



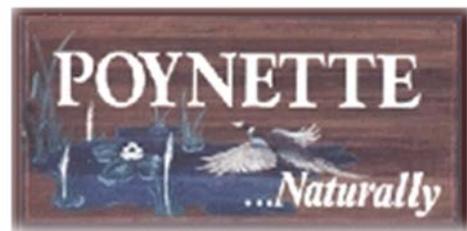
**Village  
of  
Poynette**

**COMPREHENSIVE  
PLAN**



Adopted: January 17, 2017

Amended: August 12, 2019



# ACKNOWLEDGEMENTS (for 2017 Plan Update)

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## ADOPTION HISTORY

- 2005 Plan Adopted: August 8, 2005; Ordinance No. 05-365
- 2005 Plan Amended: October 24, 2011; Ord. 11-479 (Planned Land Use Map changes, Pauquette Ln. area)
- October 21, 2013; Ord. 13-502 (Planned Land Use Map update; Land Use chapter amendments; Implementation chapter update)
- March 3, 2014; Ord. 14-507 (Planned Land Use Map corrections)
- Plan Updated  
(Replaced 2005 Plan): January 17, 2017; Ord. 2017-540
- 2017 Plan Amended: August 12, 2019; Ord. 2019-570 (Planned Land Use Map amendments near North Street and West Mill Street; Addition of “Mixed Use/Flex Commercial” planned land use category)

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## CHAPTER ONE: INTRODUCTION

The Village of Poynette is in southwestern Columbia County. The Village's proximity to the Madison metro area and good transportation access provides an opportunity for people to live in a small village, while being able to commute easily to the Madison (or Portage) areas for work, shopping, or entertainment.

Residents enjoy a "small-town" atmosphere of quiet neighborhoods, natural areas, local businesses and job opportunities, and a historic downtown. The Village is also nestled in a spectacular rural landscape surrounded by rolling hills, woods, creeks, and agricultural lands.



These are the characteristics that current residents of the Village treasure and wish to maintain even as the community grows and changes over time. Planned development in a timely, orderly, and predictable manner will help preserve the Village's character and natural surroundings, while providing opportunities for new housing and economic development.

### A. PURPOSE OF THIS PLAN

The Village of Poynette Comprehensive Plan is intended to replace the Village's previous Comprehensive Plan, from 2005 and amended thereafter. This updated Plan will allow the Village to guide short-range and long-range growth, development, and preservation by:

- Identifying areas appropriate for development and preservation over the next 20+ years;
- Advising different future land uses for different parts of the Village and its growth area;
- Identifying future transportation and community facilities to serve future land uses;
- Directing housing and economic investment;
- Establishing a framework for environmental sustainability.

This Plan was prepared under Wisconsin's comprehensive planning legislation (§66.1001,

#### Implementation of the 2005 Plan

The Implementation chapter of the Village's 2005 Plan had more than 30 implementation recommendations. Major recommendations that were implemented include:

- Updated zoning and subdivision ordinances.
- Created a stormwater utility and increase stormwater management standards.
- Created a Park and Open Space Plan.
- Established wellhead protection areas.

Major recommendations that were not implemented include:

- Work with County and State to explore Highway CS rerouting.
- Create a unified Village-Town park district, shared services and infrastructure, and otherwise enhance relations.
- Consider a management strategy and a Main Street Program for downtown Poynette.

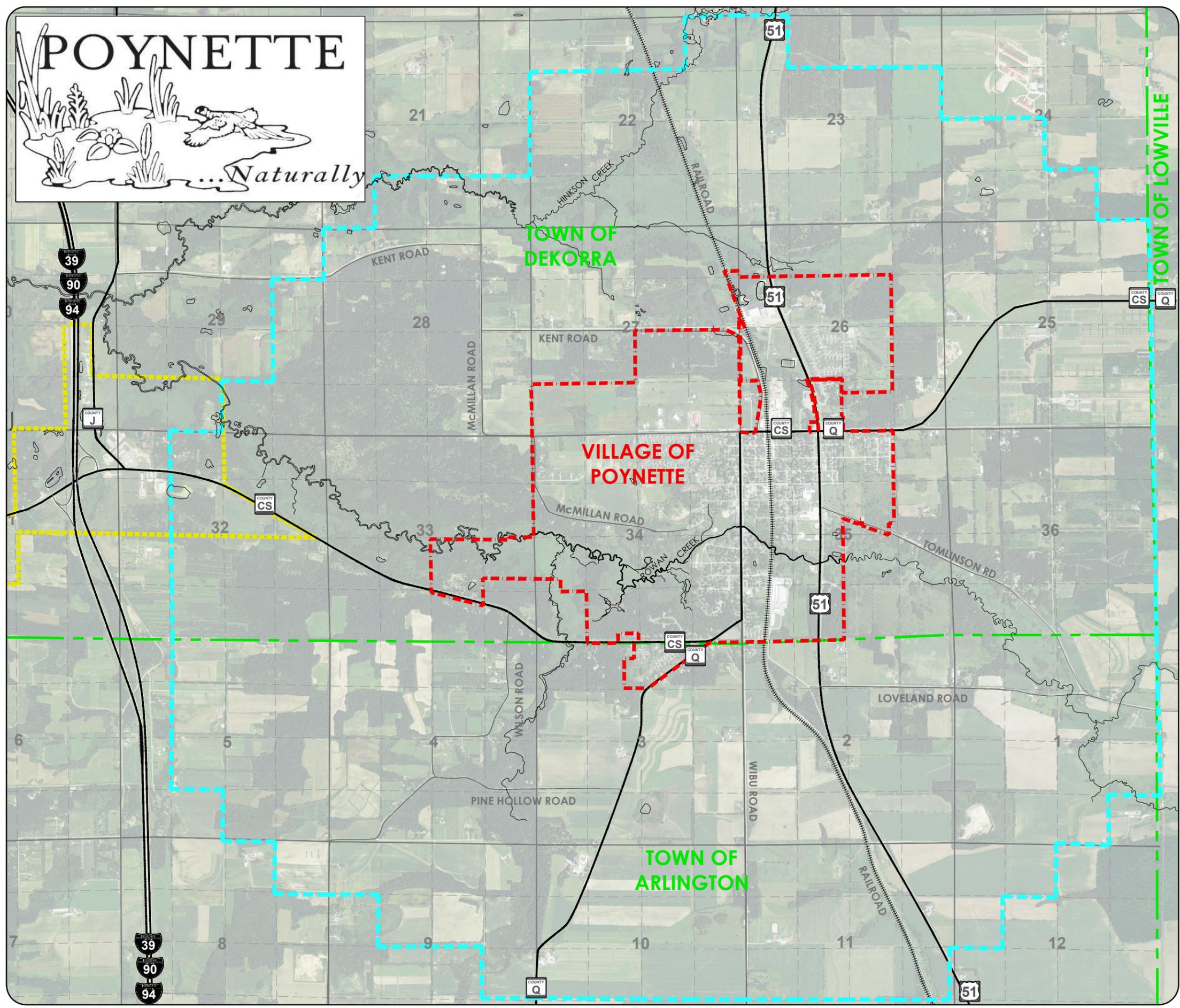
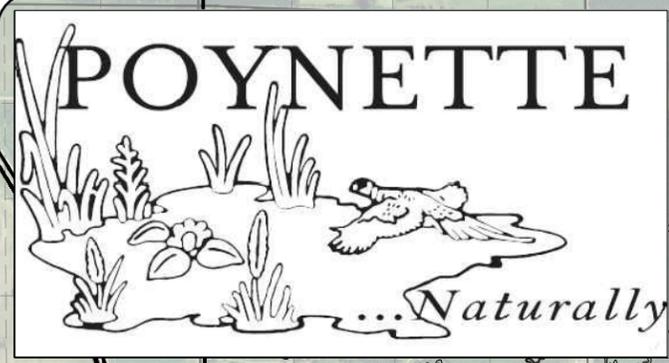
Wisconsin Statutes). It is organized in nine additional chapters, each addressing a required element.

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## **B. REGIONAL CONTEXT AND PLANNING AREA**

Map 1 shows Poynette's relationship to nearby communities. The Village is in southwestern Columbia County, about 12 miles south of Portage and 30 miles north of Madison. The Village abuts the Town of Arlington on the south, and the Town of Dekorra on the west, north, and east.

The area covered by this Plan includes all land within the Village boundaries, which encompasses approximately 4 square miles, and the Village's extraterritorial jurisdiction, which extends 1½ miles from the Village limits (see Map 1). The extraterritorial jurisdiction—and the Village's land use recommendations within it—are also represented on Map 4A in the Land Use chapter.



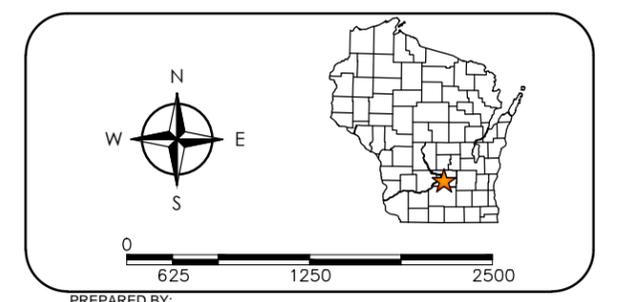
# POYNETTE COMPREHENSIVE PLAN MAP 1 Jurisdictional Boundaries

UPDATED: 11/16/2016


### LEGEND

- - - Village of Poynette Boundary (2016)
- - - Extraterritorial Jurisdiction Boundary
- - - Dekorra Utility District #1
- - - Other Municipal Boundaries
- Government Section Lines
- - - Government 1/4 - 1/4 Lines
- 24      Government Section Number

All Parcel, Section, Township & Hydrology information was obtained from the Columbia County GIS 2010 and the Columbia County Web Site.



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## CHAPTER TWO: ISSUES AND OPPORTUNITIES

This chapter of the Plan includes an overview of demographic trends, background information, and forecasts necessary to understand conditions and changes in the Village of Poynette. The Village's vision and overall goals to guide its future preservation and development is also presented.

### A. POPULATION TRENDS AND FORECASTS

Table 1 includes population growth trends from 1970 to 2010 for Poynette, other nearby communities, Columbia County, and the State of Wisconsin. Poynette experienced moderate population growth in the 1970s, slower growth in the 1980s, and significant population increases during the 1990s.

According to the 2010 Census, the Village grew from 2,266 residents in 2000 to 2,528 residents in 2010, which represents an 11.6 percent increase. Poynette experienced a more rapid rate of growth than any jurisdiction in its comparative set, with the exception of the Village of Arlington. The Village of Arlington's rapid growth was most likely attributed to the development of new subdivisions with affordable lot prices, coupled with good accessibility to Madison. Columbia County's population grew by 8.3 percent from 2000 to 2010, while the State of Wisconsin grew by 6.0 percent. Poynette's population growth slowed in more recent years. The Wisconsin Demographic Services Center's final population estimate for 2015 was 2,531.

**Table 1: Population Trends**

	1970	1980	1990	2000	2010	Population Change*	Percent Change*
<b>Village of Poynette</b>	<b>1,118</b>	<b>1,447</b>	<b>1,662</b>	<b>2,266</b>	<b>2,528</b>	<b>262</b>	<b>11.6</b>
Town of Dekorra	1,763	1,914	1,829	2,350	2,311	-39	-1.7
Town of Lowville	819	976	938	987	1,008	21	2.1
City of Lodi	1,831	1,959	2,093	2,882	3,050	168	5.8
Town of Arlington	701	752	748	848	806	-42	-5.0
Village of Arlington	379	440	445	484	819	335	69.2
Columbia County	40,150	43,222	45,088	52,468	56,833	4,365	8.3
Wisconsin	4,417,821	4,705,767	4,891,769	5,363,675	5,686,986	323,311	6.0

Sources: U.S. Census of Population and Housing, 1970, 1980, 1990, 2000, and 2010.

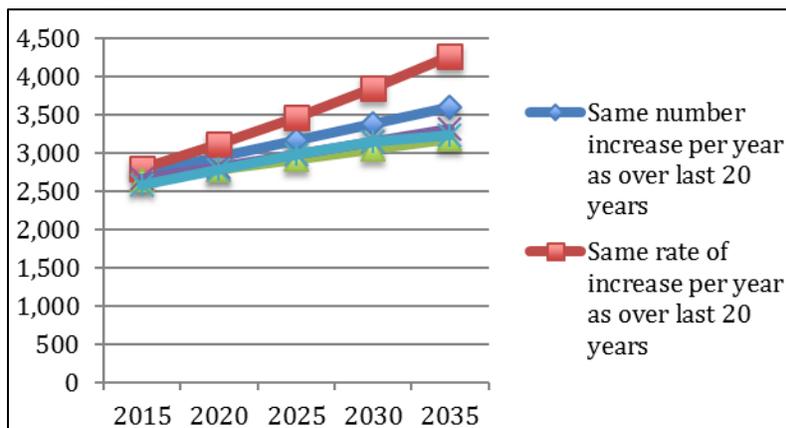
\*2000 to 2010 population change.

