	315	2.5%	0.9%
Construction, extraction, and maintenance occupations	1,378	10.9%	8.7%
Production, transportation, and material moving occupations	2,195	17.4%	19.8%
Total employed civilian population 16 years and older	12,618	100.0%	100.0%

Source: 2000 US Census

DEMOGRAPHIC PROJECTIONS

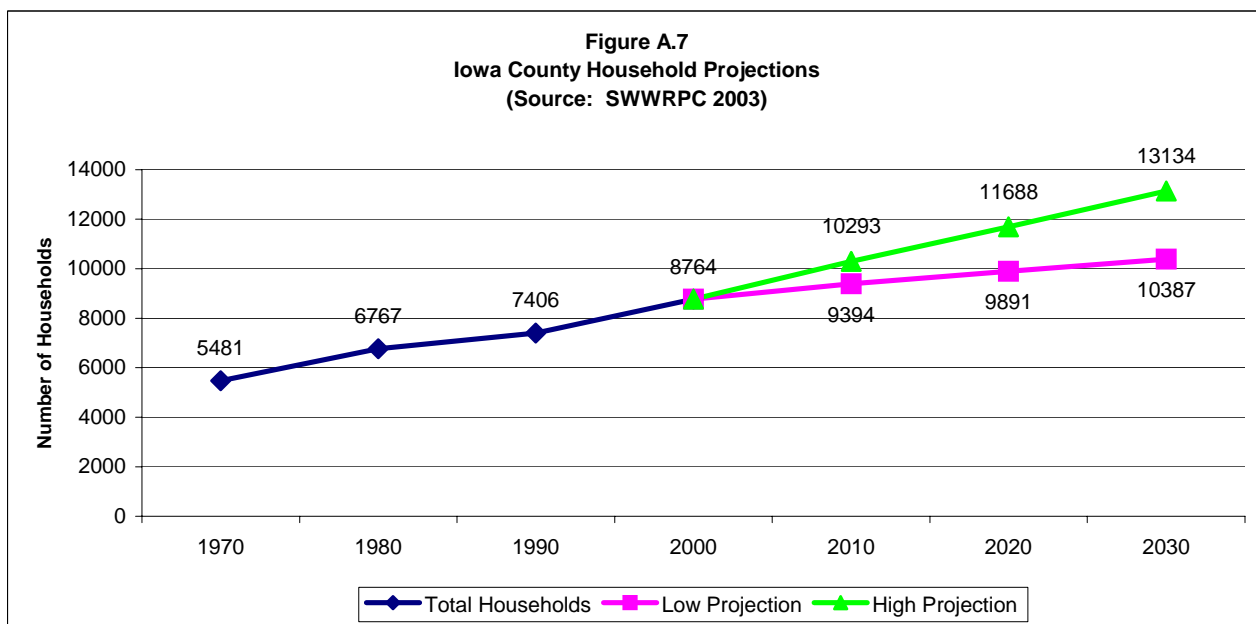
POPULATION

Preparing population projections is necessary to provide planners, developers, and others with expected increases or decreases in given base years. Reliable projections of population are needed for all kinds of planning or policy decisions whether involving the need for extending utilities, building a new highway, or starting a business. All these require some notion of probable demand for such facilities. Figure A.6 shows past population trends as well as projections to the year 2030. The figure gives both low and high projections, showing an overall population increase in the next 30 years.



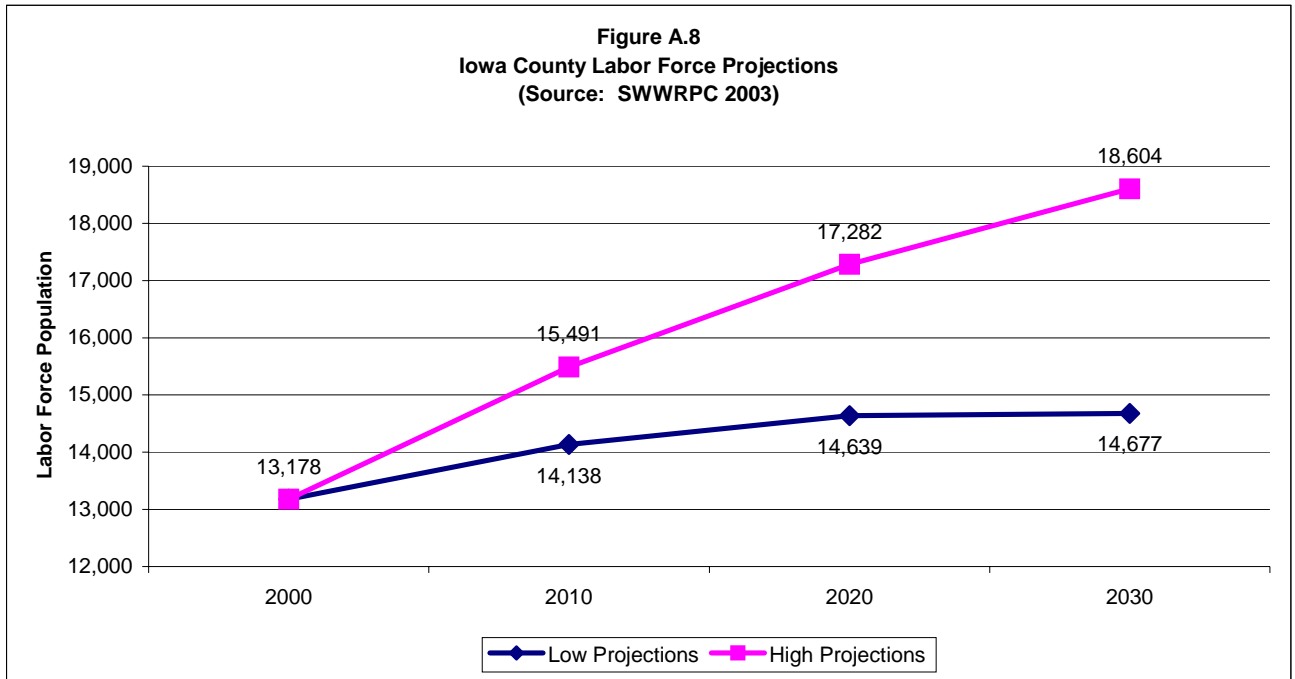
HOUSEHOLD

Iowa County household projections in Figure A.7 are based on population projections and average County household size (derived from the 2000 US Census).



LABOR FORCE

Figure A.8 shows labor force projections for Iowa County. These available workers will not necessarily find employment in Iowa County: many will work in neighboring counties. The figure merely indicates the available labor pool residing in Iowa County.



All of the projections presented in this section are based on past trends and are intended only as a guide. A sudden change, such as the creation of a large industry in an outlying area, may dramatically impact these projections.