It is difficult to precisely predict future population growth. The actual future population will depend on economic conditions, attitudes toward growth, demographic shifts, and many other factors. As such, the Village looks to establish a reasonable range of possible futures. The four forecast scenarios in Figure 1 below reflect different assumptions based on the continuation of historic population growth. The lower population forecasts are obtained by assuming that the Village's growth will be similar to what was experienced between 2000 and 2010. Growth during this time period was about one-third of the growth experienced by Poynette between 1990 and 2000. Using

more recent growth trends over the 2000s, i.e. 2000 to 2010, the Village’s population in 2035 would be 3,178 based on an average number of new residents per year of about 26, or 3,323 based on an average annual growth rate of 1.1 percent. The Wisconsin Department of Administration’s (WI DOA) Demographic Services Center projection for 2035 of 3,235 is also on the lower end of the growth spectrum, largely due to more recent trends.

The higher growth projections are based on trends derived from the 20-year time period between 1990 and 2010, which includes the higher growth experienced in the 1990s. Using longer-term growth activity seen between 1990 and 2010, the Village’s population in 2035 would be 3,673 based on an average number of new residents added per year of about 43, or 4,271 based on an average annual growth rate of 2.1 percent.

**Figure 1: Population Forecast Comparison**



**Table 2: Village of Poynette Population Forecasts at 5-Year Intervals**

	2020	2025	2030	2035
Same number increase per year as over last 20 years	2,958	3,173	3,388	3,603
Same rate of increase per year as over last 20 years	3,118	3,463	3,846	4,271
Same number increase per year as over last 10 years	2,788	2,918	3,048	3,178
Same rate of increase per year as over last 10 years	2,820	2,979	3,146	3,323
WI Department of Administration Forecast	2,790	2,985	3,145	3,235

As demonstrated in the chapters that follow, through this Plan the Village provides sufficient opportunities for housing development to accommodate even the highest population growth forecast over the planning period.

## B. DEMOGRAPHIC TRENDS

### 1. Age and Gender Distribution

Table 3 compares the age and gender distribution of the Village of Poynette’s population in 2010 to surrounding communities, the County, and the State. Trends in age distribution are

an important factor when considering the future demand for housing, schools, park and recreational facilities, and the provision of social services.

The percentage of the Village's population under 18 was higher than all compared communities, but comparable to those of the City of Lodi and the Village of Arlington. The percentage of Poynette's population aged 65 and older was notably lower than all compared jurisdictions except for the Village of Arlington.

In 2010, Poynette's median age was the second lowest of the comparison communities shown below, including Columbia County and the State, with the Village of Arlington having the lowest. However, following nationwide trends, Poynette's population has grown older in the past twenty years. In 2010, Poynette had a median age of 36.8, compared to 33.9 in 2000, 33.3 in 1990, and 30.3 in 1980. With prolonged life expectancy, and a trend toward declining birth rates, the median age will likely continue to rise. This suggests the need to explore different types of housing, transportation, and support services in the Village.

**Table 3: Village of Poynette Age and Gender Statistics, 2010**

	Village of Poynette	Town of Dekorra	Town of Lowville	City of Lodi	Town of Arlington	Village of Arlington	Columbia County	State of Wisconsin
Median Age	36.8	47.6	46.7	40.4	44.1	32.1	41.0	38.5
% under 18	26.8	19.7	20.1	26.4	23.2	26.7	23.3	23.6
% 65 and over	10.8	15.4	15.2	15.5	12.7	9.9	14.6	13.7
% Female	50.7	47.9	46.7	51.1	48.5	50.9	49.1	50.4

*Source: U.S. Census of Population and Housing, 2010.*

## 2. Educational Attainment

According to the US Census Bureau's 2009-2013 5-Year American Community Survey (ACS), 93.3 percent of the Village's population age 25 and older had attained a high school level education or higher. Approximately 18.4 percent of this same population had attained a college level degree (bachelor's degree or higher).

## 3. Income Data

Income data for the Village is available from different sources. According to the 2009-2013 ACS, the median household income in 2013 inflation-adjusted dollars in the Village of Poynette was \$58,125, and its estimated per capita income was \$24,118. Table 7 below under the "Labor Force and Employment Trends and Forecasts" section further compares the Village's median household and per capita incomes to that of surrounding communities.

Income data is also available from the Wisconsin Department of Revenue. Based on income tax returns filed between July 1, 2009 and June 30, 2010, the adjusted average gross income per tax return for Poynette residents was \$46,635. Note that this data only includes income subject to tax and income of persons filing tax returns; it does not include non-taxable income and income of persons not filing returns. It does not directly reflect household incomes, because tax returns do not necessarily correspond with households.

## C. HOUSEHOLD TRENDS AND PROJECTIONS

Table 4 includes a comparison of selected household characteristics in 2010 and over the 2009-2013 ACS time period for the Village of Poynette, surrounding communities, Columbia County, and the State.

**Table 4: Household Characteristic Comparisons**

	Village of Poynette	Town of Dekorra	Town of Lowville	City of Lodi	Town of Arlington	Village of Arlington	Columbia County	Wisconsin
Total Housing Units	1,122	1,337	433	1,272	332	330	26,137	2,624,358
Total Households	1,046	974	407	1,224	309	317	22,735	2,279,768
Avg. Household Size	2.41	2.37	2.48	2.44	2.61	2.58	2.43	2.43
% Single-Person Household	30.6	23.3	18.4	30.2	15.2	17.4	26.0	28.2
% With Householder Age 65 and Over	21.1	25.4	26.5	25.7	22.0	17.4	25.3	24.0
% Families in Poverty Status	2.9	1.9	4.3	0.9	2.2	1.9	5.2	8.8
% Families with Female Head of Household in Poverty Status	13.7	n/a	n/a	3.9	7.5	8.0	20.7	31.2
% All People in Poverty Status	6.0	2.7	6.5	4.0	2.2	2.0	9.3	13.0

Source: U.S. Census of Population and Housing, 2010, and 2009-2013 5-Year American Community Survey.

The Village's average household size has been declining, consistent with State and national trends. The number of persons per household in Poynette dropped from 2.67 in 1980 to 2.41 in 2010.

The *rate* of decline in the Village's average household size since 1980 is not projected to continue to decline at the same rate over the next twenty years. Projected household size will be used later in this Plan to forecast future housing needs in the community over the next 20 years.

Dividing forecasted 2035 populations (between 3,178 and 4,271) by forecasted 2035 average household size (2.41) results in a forecasted total number of Village households (between 1,319 and 1,772) in the year 2035. This topic is explored more fully in Chapter Seven—Housing and Neighborhood Development.

## D. LABOR FORCE AND EMPLOYMENT TRENDS AND FORECASTS

A community's labor force is the portion of the population over age 16 that is employed or available for work. The labor force includes people who are in the armed forces, employed, unemployed, or actively seeking employment. According to 2009-2013 ACS data, 1,379 Village residents aged 16 and older were employed (73.1 percent of potential labor force and about 54.5 percent of total Village population). The Wisconsin Department of Workforce Development estimates Columbia County's unemployment rate for June 2015 to be 4.5 percent.

The highest percentages of workers – over 60 percent of the labor force – in the Village are employed in sales and office occupations and managerial, business, science, or arts occupations.

The estimated 2013 distribution of the Village’s labor force is shown in Table 5. Table 6 shows employment by industry for the same time period. Nearly 16 percent of the labor force is in education, healthcare, and social services. This may in part be a result of Poynette’s proximity to Madison and employment related directly or indirectly to the University of Wisconsin and State government. Another 16 percent of the labor force is in manufacturing.

**Table 5: Occupation and Labor Force**

Occupational Group	Percentage of Labor Force
Sales and office occupations	33.5%
Management, business, science, and arts occupations	27.6%
Production, transportation, and material moving occupations	16.1%
Service occupations	11.5%
Natural resources, construction, and maintenance occupations	11.3%

*Source: U.S. Census, 2009-2013 American Community Survey 5-Year Estimates, 2013*

**Table 6: Industry and Labor Force**

Industrial Group	Percentage of Labor Force
Educational, healthcare, and social services	15.8%
Manufacturing	15.7%
Retail trade	12.1%
Construction	11.3%
Finance, insurance, real estate, and rental and leasing	8.2%
Wholesale trade	6.2%
Professional, scientific, management, administrative, and waste management services	5.8%
Transportation and warehousing, and utilities	5.6%
Arts, entertainment, recreation, accommodation and food services	5.4%
Public administration	4.9%
Other services, except public administration	3.3%
Agriculture forestry, fishing, hunting, and mining	3.0%
Information	2.9%

*Source: U.S. Census, 2009-2013 American Community Survey 5-Year Estimates, 2013*

**Table 7: Economic and Labor Force Characteristics**

	Village of Poynette	Town of Dekorra	Town of Lowville	City of Lodi	Town of Arlington	Village of Arlington	Columbia County	Wisconsin
Median HH Income	\$58,125	\$67,981	\$71,364	\$57,929	\$68,542	\$75,938	\$57,922	\$52,413
Per Capita Income	\$24,118	\$28,684	\$28,776	\$23,741	\$26,567	\$29,433	\$23,836	\$21,569
% High school graduate of higher	95.4	96.1	96.3	91.9	97.7	96.9	93.8	92.4
% Bachelor's Degree or higher	17.9	22.5	20.1	33.8	21.9	28.5	22.7	28.8
% In labor force	78.7	70.8	68.8	75.4	74.1	81.0	68.9	67.9
% Unemployment Rate	6.6	8.1	4.2	5.8	6.2	6.1	6.2	7.8

Sources: U.S. Census, 2009-2013 American Community Survey 5-Year Estimates, 2013.

Forecasting employment growth for businesses in Poynette is difficult. Future commercial and industrial uses (i.e., job generators) will likely be focused along the Highway 51 corridor, on the north side of the Village, and via expansion to existing Poynette businesses and industries.

According to the Wisconsin Department of Workforce Development, total employment in the Madison area is projected to increase 26 percent over the next 20 years, from approximately 330,880 workers in 1999 to 417,370 workers in 2020. Jobs in the service sector are projected to experience the highest growth during this time period, while the percentage of manufacturing and farming jobs will decrease.

As the number of jobs in Dane County continues to increase, they will likely continue to pull workers from Columbia County. According to the 2007-2011 American Community Survey 5-Year Estimates, 52 percent of Columbia County's employed residents commute to work in another county. Most notably, 36.7 percent of Columbia County's employed residents commute to Dane County, roughly 7.6 percent commute to Sauk County, and approximately 3.6 percent commute to Dodge County. Dane County attracts workers with low unemployment and a diversity of jobs, but employees may move to Columbia County for the lower housing costs and smaller communities. Looking to the future, the *percentage* of those commuting to other counties for work is not predicted to change greatly, even though the *total number* of those commuting may increase.

## E. ISSUES AND OPPORTUNITIES

The process that led to the 2005 comprehensive plan had extensive public and intergovernmental involvement, including a community survey and small and large group meetings. That process led to plans for Poynette, Dekorra, and the Town of Lowville to their east, along with a three-community vision for the future. A Joint Steering Committee comprised of the representatives from Dekorra, Lowville, and Poynette directed public participation efforts, which raised certain issues and opportunities that remain relevant today. The results of these exercises are summarized below.



**1. Small Community Character Preserved, Enhanced, and Celebrated**

Living near family or friends and the Village's rural, small-town atmosphere was the main reason participants chose to live in Poynette. Participants expressed a desire for a coordinated effort to encourage people to live, work, shop, and recreate locally. Most supported basic regulations that would help to preserve small community character, such as appearance requirements for new commercial development. There was also a desire to maintain and promote quality schools and education.

**2. New Development Contributing to an Efficient Land Use Pattern**

Most participants supported locating future development near areas that already have residential or commercial development; keeping natural areas undeveloped and connected to one other; protecting farmland in the areas outside of the Village; and using cluster and conservation development techniques to increase density of new development, rather than larger lots and more scattered development.

**3. Economic Development Advanced from Within**

Most participants indicated that local businesses should be supported to fuel growth, that the Village should actively support downtown revitalization, and that there should be joint economic planning among area communities. An overriding desire was to create more jobs and control property taxes.

**4. Natural and Rural Area Preservation Environment**

Most participants believed that preservation of wildlife habitat, woodlands, wetlands, streams such as Rowan Creek, and other natural areas such as the Mackenzie Environmental Center, as very important to the quality of life in the area. There was a desire to balance urban growth with farmland preservation, and to protect productive farmland and surface and groundwater quality and quantity.



*Examples of pedestrian-friendly, visually interesting development that were preferred by 2005 planning process participants.*

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## F. COMMUNITY VISION

The author Lewis Carroll wrote: “If you don’t know where you are going, any road will take you there.” By extension, if a community does not have a sense of which direction it wants to take, the plan-making and implementation process is at best difficult and at worst meaningless and highly inefficient. Therefore, the Village has established a vision statement, which should be understood as:

- A presentation of how the Village wishes to look, feel, and be perceived.
- An inspirational and positive view of Poynette and its future that allows the community to “stretch” and explore its opportunities.
- A platform for the Village to take advantage of its assets and opportunities.
- A broad framework around which to build more detailed strategies and initiatives, including those in this Comprehensive Plan.

The next page includes the Village of Poynette’s vision statement. It also includes the three-community vision statement developed during the mid-2000s planning process, which Poynette continues to support.

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## G. GOALS, OBJECTIVES, POLICIES, AND PROGRAMS DEFINED

Each succeeding chapter of this Comprehensive Plan includes goals, objectives and policies which advance the Village’s vision and provide policy guidance that the Plan Commission, Village Board, residents, property owners, developers, and other interested groups will use to guide land use decision-making for the Village of Poynette over the next 20+ years.

Goals, objectives and policies are defined below:

- Goals are broad, advisory statements that express general public priorities about how the Village should approach preservation and development issues. These goals add detail to the community vision, and are based on key issues, opportunities, and problems that affect the Village.
- Objectives suggest future directions in a way that is more specific than goals. The accomplishment of an objective contributes to the fulfillment of a goal. While achievement of an objective is often not easily measured, objectives are usually attainable through policies and specific implementation activities.
- Policies are rules used to ensure Plan implementation and to accomplish the goals and objectives. Village decision makers should use policies on a day-to-day basis. Success in achieving policies is usually measurable.
- Programs, combined in the same lists as policies within this Plan, are specific steps or courses of action that the Village may undertake to implement this Plan. Compared to policies, programs are usually more proactive than reactive. Program achievement is also usually measurable.

### **Village of Poynette Vision**

**The future economic and community health of Poynette is directly linked to the preservation of natural resources and small-town and rural character. Preservation and enhancement of these assets through comprehensive, coordinated planning—along with the cooperative implementation of economic development initiatives—will ensure a continued high quality of life.**

### **Three-Community Vision (carried forward from 2005 plan)**

The future economic and community health of the Dekorra, Lowville, and Poynette area is directly linked to the preservation of natural resources and small-town and rural character. Preservation and enhancement of these assets through comprehensive, coordinated planning—along with the cooperative implementation of economic development initiatives—will ensure a continued high quality of life.

### **Regional Goals**

#### **1. Preserve and enhance the area's quality of life.**

The area's identity is defined by its high quality of life and unspoiled natural beauty. Communities must protect natural and community resources, including quality education, by carefully managing change as new residents are welcomed. Controlling property taxes is also an important component of maintaining a high quality of life.

#### **2. Incorporate sensible, sustainable land use practices.**

Support land use practices that will preserve the area's character while accommodating planned growth. Such practices include focusing new development near already developed areas and exploring new models of neighborhood design. These practices will help to preserve natural resources, reduce infrastructure and service costs, and maintain small-town and rural character.

#### **3. Provide economic opportunities for existing and future businesses.**

Support the growth of existing businesses and the expansion of new business, tax base, and job opportunities where compatible with the character of the area and consistent with natural resource preservation. This may include exploration of low-impact recreation and tourism opportunities.

#### **4. Capitalize on emerging trends and markets for agriculture.**

Farming is a key feature of the area's economy and cultural landscape. Identifying new uses for farmland and new markets for agricultural products will help preserve the area's rich farmland and agricultural heritage. Different approaches to rural development that preserve farmland while providing non-farm income opportunities should be explored.

## CHAPTER THREE: AGRICULTURAL, NATURAL, AND CULTURAL RESOURCES

This chapter of the Village of Poynette Comprehensive Plan satisfies the agricultural, natural and cultural resources comprehensive plan element described in §66.1001, Wisconsin Statutes.

### A. NATURAL RESOURCE INVENTORY

Understanding the relationship between the Village and its natural features suggests possible locational advantages for particular land uses. It is also essential to understand the location of environmentally sensitive areas where development is not appropriate. This will prevent severe developmental or environmental problems that may be difficult or costly to correct in the future. Maintenance of these natural features is important for community appearance and for the natural functions they perform such as stormwater management, groundwater recharge, erosion control, and wildlife preservation.



*Poynette is surrounded by beautiful natural landscapes.*

#### 1. Landforms/Topography

The area's landforms are mostly glacial drift features. The Village is situated within a limestone prairie belt extending from the Town of West Point east across the southern part of Columbia County and into Green Lake County. The makeup of this limestone belt contributes to the area's rolling landscape. Gently rolling, farm and forestlands surround the Village, providing a beautiful backdrop. The slopes in this area are gentle to moderate.

#### 2. General Soils Information

Soil suitability is a key factor in determining the best and most cost-effective locations for new development. Problems that limit development on certain soils include slumping, poor drainage, erosion, steep slopes and high water tables. As defined by the United States Department of Agriculture, the soils in the Village of Poynette are of one major soil association: *Plainfield-Okee*. The landscape of the *Plainfield-Okee* soil association is characterized by sand-capped drumlins separated by low areas of sand outwash. The association is generally excessively- to well-drained. Sandy Plainfield soils occur in outwash plains, while loamy Okee soils are found on drumlins. This association is poorly suited to farm crops. It is generally of low fertility, low available water capacity, and is easily susceptible to drought and wind erosion. These soils are often wooded and provide for wildlife habitat. This soils association is suitable for residential and commercial development. Exceptions include soils with steep slopes, and areas where high ground water and wetlands exist.

### 3. Drainage Basins

The Wisconsin Department of Natural Resources (WisDNR) divides the State into 23 geographic management units based on river basins. These units, or "GMUs," form the nucleus around which programs are implemented in the regions. Basins are further divided into watersheds. The Village of Poynette is located in the Lower Wisconsin River basin.

The Lower Wisconsin River basin drains approximately 4,940 square miles of southcentral and southwestern Wisconsin. Water quality in the basin is generally good. The primary water quality problems are caused by nonpoint sources of pollution, particularly from agricultural operations, excessive populations of rough fish and hydrologic modifications such as dams, stream straightening, and the ditching, draining or other alteration of wetlands.

Basins are further divided into watersheds. The Village is in the Lake Wisconsin Watershed.

### 4. Groundwater

Groundwater resources are plentiful in the Village at both shallow and deep levels. The general geology of the region is comprised of gravel and sand over sandstone or dolomite formations. Water supplies are drawn mostly from the alluvial aquifer made up of the coarse-grained sand and gravel, and are generally of good quality. A large amount of the groundwater withdrawn and used in the Poynette area is recharged locally from precipitation.

Columbia County's groundwater is generally of good quality. However, there are known water quality problems in some areas due to the impacts of certain land use activities. The aquifer's shallow nature and geology makes it susceptible to groundwater pollution as a result of activities on the land. According to a map prepared by the Wisconsin Geological and Natural History Survey, land in the Village is classified as being moderately to extremely susceptible to groundwater contamination from surface and subsurface activities. Potential sources of groundwater pollution are solid waste disposal sites, sanitary sewers, underground storage tanks, petroleum-product transmission line leakage, spills of hazardous substances, herbicide and pesticide application, salt storage and usage for road deicing, salvage and junk yards and abandoned and improperly constructed wells.

In the County's rural areas, nitrate-nitrogen is the most common and widespread groundwater contaminant. Nitrates have been detected in wells in the Lake Wisconsin watersheds in levels exceeding the maximum groundwater enforcement standard allowed by the State (10 parts per million). However, according to WisDNR's 2014 Consumer Confidence Report (CCR) for Poynette Waterworks, nitrate levels in Poynette's municipal water supply are below this threshold and in compliance with Wisconsin's public health enforcement standard.

Atrazine has been the most commonly used corn herbicide in Wisconsin for the past 30 years. Atrazine and its breakdown products are often found in groundwater in agricultural areas of Wisconsin. Atrazine use is prohibited in parts of the Town of Dekorra. According to DNR's 2014 CCR for Poynette Waterworks, there were no detectable levels of Atrazine in Poynette's water supply.

### 5. Water Bodies

Rowan Creek flows laterally through the southern and western sections of the Village and drains into Lake Wisconsin. Rowan Creek runs through two of Poynette's parks. Recognized by many as the best trout stream in Columbia County, other fish species, such as pike, walleye, and bass, may also be found in its lower reaches closer to the Wisconsin River.

Despite some nonpoint source pollution issues associated with cattle access, bank erosion, and cropland erosion, the upper four miles of the Creek are designated as a Class I trout stream and are formally designated by WisDNR as Exceptional Resource Water (ERW), while the lower eight miles are classified as Class II. Brown trout are the predominant trout species of Rowan Creek.



Hinkson Creek is a 10-mile tributary to Rowan Creek and is located along the northern edge of the Village. Hinkson Creek is categorized as a Class II trout stream. WisDNR's Wisconsin Water Search database indicates that Hinkson Creek harbors a naturally reproducing population of Brook trout in its upper reaches, while WisDNR stocks Brook trout in its lower reaches.

Beyond Rowan and Hinkson Creeks, other surface water features within the Village limits are limited to small ponds and drainage courses.

## 6. Floodplains

The Federal Emergency Management Agency (FEMA) designates floodplains, which are areas potentially subject to the 100-year flood event adjacent to navigable waters.

Development is strongly discouraged in flood plains, to avoid both on-site and up- and downstream property damage. Specific floodplain locations are shown on FEMA's Flood Insurance Rate Maps (FIRMs), copied over to the Village's zoning map. Floodplain areas in the Village are generally located along the Rowan Creek corridor in the south and the Hinkson Creek corridor in the north. All areas of the Village subject to flooding are not necessarily reflected in FEMA mapped floodplains.

## 7. Wetlands

Areas of mapped wetland are located along the Rowan Creek corridor, running east-west through the Village, and also at the north end of the Village along a branch of Hinkson Creek. There may be other areas of wetland that are not yet mapped.

## 8. Woodlands

There is an area of woodlands on the southwest edge of the Village, south of Rowan Creek. Undeveloped areas around the Village consist mostly of open farmland.

## 9. Steep Slopes

Land within the Village is generally flat, with virtually no slopes over 12 percent, and no significant hilltops or ridgetops. Lands in the more rural western extent of the Village have the greatest slopes.

## 10. Rare Species Occurrences/Wildlife Habitat

WisDNR's Natural Heritage Inventory (NHI) program maintains data on the general location and status of rare, threatened, or endangered plant and animal species. This data is mapped at the section level, therefore, the rare or endangered species are likely not present in the entire section. Within Poynette, it is most likely that these types of species are around the Rowan Creek, and perhaps already confined to public land. To provide a sense of

magnitude, there are nearly three dozen plant, fish, animal, insect, ecological community, etc. groups listed on the NHI for the Town of Dekorra surrounding the Village of Poynette.

Specific information on location and type of species is available from WisDNR, with initial screening available at <http://dnr.wi.gov/topic/ERReview/PublicPortal.html>. Also, upon request, WisDNR can provide more information on a case-by-case basis in conjunction with future individual development proposals, particularly those close to Rowan Creek.

## 11. Nonmetallic Mineral Resources

There are no nonmetallic mining operations within the Village or its planning area.

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## B. NATURAL RESOURCE GOALS, OBJECTIVES, POLICIES, AND PROGRAMS

**Goal: Protect the Village's natural resources and engage in environmental sustainability.**

### Objectives:

- a. Continue to link community identity to natural resources and sustainability.
- b. Practice and encourage environmental sustainability—a practice whereby the demands placed on the environment can be met without reducing its capacity to allow all people to live well, now and in the future.
- c. Preserve streams, drainageways, floodplains, wetlands, wildlife habitat, steep slopes, woodland areas, and other natural features.
- d. Protect surface water and ground water quality.
- e. Prevent future problems associated with developing land too close to natural areas, drainageways, and floodplains.
- f. Cooperate with other units of government on resources under shared authority.

### Policies and Programs:

- a. Enhance and Celebrate Rowan Creek: The Village will emphasize protection of Rowan Creek as a high-quality water resource and local treasure throughout Village policy making. This will include partnership with WisDNR on land and water management for the fishery areas and shoreline vegetation. This also includes implementation of the recreation and open space initiatives in the Village's Park and Open Space Plan, such as an expanded trail and improvements to the three Village waterfront parks. For public and private development projects near Rowan Creek, the Village will require detailed resource mapping; request from WisDNR specific information on rare, endangered, and threatened species; and require investigation of potential ground or water contamination on site.
- b. Protect Environmental Corridors and Other Sensitive Areas: The Village will work to preserve environmental corridors by prohibiting new buildings there via zoning and land division (plat and CSM) review authorities. Environmental corridors are presented on Maps 4A and 4B and coincide with the Village's Conservation Overlay zoning district. They are comprised of wetlands, floodplains, undeveloped shoreland setback areas, and natural drainageways. These areas are intended for long-term open space, wildlife habitat, stormwater management, natural areas, and/or trail uses. The Village will also discourage placement of new buildings on slopes between 12 percent and 20 percent and hydric soils that are not mapped wetlands, where other more appropriate sites are available. Hydric soils

are those soils formed under wet conditions—often former wetlands that were either filled or drained under the laws of the time.

- c. **Manage the Impacts of New Development on the Environment:** The Village will use this Plan, ordinances, and intergovernmental relationships to encourage an orderly, efficient development pattern that preserves natural resources. Natural resource features should be depicted on all site plans, preliminary plats, and certified survey maps, including wetlands, steep slopes, floodplains, and drainageways. Contaminated sites that threaten the public health, safety, and welfare should be cleaned as requirements of development approvals. Beyond the Village limits, the Village support nonmetallic mineral extraction uses and other high-intensity rural uses only if they are properly sited, intended as relatively short-term uses (e.g., less than 20 years), and reclaimed per State and County rules.
- d. **Promote and Practice Environmental Sustainability:** The Village will engage in and encourage efforts focused on environmental sustainability, energy efficiency, and related cost savings. These may include energy-efficiency and alternative energy improvements to Village facilities, such as the Municipal Building and the Sewage Treatment Plant. The Plant, for example, could be retooled to rely on alternative energy (e.g., solar), or even generate energy from waste. The Village also intends to promote water conservation in its operations, and among its residents and businesses. The Village will follow and require compliance with the standards in the Village’s stormwater management and erosion control ordinance in the preparation and review of new development proposals and Village infrastructure projects. The idea is to promote an ethic of sustainability, and to lead by example.

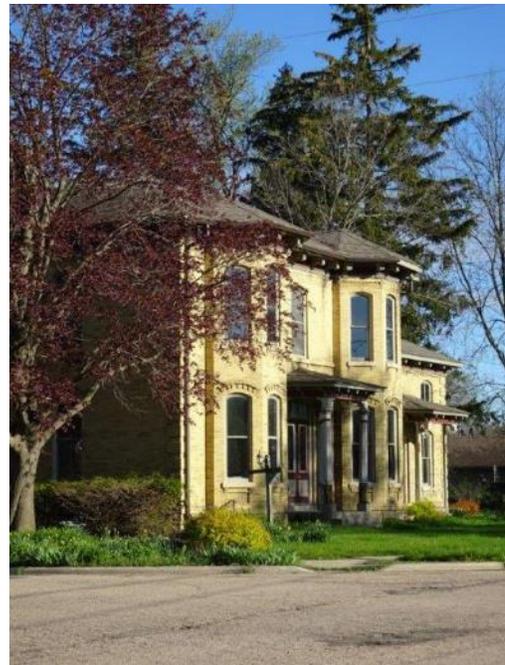
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## C. CULTURAL RESOURCES INVENTORY

Preservation of historic and cultural resources fosters a sense of pride, improves quality of life, and provides an important feeling of social and cultural continuity between the past, present and future. Historic and cultural resource preservation can also provide economic benefits to property owners and communities. The following sections describe the significant historic and archeological resources in the Village.

### 1. Community History in Brief

Native Americans were the first human inhabitants of land that is now Poynette. The first white settlers arrived in the 1830s. In the early 1830s a Mr. Hastings settled on the banks of Rowan Creek, so named after Wallace Rowan, said to be the first settler in Columbia County. Mr. Hastings “set up in the business of trafficking with the Indians.” On February 8, 1837, 120 acres of land was laid out for the village of Pauquette, named for Pierre Pauquette, the son of a Frenchman and a Winnebago Indian woman, an agent and interpreter employed by the American Fur Company at Portage who spent much of his time in the Rowan Creek area. It was not



*The Jamieson House is a local historic and architectural treasure.*

until 1850, when the village of Pauquette made application for a post office, that it was discovered that the name had been recorded as Poynette due to poor penmanship. Most of the early settlers here were predominantly of Scotch origin. In 1842 Mr. John Wilson immigrated from Ayrshire, Scotland, and erected a tavern on Rowan Creek (later also known as Wilson Creek) that was called Halfway Inn. In 1851 there were only 3 houses in the Village. In 1858 a mill was erected, which later became the Dekorra Flour Mill and which was operated until 1900. Another mill was built in 1859, known as the “Upper Mill”, on the same Rowan Creek. Mr. Hugh Jamieson built a hotel in 1858 known as Academy Lodge. In 1860 the Methodist Church was built on the property occupied by the old Catholic Church on Main Street. Poynette employed its first doctor, Dr. E. Fred Russell, in 1861.

Poynette’s first high school was erected in 1867. The railroad from Portage to Madison was completed in 1870 at which time 300 people lived in the Village. Mr. Hugh Jamieson constructed a grain elevator near the railroad tracks in 1871. In 1874 the Presbyterian Church was completed. A cheese manufacturing company was established in 1876 along with two brick store buildings built by E.F. Russell and L.A. Squires. In 1879 the Jamieson house on the corner of Franklin and Hudson was completed. The Presbyterian Church purchased the hotel (Academy Lodge) and made preparations to start the Academy. Poynette had 55 places of business in 1883; among them were a mercantile business, photo gallery, drug store, hardware store, hotel, roller-skating rink and barber shop. A steam laundry was started in 1904. The Poynette Presbyterian academy was consolidated with Carroll College in 1911. The building was purchased by a group of businessmen and called “Merchants Hotel Company.” In 1906 a new high school was built and became known to many as “The Old Red Brick Castle”. Bethel Lutheran Church was built in 1905. In 1913 the Village made preparations for an electric power plant.



*Today, “Merchants Walk” serves as a reminder of Poynette’s storied past and a modern business location.*

## 2. Remaining Historic Sites and Buildings

The Village has a collection of historic or architecturally significant buildings and sites. The State Historical Society’s Architecture and History Inventory (AHI) contains data on a wide range of historic properties throughout the state—such as round barns, cast iron bridges, commercial buildings, schoolhouses, and turn-of-the-century homes—that create Wisconsin’s distinct cultural landscape. The AHI includes 19 documented properties in the Village of Poynette. These properties include older homes, institutional, commercial, and other buildings, such as the First Presbyterian Church on Main Street, the H.P. Jamieson Guest House at the corner of Hudson and Franklin Streets, and the Brendel Building/Poynette V&S Hardware Building on Main Street.

The State Historical Society maintains a list of properties certified as significant by the National Park Service, and determined to be eligible for listing on the National Register of Historic Places. Most properties on this list have been determined to be eligible through Section 106 of the National Historic Preservation Act, which requires that all federal

agencies take into account how their activities affect historic properties. Historic properties found in this list may also have been certified for the tax credit programs for the rehabilitation of certified historic properties. Currently, there are no properties in Poynette listed in the State or National Registers, or determined to be eligible for the Register. However, properties may be named to the Register in the future.

### 3. Archeological Resources

According to the State Historical Society and local sources, there are two known archaeological sites in the Village. One is Rowan Cabin used as an inn and trading/fur post that is now marked as such, and the second is the old Military Road running through the Village.

This does not include all of the sites that might be present, but not yet documented. Few of the sites reported to the Society or noted by local interested parties have been evaluated for their importance, or eligibility for listing on the State or National Register of Historic Places.

Under Wisconsin law, Native American burial mounds, unmarked burials, and all marked and unmarked cemeteries are protected from encroachment by any type of development.

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## D. CULTURAL RESOURCE GOALS, OBJECTIVES, POLICIES, AND PROGRAMS

### Goal: Preserve and build on Poynette's historic and cultural character

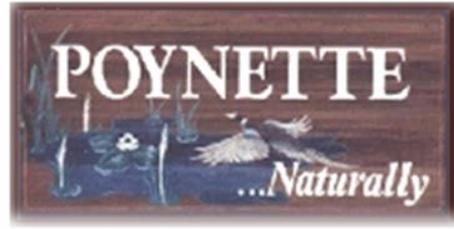
#### Objectives:

- a. Identify and protect unique historic and archeological sites.
- b. Promote the historic downtown, Rowan Creek, and parks as Village gathering places.
- c. Promote a range of cultural opportunities consistent with a small community.

#### Policies and Programs:

- a. Preserve and Value Historic Resources: The Village intends to work with the Poynette Area Historical Society to emphasize the value and encourage the preservation of historically, architecturally, and archaeologically significant structures and areas. Preservation will be encouraged, in particular, in the downtown and older residential areas. For downtown buildings, historic preservation and identifying and supporting viable uses go hand-in-hand. So, preservation and revitalization are essential partners. In cooperation with property owners, remaining historic sites and buildings may be marked as sources of community pride and focal points.
- b. Celebrate Poynette and Bring People Together: The Village intends to continue and promote events, activities, and places that enhance the identity, sense of place, and quality of life in Poynette. Poynette's unique identity is best captured by its parks, downtown, and Rowan Creek. These facets of the community intersect near its geographic center, where activities and events celebrating the community will continue to be focused. The Village's active Park and Recreation Commission, Library Board, and their staff are often at the center of organizing community events and activities. Partnerships with the School District of Poynette, Chamber of Commerce, churches, clubs, and other groups are also often critical. Continuing and enhancing events that bring people together and celebrate Poynette will be continued, including the popular Movies in the Park, the Poynette Area Farmers Market, and Rowan Creek Days. Such events will be focused to both residents and visitors.

- c. Regularly and Consistently Use the “Poynette...Naturally” Brand: This brand was developed several years ago after careful thought. It represents both the beautiful natural setting in which Poynette is located, and Poynette as a logical place to live, do business, and enjoy life. The Village intends to continue and advance the brand through its Web page, print and digital communications, community signage, and advertising.



## E. AGRICULTURAL RESOURCE SUMMARY

Farming is a part of the heritage of the Poynette area, and is still important to its economy and aesthetic appeal. It is the dominant land use in the towns surrounding the Village, and the land within the Village limits that is not developed, particularly on its west side where there are productive soils.

Area farmers produce a variety of agricultural commodities including dairy, alfalfa, corn and soybeans, as well as vegetables and fruits for the local market. Most farms in the Poynette area remain family-owned.

According to the USDA National Agricultural Statistics Service’s Census of Agriculture, the average farm size in Columbia County in 2007 was 199 acres, down from 228 acres in 2002. During this same time period, the total acres in farming in Columbia County decreased from 348,369 acres in 2002 to 316,393 in 2007, while the total number of farms increased from 1,526 in 2002 to 1,585 in 2007.



## F. AGRICULTURAL RESOURCE GOALS, OBJECTIVES, POLICIES, AND PROGRAMS

**Goal: Support farming in the Poynette area.**

### Objectives:

- Protect productive agricultural lands from premature development.
- Attempt to direct development away from the best agricultural soils and where farming commitment is highest.
- Promote infill and compact development to minimize conversion of agricultural land.

### Policies and Programs:

- Link Responsible Land Use Planning with Farmland Preservation: The Village seeks to preserve the extent and integrity of agriculture in the Poynette area. To this end, the Village supports County and town farmland preservation programs, and may use its extraterritorial land division review ability to reinforce these. Responsible Village economic and community development can also promote farmland preservation, such as:

- Promoting well-planned, high-quality, compact urban development at the Village's edges, infilling of previously passed-over properties, and downtown and Highway 51 corridor redevelopment—thereby minimizing the amount of converted agricultural land needed for development.
  - Requiring all new development to connect to public sanitary sewer and water systems, as an effective tool to facilitate compact, sequential urban development.
  - Emphasizing community characteristics that draw people to live in the Village (rather than farming areas), including quality jobs, safety, strong local character and identity, a vibrant downtown, parks and other community gathering places where social life comes together, and a special sense of place.
  - Promoting vital and distinctive neighborhoods and a range of housing choices, including higher density residential development that is not compatible with other areas that are planned for farmland preservation. As just one example, 40 acres within a City or Village Area developed at 4 housing units per acre as opposed to 2 housing units per acre means that 80 additional homes can be accommodated there, rather than elsewhere in the countryside.
- b. Encourage Agricultural-Related Businesses: Within its business and industrial areas, the Village will encourage the retention and expansion of agricultural-related industry, such as bio-based products and biotechnology development in Poynette and the surrounding area. Poynette also supports farming-related retail development and direct marketing opportunities, such as farmers' markets, that enhance local markets for farm products grown in the area. These types of efforts will increase Poynette's job and tax base, support the viability of farming in nearby areas, and enhance community sustainability.

## CHAPTER FOUR: LAND USE

This chapter of the Plan contains background information, goals, objectives, policies and recommended programs to guide the future land use in the Village and its surroundings. This chapter includes one map that shows existing land uses and two maps that show recommended planned or future land uses. These planned land use maps, and the related policies in this chapter, will guide future Village decisions related to rezoning, land division review, annexation, sewer and water system planning and extensions, and potential intergovernmental agreements.

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### A. EXISTING LAND USE

An accurate depiction of Poynette's *existing* land use pattern is the first step in planning for a desired *future* land use pattern. It is important to note that, while there is some correlation, existing land use is not the same as the current zoning of properties. Map 2 shows existing land uses in the Village of Poynette as of 2016, with each category described below, along with recent land use changes.

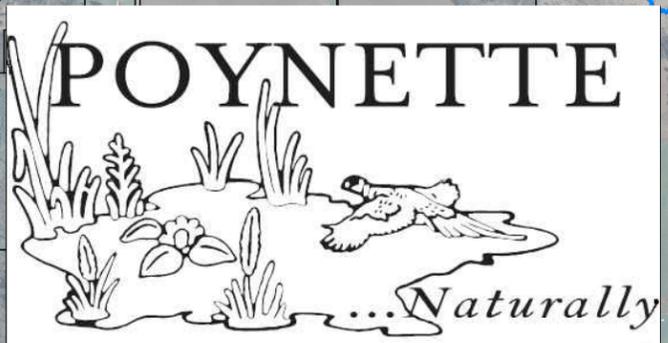
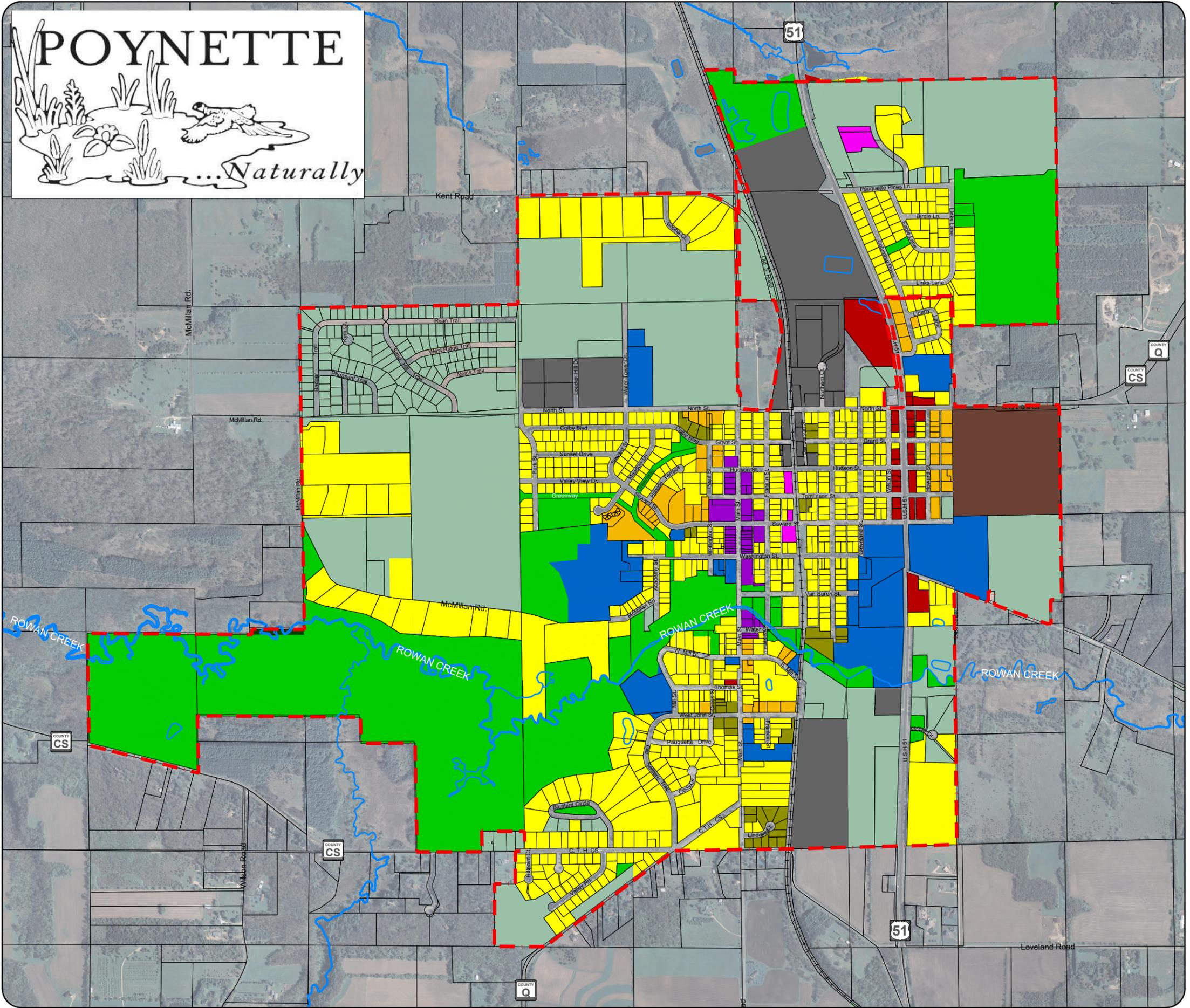
#### 1. Existing Land Use Map Categories

- a. **Agricultural, Open Lands & Woodlands:** Land used primarily for farming, farmsteads, pastures, woodlands, and support activities, with limited single-family residential development generally with densities at or below 1 dwelling unit per 35 acres.
- b. **Parks and Public Lands:** Publicly-owned land designated as State parks and conservation areas, Village parks, other recreational facilities owned by the public or private utility companies, and golf courses. The Village's Parks and Open Space Plan has a more detailed and updated presentation of public open spaces in and near Poynette.
- c. **Single Family Residential:** Single-family detached residential uses.
- d. **Duplex Residential:** Two-family, two-flat, and side-by-side duplex residential uses.
- e. **Multifamily Residential:** Buildings with three or more residential units, including rental apartments and multi-unit condominium buildings, but not including mixed-use buildings with ground-floor non-residential uses.
- f. **Mobile Home Park:** The Poynette Mobile Home Estates development on the Village's east side.
- g. **Institutional:** Municipal buildings and sites, school sites, churches, cemeteries, and similar lands.
- h. **Downtown Commercial:** Downtown Poynette, characterized by generally older buildings often containing retail and service uses on the first floor and apartments, storage, or other uses on the upper floor(s).
- i. **Highway Commercial:** A broader range of commercial service, retail, office, institutional, and outdoor display land uses, often located along the Highway 51 corridor.
- j. **Neighborhood Commercial:** Generally smaller-scale commercial service and retail uses, often located in and near residential neighborhoods and having a low impact on nearby residences.
- k. **Industrial:** Manufacturing, warehousing, contractor, and related land uses.

## 2. Existing Land Use Pattern

Development in Poynette has been primarily organized around Highway 51, County highways, the Rowan Creek corridor. The downtown area remains at Poynette's geographic center. More modern development has spread in all directions. Map 2 depicts the existing land use pattern and Table 8 summarizes the acreage within the various land use categories, as of late 2016. At time of writing, there were no existing land use conflicts of consequence in or around the Village. The following is a summary of Poynette's existing land use pattern:

- a. **Residential:** More private land in Poynette is devoted to residential use than any other developed land use, and most of this residential land is occupied by single family homes. Older residential development surrounds the downtown area. Newer single family residential areas are to the west, northeast, and south, including the Woodland Ridge neighborhood on the Village's south side. Multiple-family housing is found near Pearl and East Grant Streets, and to the east of Highway 51 between North and Seward Streets.
- b. **Commercial:** Existing commercial uses are located mainly along the Highway 51 corridor. Other commercial uses are in and near the downtown area along County Highway Q/CS (Main Street), Seward Street, and East Washington Street.
- c. **Industrial:** Manufacturing and related use areas are located at the north and south edges of the Village, west of Highway 51, and also along North Street west of Highway 51.
- d. **Institutional and Public Uses:** Areas of institutional use include various churches, the Poynette School District complex just west of Highway 51, a cemetery just east of Highway 51, County-owned lands on the west side of the Village, the Fire Department on North Street, the Municipal Building downtown, Village water treatment facility and well sites, and a senior assisted living facility west of downtown. Parks and open spaces are scattered throughout the Village, but particularly along Rowan Creek.



**POYNETTE  
COMPREHENSIVE PLAN  
MAP 2  
POYNETTE EXISTING LAND USE**

**UPDATED: 11/16/2016**

**LEGEND**

- Village Boundary (2016)
- Railroad
- Right-of-Way
- Agricultural, Open Lands & Woodlands
- Parks and Public Lands
- Single Family Residential
- Duplex Residential
- Multifamily Residential
- Mobile Home Park
- Institutional
- Downtown Commercial
- Highway Commercial
- Neighborhood Commercial
- Industrial

All Parcel, Section, Township & Hydrology information was obtained from the Columbia County GIS 2010 and the Columbia County Web Site.

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**Table 8: Village of Poynette Existing Land Use Totals (2016)**

Existing Land Use Category	Acres	Percent
Agriculture, Open Lands & Woodlands	433	27%
Parks and Public Lands	353	22%
Single Family Residential	349	21%
Duplex Residential	14	1%
Multifamily Residential	27	2%
Mobile Home Park	40	2%
Institutional	87	5%
Downtown Commercial	10	1%
Highway Commercial	21	2%
Neighborhood Commercial	4	<1%
Industrial	116	7%
Public Rights-of-Way (roads, etc.)	170	10%
TOTAL	1,624	100%

## B. LAND DEVELOPMENT TRENDS

Poynette added a considerable number of new lots and new homes in the pre-Recession years. From 1998 to 2005, 150 new lots were created in the Village. Nearly all of these lots were for single-family residences, averaging about 19 new lots per year. From 1998 to 2007, there were 189 residential units started, adding an average of 19 new residences per year. This means that nearly every new lot created in this period was built upon.

Following the Great Recession and its associated substantial decline in the real estate market, development rates dramatically dropped throughout the country. This national trend was reflected throughout Wisconsin, including in the Village of Poynette. Like other smaller communities a distance away from a bigger city, Poynette's housing market has been slow to recover.

From 2008 thru 2015, Poynette issued a total of 10 permits for new single-family residences—an average of just 1.25 new single-family residences constructed per year. Over that same period, only a handful of lots for new residential development were created, most along Pauquette Lane in an area with building challenges. Woodland Ridge, containing 15 single-family lots on the Village's south side, was the last newly platted subdivision in the Village in 2007. Through mid-November 2016, the Village had issued permits for five new single family residences, either in Woodland Ridge or along Pauquette Pines Lane.

Over the past ten years, industrial development in Poynette has generally been limited to expansions of existing businesses, particularly Poynette Ironworks. New commercial development has been focused in the Highway 51 corridor.

## C. PROJECTED LAND DEMAND

Wisconsin Statute 66.1001 requires comprehensive plans to contain future land demand projections for the 20-year planning period, in five-year increments. These are to minimally be broken down by projected acreage demands for future residential, commercial, industrial, and agricultural land uses. The general idea is to plan for a sufficient amount of land in each category to address projected demand.

Table 9 includes the Village's projected land demand for a range of developed land uses, including those required by statute. These projections begin with population projections provided by the State Department of Administration.

**Table 9: Analysis of Projected Land Use Demand, 2010-2035, Poynette**

	2010	2015	2020	2025	2030	2035	Projected Increase 2010-2035	
<b>Total Population</b>	2,528	2,759	2,963	3,174	3,389	3,597	+1,069	people
<b>Average Household Size (persons/HH)</b>	2.41	2.41	2.41	2.41	2.41	2.41		No change
<b>Occupied Housing Units</b>	1,049	1,145	1,230	1,317	1,406	1,492	+444	units
<b>Total Housing Units (occupied &amp; vacant)</b>	1,120	1,223	1,313	1,406	1,502	1,594	+474	units
<b>Residential Land Use Demand (acres)</b>	541	590	634	679	725	769	+229	acres
<b>Non-Residential Land Use Demand (acres)</b>	174	190	204	219	234	248	+74	acres
<b>Active Parks Demand (acres)</b>	31	34	36	39	41	44	+13	acres
<b>Subtotal Land Use Demand (acres)</b>	746	814	874	936	1,000	1,061	+315	acres
<b>Public Rights-of-Way Demand (acres)</b>	164	179	192	206	220	233	+69	acres
<b>Total Land Use Demand (acres)</b>	910	993	1,067	1,143	1,220	1,295	+385	acres
<b>Total Land Use Demand w/ Flexibility Factor</b>		1,241	1,333	1,428	1,525	1,619	<b>+708</b>	<b>acres</b>

Of the projected non-residential land use demand, the Village projects that roughly two-thirds (or 50 acres) would be required for new industrial development and one-third (or 24 acres) would be required for new commercial development. This does not include space for public rights-of-way, and

does not provide for flexibility. Also, the Village anticipates that most future new development will occur on land currently used for agriculture.

On the whole, accounting for flexibility given uncertainty in the land market, the analysis in Table 9 suggests Poynette should plan for an additional 708 acres (more or less) of vacant land to safely accommodate projected land use demand. There is at least 350 acres of undeveloped, non-environmental corridor lands within the Village limits, not counting larger residential lots that could also be subdivided. This means that, to accommodate projected demand, the Village should plan for development on about 360 acres of undeveloped land outside of the current Village limits.

The Planned Land Use maps (Maps 4A and 4B), presented later in this chapter, were crafted to provide enough land both inside and outside the Village limits to meet this projected demand.

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## D. LAND USE GOALS, OBJECTIVES, POLICIES, AND PROGRAMS

### **Goal: Promote a future land use pattern containing a sustainable mix of uses and buildings**

#### **Objectives:**

- a. Promote an efficient and sustainable pattern of future development.
- b. Ensure that adequate developable areas are reserved for a variety of land uses.
- c. Guide development without undue limitations on economic growth or private property rights.

#### **General Policies and Programs:**

- a. Promote Sustainable Practices in Land Development: The Village will strive for a future land use pattern that contributes to long-term fiscal, environmental, and community health and identity. This includes approaches like promoting redevelopment and infill development that utilizes existing infrastructure where possible, including in the downtown area and Highway 51 corridor. The Village examined the issue of redeveloping Downtown Poynette as part of the 2011 Economic Development and Downtown Plan, which is discussed in more detail in the Economic Development chapter of this Comprehensive Plan. The Village also promotes the development of a sustainable business park on largely vacant lands between the Piggly Wiggly and North Street. Beyond these redevelopment and “infill” areas, the Village will enable compact edge development next to existing development, with manageable conversion of open land and extensions of roads and utilities. Planned locations for future development are shown on Maps 4A and 4B. Overall, the Village desires a range of future land uses to serve multiple community needs and interests, and to grow the community as a place to live, work, shop, and recreate.
- b. Minimize Conflicts Between Nearby Land Uses: The Village intends to follow the land use recommendations mapped and described in this Plan when reviewing new rezoning requests and making detailed land use decisions. This includes careful transitions between potentially incompatible neighboring land uses, such as buffering with landscaping or transitional land uses like parks or similar uses at different densities. For example, apartments often provide an effective transition between single family areas and commercial uses.

## E. RECOMMENDED FUTURE LAND USE PATTERN

### 1. Broad Future Land Use Vision

In 2005, Poynette, Dekorra, and Lowville arrived at a broad vision for future development and preservation in the area. Each community then referred to this future vision to prepare more detailed planned land use maps and policies. A visual depiction of the future vision is shown in Map 3, which has not been updated since 2005.

This vision for the future depicts future land use patterns that focus growth near the Village and the Interstate interchange with County Highway CS. These areas are logical choices for more intensive development. Natural features such as Rowan Creek and its associated wetlands provide sharp edges between “village” and “country”. The vision also reflects specific community goals such as increasing density in central areas to help preserve open natural areas and farmland, promoting job creation and economic development opportunities, and supporting new development that meshes with the historic character of the Village.



*Images from other communities that received high ratings in mid-2000s “visual preference exercises” included attractive development using high-quality materials.*

### 2. Overview of Planned Land Use Maps

Generally derived from this vision, the Planned Land Use maps (Maps 4A and 4B) indicate recommended future land uses over the 20-year planning period and their recommended arrangement within the Village and its 1½ mile extraterritorial jurisdiction. These maps and the associated policies presented later in this chapter will be a basis for land development decisions. These include annexations, rezonings, conditional use permits, subdivision, redevelopment decisions, and utility service areas and extensions.

Changes in land use to implement the recommendations of this Plan will be driven by the actions of private property owners. The Village, under this Plan or otherwise, will not compel property owners to change the use of their land. Similarly, the Village is not compelled to immediately approve development proposals to coincide with the 20-year vision on the Planned Land Use maps.

Maps 4A and 4B include suggested timeframes for development of certain areas. These timeframes are not absolute; rather, they provide a “best guess” as to when potential logical future development may occur. The Village may approve development in any of these areas on a different timeframe if determined to be in the Village’s best interests.

# 3 MAP Future Vision

## Central Area

### Land Use

- 1 Range of housing choices for different ages and incomes.
- 2 New Highway 51 commercial focused on infill and connections to village.
- 3 New subdivisions blend with & are well-connected to existing community.

### Natural Resources

- 4 Slightly higher density allows more farmland and open space preservation.
- 5 Trails to and through Rowan Creek and other natural areas.

### Community Character

- 6 New growth reflects historic community character.
- 7 Downtown/Creek intersection serves as community gathering spot.
- 8 New traditional and conservation neighborhoods reflect character.
- 9 Sharp edge between "village" and "country" using natural boundaries.
- 10 More opportunities to live, work, shop, and play locally.
- 11 Efforts to promote community identity and wayfinding.
- 12 Requires more assertive community involvement compared to "Trend."

### Economy

- 13 Downtown revitalized to serve the day-to-day needs and day-tripping.
- 14 Economic development focused on growing businesses & serving residents.
- 15 Job development focused in marketable, cooperative locations.
- 16 Interchange of Interstate & CS functions as gateway for community image & tax base.
- 17 CS traffic sent around downtown.
- 18 Golf course community on NE side.

### Alternative Future Scenarios

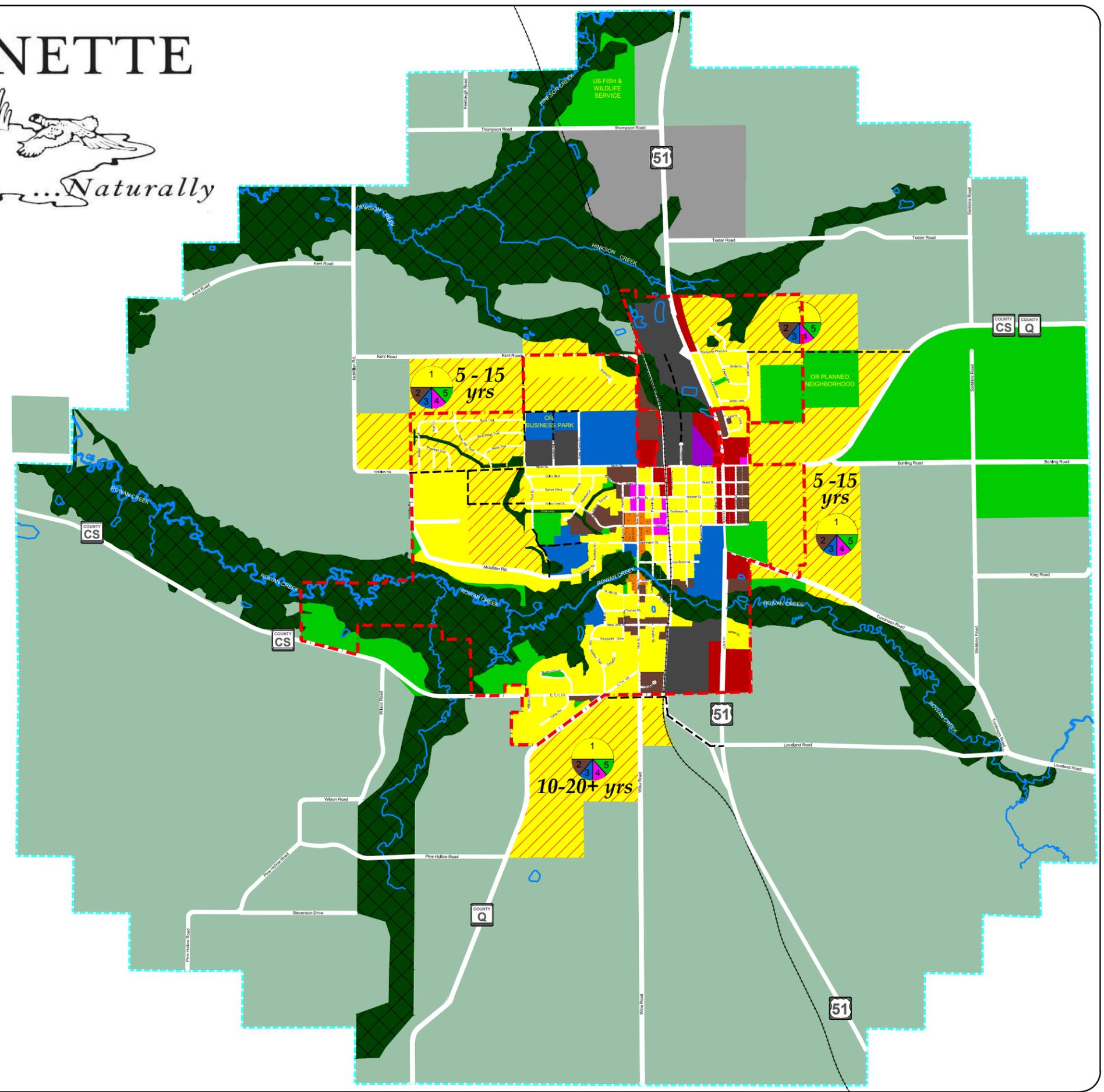
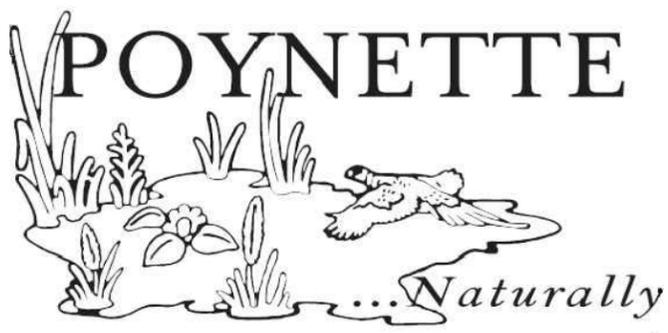


This is not a planned land use or zoning map, but rather a general sketch of potential future growth and change.



This map was prepared for the 2005 Comprehensive Plan, and was not altered for the 2017 Plan update.

# POYNETTE



## MAP 4A: POYNETTE COMPREHENSIVE PLAN PLANNED LAND USE: INCLUDING ETJ AREA

UPDATED: 11/16/16

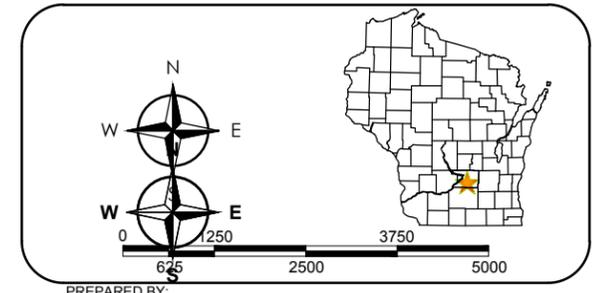
AMENDED 8/12/19	

### LEGEND

- Village Boundary (2013)
- Railroad
- Potential Future Major Road Extensions
- Right-of-Way
- Agricultural & Woodland Preservation
- Environmental Corridor
- Parks and Public Lands
- Planned Neighborhood 1
- Single Family Residential
- Duplex and Multifamily Residential
- Downtown Commercial
- Neighborhood Commercial
- Highway Commercial
- Mixed Use/Flex Commercial
- Industrial
- Business Park
- Institutional

NOTES:

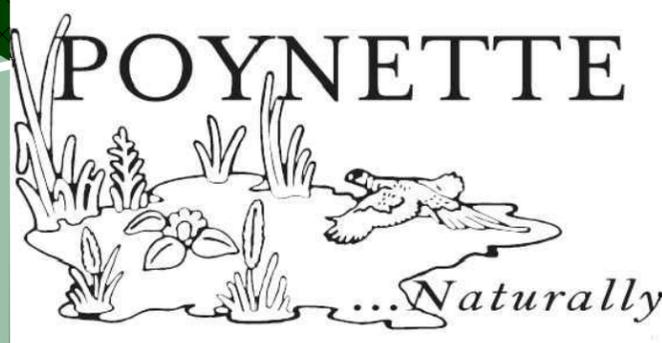
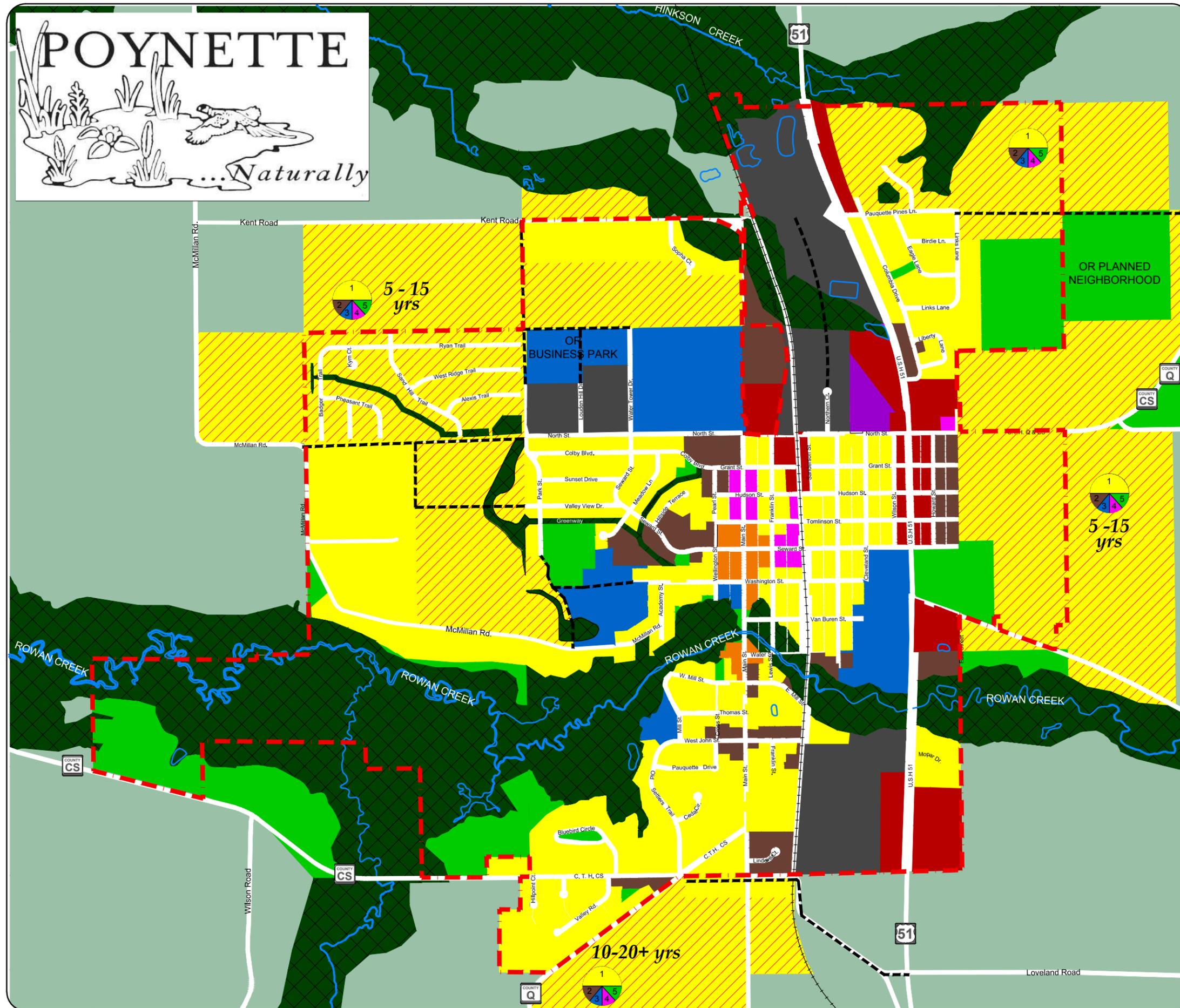
1. THE PLANNED NEIGHBORHOOD DESIGNATION PROVIDES FLEXIBILITY FOR FUTURE PLANNING. THIS SYMBOL DOES NOT REPRESENT ACTUAL PERCENTAGES OF LAND IN EACH LAND USE CATEGORY. INSTEAD, IT REPRESENTS THE BREADTH OF LAND USES THAT MAY BE INCLUDED IN FUTURE NEIGHBORHOODS TO BEST SERVE COMMUNITY DESIRES AND NEEDS.
2. SHAPES ON MAP REPRESENT GENERAL RECOMMENDATIONS FOR FUTURE LAND USE. ACTUAL BOUNDARIES BETWEEN DIFFERENT LAND USE CATEGORIES AND ASSOCIATED ZONING DISTRICTS MAY VARY SOMEWHAT FROM REPRESENTATIONS ON THIS MAP.



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# MAP 4B: POYNETTE COMPREHENSIVE PLAN PLANNED LAND USE: EXISTING VILLAGE

**UPDATED: 11/16/16**

AMENDED 8/12/19

### LEGEND

- Village Boundary (2013)
- Railroad
- Potential Future Major Road Extensions
- Right-of-Way
- Agricultural & Woodland Preservation
- Environmental Corridor
- Parks and Public Lands
- Planned Neighborhood 1
- Single Family Residential
- Duplex and Multifamily Residential
- Downtown Commercial
- Neighborhood Commercial
- Highway Commercial
- Mixed Use/Flex Commercial
- Industrial
- Business Park
- Institutional



1. Single Family Residential  
2. Duplex & Multifamily Residential  
3. Institutional Commercial  
4. Neighborhood Commercial  
5. Parks and Public Lands

**NOTES:**

1. THE PLANNED NEIGHBORHOOD DESIGNATION PROVIDES FLEXIBILITY FOR FUTURE PLANNING, THIS SYMBOL DOES NOT REPRESENT ACTUAL PERCENTAGES OF LAND IN EACH LAND USE CATEGORY. INSTEAD, IT REPRESENTS THE BREADTH OF LAND USES THAT MAY BE INCLUDED IN FUTURE NEIGHBORHOODS TO BEST SERVE COMMUNITY DESIRES AND NEEDS.
2. SHAPES ON MAP REPRESENT GENERAL RECOMMENDATIONS FOR FUTURE LAND USE. ACTUAL BOUNDARIES BETWEEN DIFFERENT LAND USE CATEGORIES AND ASSOCIATED ZONING DISTRICTS MAY VARY SOMEWHAT FROM REPRESENTATIONS ON THIS MAP.





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### 3. Recommended Future Land Use Pattern

As presented on Maps 4A and 4B, the Village generally proposes modest, compatible changes to the existing land use pattern within the current boundaries of the Village. This approach will preserve the integrity of existing neighborhoods, and emphasize the importance of the historic downtown, while also planning for new neighborhoods and expansion of business and industrial districts.

The majority of land envisioned for future land use change on Maps 4A and 4B is in residential planned land use categories. Four areas of future neighborhood use are mapped—one at the northeastern edge of the Village (generally north of Pauquette Pines), one at the eastern edge (east of the cemetery and mobile home park), one at the southern edge (south of County Highway CS), and one at the northwestern corner (including the platted but undeveloped Westridge subdivision). The location and extent of these future neighborhoods correlates with the current and planned sanitary sewer and water service areas, transportation access, and land demand forecasts presented earlier in this chapter.

Areas planned for higher-density residential use are shown on Maps 4A and 4B in various locations, including on the east side of the Village, east of Howard Street. These areas are appropriate for higher density residential development due to their proximity to the education complex and businesses along Highway 51, and to Highway 51 itself.

The Village's downtown is located along Main Street, still at the geographic center of the community. The Highway 51 and North Street corridors are home to several existing businesses. These will remain the Village's best location for quality commercial and industrial infill development. Highway 51 and North Street are "gateways" to the Village, so new and expanded development should reflect a positive image.

Areas planned for industrial use are generally centered along key manufacturing operations in Poynette, with good access to but usually not direct frontage on Highway 51. As shown on Map 4A, the Village has planned for a future business park north of Hinkson Creek along Highway 51. This location is viewed as most advantageous for establishment of a modern business park or a large industrial site(s) in the community. Also, if the Poynette School District does not require some or all of its lands north of North Street, that area could also be put to future business park use.

### 4. "Smart Growth" Areas

"Smart Growth Areas", as defined by §66.1001, Wisconsin Statutes, are "areas that will enable the development and redevelopment of lands with existing infrastructure and municipal, state, and utility services, where practicable, or that will encourage efficient development patterns that are both contiguous to existing development and at densities which have relatively low municipal, state governmental, and utility costs." The Village is required to designate such areas in its Comprehensive Plan.

Most of the potential future development shown on Maps 4A and 4B is located contiguous to existing development, and therefore encourages efficient development patterns. Areas specifically designated as "Smart Growth" include infill and redevelopment locations in the Village's downtown, Highway 51 corridor, North Street corridor, and Pauquette Pines Lane corridor. Land uses within these areas will need to be coordinated to ensure that future commercial and residential uses remain compatible. Careful attention must be paid to buffering potentially incompatible uses.

## F. USING THE PLANNED LAND USE MAP—DESCRIPTIONS OF MAP CATEGORIES

Maps 4A and 4B divide planned (i.e., recommended future) land uses in the Village of Poynette into several categories, represented by the different colored areas on these maps. Each category has a unique description, set of typical implementing zoning districts, recommended lot size and/or density range, and specific development policies. These are described in for each category as follows:

### 1. Agricultural & Woodland Preservation

- a. **Description:** Lands intended to be preserved for agriculture, forestry, and other open lands, including farmland preservation areas and other lands not planned for intensive development in the planning period. Also includes low density residential development, and is intended to accommodate farmsteads, limited non-farm housing generally not exceeding one house per every 35 acres, associated home occupations and family businesses, and other uses identified as permitted and conditional uses in implementing zoning districts.
- b. **Typical Implementing Zoning Districts:** Planned Agricultural & Woodland Preservation Areas are mapped entirely outside of the Village limits. Under Columbia County zoning, these areas are primarily intended to remain under A-1 Agriculture zoning. Still, limited rezoning to accommodate agricultural-related businesses and housing not exceeding a density of one house per 35 acres is permitted.
- c. **Policies:** The Village will utilize intergovernmental agreements and extraterritorial jurisdiction land division authority to attempt to achieve the desired uses in these areas. The Village will consider the recommendations of County and town planned/future land use and farmland preservation plan maps where there are discrepancies with Maps 4A and 4B.

### 2. Environmental Corridor

- a. **Description:** Generally continuous, environmentally sensitive areas intended for long-term open space, wildlife habitat, stormwater management, natural areas, and/or trail uses. Environmental Corridors are comprised of wetlands, floodplains, undeveloped shoreland setback areas, and natural drainageways.
- b. **Typical Implementing Zoning Districts:** Within the Village, the C Conservation Overlay zoning district.
- c. **Policies:** The Village will work to preserve Environmental Corridors by prohibiting new buildings there via zoning and land division (plat and CSM) review authorities. Still, the Village will allow cropping, grazing, and passive recreational activities such as trails in such areas. Where development is proposed near mapped Environmental Corridors, the developer will generally need to determine the exact boundaries of the Environmental Corridor based on the features that define those areas. Environmental Corridor areas shown on Maps 4A and 4B (and as-



sociated Conservation Overlay zones) may be removed to allow more intensive uses if:

- more detailed information or studies reveal that the characteristic(s) that resulted in their designation as an Environmental Corridor is not actually present,
- approvals from appropriate agencies are granted to alter land so that the characteristic that resulted in its designation will not exist, and/or
- a mapping error is confirmed.

### 3. Parks and Public Lands

- Description:** Aside from lands in the Environmental Corridor, publicly-owned land designated as State parks, scenic areas, or conservation areas; Village parks; other recreational facilities owned by the public or private utility companies; and the golf course.
- Typical Implementing Zoning Districts:** Within the Village, P Parks and Public Lands.
- Policies:** See Park and Open Space Plan.



### 4. Planned Neighborhood

- Description:** Areas in which single-family residences make up the majority of housing units, but which may also be combined with two-family/townhouse residential, multiple family residential, neighborhood business, institutional, and park and open space uses. All such areas should be served by municipal sewer and water systems. This future land use category is intended to accommodate traditional neighborhood design (TND), conservation design, and other modern forms of neighborhood development. The preferred end result for these new areas is new neighborhoods that capture much of the charm and unique character of the best historic neighborhoods in the community, and the added benefit of more coordinated land use, open space, and transportation patterns.
- Typical Implementing Zoning Districts:** The Village's PN Planned Neighborhood zoning district, or a patchwork of standard zoning districts (e.g., R-1-M, R-MF, B-3).
- Policies:** The PN district within the Village's zoning ordinance contains detailed use, density, design, and infrastructure standards for such areas. In general, Planned Neighborhood areas should be designed as interconnect neighborhoods by a network of paths, sidewalks, and "complete streets" (see Transportation chapter for description). Further neighborhood and housing design approaches include preservation and creation of vistas, neighborhood gathering places, visual focal points, and houses (rather than garages) oriented to the street.



## 5. Single Family Residential

- a. **Description:** Single family detached residences, home occupations, and small-scale institutional and recreational uses, all served by a public sanitary sewer system.



- b. **Typical Implementing Zoning Districts:** The R-1-T Single Family Residential-Traditional zoning district, within the older parts of the Village and within new development areas where smaller lots are proposed and accepted by the Village. Within other newer development areas, the R-1-M Single Family Residential-Modern or PN Planned Neighborhood districts may be used.
- c. **Policies:** The Village will promote interconnection in road and trail networks within and among single family neighborhoods. Where smaller lots are permitted, careful attention to home quality, variety, design, setbacks, and garage placement will be required through zoning, covenants, and development agreements.

## 6. Duplex and Multifamily Residential

- a. **Description:** A range of housing types, generally focused on multiple family residences (e.g., townhouses, apartment buildings, multiplexes) and two family residences, but also possibly including single family residences and compatible institutional and recreational uses, all served by a public sewer system.
- b. **Typical Implementing Zoning Districts:** The Village reserves the right to zone some of these areas R-2 Duplex Residential and other areas R-MF Multifamily Residential. Other compatible zoning districts, such as R-1-M, PN, and even INT Institutional may also be used.
- c. **Policies:** The Village will hold new duplex and multiple family housing to similar standards for lasting quality and livability that is expected of single family housing. These standards include high-quality building materials, architectural variation and interest, durable and lasting finish materials (inside and out), inclusion of garage or underbuilding parking, and responsible management. The Village also intends to monitor areas of aging duplex and multiple family residences so that they are community assets, and to work with owners and property managers to address problems. This may include connecting owners with State programs and local lenders for financial assistance.

## 7. Downtown Commercial

- a. **Description:** Pedestrian-oriented commercial, office, institutional and residential uses, with characteristics like minimal setbacks and on-street parking, in the Village's historic downtown area (i.e., Main Street and surroundings north of the Rowan Creek).
- b. **Typical Implementing Zoning Districts:** B-1 Downtown Commercial and INT Institutional.
- c. **Policies:** Per the associated zoning districts, particularly B-1. See also the 2011 Economic Development and Downtown Plan.



## 8. Neighborhood Commercial

- a. **Description:** Indoor commercial services, retail, restaurant, office, and institutional land uses, all served by public sewer, with attention to building design, landscaping, and modest lighting and signage. Planned Neighborhood Commercial areas are often mapped in close proximity to residences. The scale and range of commercial uses for Neighborhood Commercial areas are generally less than in Highway Commercial areas.
- b. **Typical Implementing Zoning Districts:** B-3 Neighborhood Commercial, with B-1 Downtown Commercial zoning often used over sites that have older business development that cannot meet B-3 setback and other standards.
- c. **Policies:** See above Highway Commercial policies and zoning ordinance.

## 9. Highway Commercial

- a. **Description:** Commercial services, retail, restaurant, office, and institutional land uses, all served by public sewer, with attention to building design, landscaping, and modest lighting and signage. The scale and range of commercial uses for Highway Commercial areas are generally greater than in Downtown or Neighborhood Commercial areas.
- b. **Typical Implementing Zoning District:** B-2 Highway Commercial.
- c. **Policies:** The Village intends to require businesses to meet associated non-residential building and site design standards in the zoning ordinance, with the flexibility provided in that ordinance. Because many of these areas abut residential uses, the Village will also take care to assure that development provides an attractive rear yard appearance to the uses behind it. In general, while welcome in the Village, new and expanded commercial developments should address traffic, environmental, and neighborhood impacts.



## 10. Mixed Use/Flex Commercial

- d. **Description:** A carefully designed blend or option of commercial services, retail, office, business park, multiple family residential, and/or institutional land uses, including mixed use sites and/or buildings. Compared to the Planned Neighborhood category, Mixed Use/Flex Commercial areas typically are denser, include some non-residential component, and do not typically include single family housing. All uses served by public sewer and water systems.
- e. **Typical Implementing Zoning District:** B-2 Highway Commercial (with potential limits on range and impacts of uses given housing proximity), B-3 Neighborhood Commercial, R-MF Multifamily Residential, INT Institutional.
- f. **Policies:** This planned land use category is designed to facilitate the skillful mix different uses on the same area, site, and/or building, and/or to serve as a transition between broader areas of different land uses. This category is NOT intended to enable an unplanned or haphazard mix of different uses on any site or in any area. New development should respect nearby residential character through appropriate building scale, building appearance, landscaping, screening, signs, and limited traffic and loading. Building and site design should otherwise meet associated standards in the zoning ordinance. Refer also to policies applicable to Duplex and Multifamily Residential, Highway Commercial, and other more specific future land use categories that logically guide the development of each planned Mixed Use/Flex Commercial area given the range of proposed uses.



## 11. Industrial

- a. **Description:** Industrial, storage, office, and other compatible businesses and support uses, all served by a public sewer system. Certain areas may be appropriate for a broader range of manufacturing, assembling, fabrication and processing, bulk handling, storage, warehousing, trucking, and utility uses with significant off-site impacts such as heavy truck traffic, noise, and odors.



- b. **Typical Implementing Zoning Districts:** I Industrial.
- c. **Policies:** The Village will support the continued success and expansion of existing industries. The Village encourages site selection and building placement that facilitates future on-site building expansion as each industrial business grows. When new or expanded industries are proposed, zoning ordinance requirements should be met. The Village may also set performance standards as necessary to avoid placing excessive demand on municipal utilities and roads, or creating environmental hazards or negative neighborhood impacts.

## 12. Business Park

- a. **Description:** Office, indoor light industrial, research, and other compatible and support uses in a controlled business or office park setting, where allowable uses and activities include those associated with low levels of noise, odor, vibrations, and particulate emissions. All served by a public sewer system.



- b. **Typical Implementing Zoning Districts:** BP Business Park. The I Industrial district may also be used where the range of uses, impacts, and aesthetics is controlled through deed restrictions or otherwise.
- c. **Policies:** The Village will encourage design of developments within planned Business Park areas to result in higher-end business park or campus setting. In general, warehousing and heavier manufacturing uses should be directed away from lands planned for Business Park use, except where designed to blend within a setting intended for low impacts and higher aesthetic standards.

### 13. Institutional

- a. **Description:** Public, semi-public, educational, religious, and other “gathering” type uses generally intended for non-commercial purposes, generally served by a public sanitary sewer system.
- b. **Typical Implementing Zoning Districts:** INT Institutional. For institutional uses that are smaller scale or nestled in other non-residential areas, other zoning districts may be appropriate.
- c. **Policies:** When new or expanded institutional uses are proposed, zoning ordinance requirements should be met. The Village may also set performance standards as necessary to address off-site traffic, environmental, and neighborhood impacts.



## CHAPTER FIVE: TRANSPORTATION

This chapter includes background information, goals, objectives, policies and recommended programs to guide the future development and maintenance of various modes of transportation in the Village of Poynette. The chapter also compares the Village's transportation policies and programs to State and regional transportation plans as required under Wisconsin Statutes.

### G. EXISTING TRANSPORTATION NETWORK

Access is a key determinant of growth because it facilitates the flow of goods and people. The Village of Poynette is well connected to the region through the existing roadway and rail network. Other transportation facilities, such as airport service, are located within close proximity. This section describes the existing conditions of transportation facilities in the Village.

#### 1. Roadways

U.S. Highway (USH) 51 runs north-south through the Village, several blocks east of the Village's historic downtown. Highway 51 serves as the Village's principal arterial road, and connects other villages and cities such as Arlington, DeForest, and Madison to the south, and Portage to the north. According to the Wisconsin Department of Transportation (WisDOT), traffic volumes – measured in Annual Average Daily Traffic (AADT) – on USH 51 through the Village have declined since the late 1990s. The most recent year for which AADT data is available in the Poynette area is 2011. In 1999, the AADT on the north side of the Village just south of Kent Road was 6,600, while in 2011 it was 4,700 at this same location. Further south on USH 51 between Hudson Street and Tomlinson Street, the 1999 AADT was 7,000, while in 2011 it was 5,300.

County Trunk Highway (CTH) CS runs east-west from Lake Wisconsin to the southwest corner of Poynette. From Poynette, CTH CS runs east into the Town of Lowville. Three miles west of Poynette on CTH CS is an interchange with Interstate 39/90/94. The proximity of this interstate interchange gives Poynette good regional and national access.

CTH Q runs from the southwest corner to the northeast corner of Poynette. While in the Village, CTH Q runs north-south, and doubles as Main Street through the Village's downtown. At the termination of Main Street in the northern part of the Village, CTH Q becomes the east-west North Street, eventually leading east out of Poynette past the MacKenzie Environmental Center. The AADT on CTH Q at the south end of the Village was 4,500 in 1999 and 3,500 in 2011. Just west of USH 51, the AADT on CTH Q just south of North Street was 3,200 in 1999 and 2,200 in 2011.



*CTH CS/Q (Main Street) through downtown Poynette.*

The AADT on North Street/CTH Q just west of USH 51 was 3,800 in 1999 and 2,700 in 2011.

These traffic decreases are fairly common nationwide, particularly in smaller communities and rural areas, where an aging and generally flat population, changing travel habits, and increased internet usage have resulted in less driving.

The 83-year-old USH 51 Rowan Creek Bridge is deteriorating and anticipated to be reconstructed in the summer of 2018. Residents in attendance at an October 2015 WisDOT informational meeting held in raised the idea of a path below the bridge along Rowan Creek, providing a safer east-west pedestrian connection under USH 51 and enabling connections to other recreational paths in the area. WisDOT indicated that bridge height relative to creek elevation will likely preclude this possibility.

## 2. Airports

There are no airports located in the Village of Poynette. Larger air carrier and passenger facilities are located approximately 25 miles to the south in Madison at the Dane County Regional Airport, with small passenger and freight service available about 12 miles north in Portage at the Portage Municipal Airport. According to the Airport Contact Information database available through the Federal Aviation Administration (FAA), there are 14 airports in Columbia County as of August 2015. With the exception of the Portage Municipal Airport, the remainder of these airports are largely privately owned, operated, and patronized.

## 3. Rail

The Canadian Pacific railroad runs north to south through Poynette. The route continues on to Madison to the south, and Portage to the north. This line is currently operated as a freight line; there are no known plans at the present to use the line for passenger service. The possible use of this corridor for future high-speed passenger rail service between Minneapolis, Madison, Milwaukee, and Chicago was being strongly considered, but the possibility was abandoned in 2010 when the State of



Wisconsin opted to return \$810 million in federal stimulus funding slated for implementing high-speed rail service between Milwaukee and Madison.

## 4. Bicycles and Walking

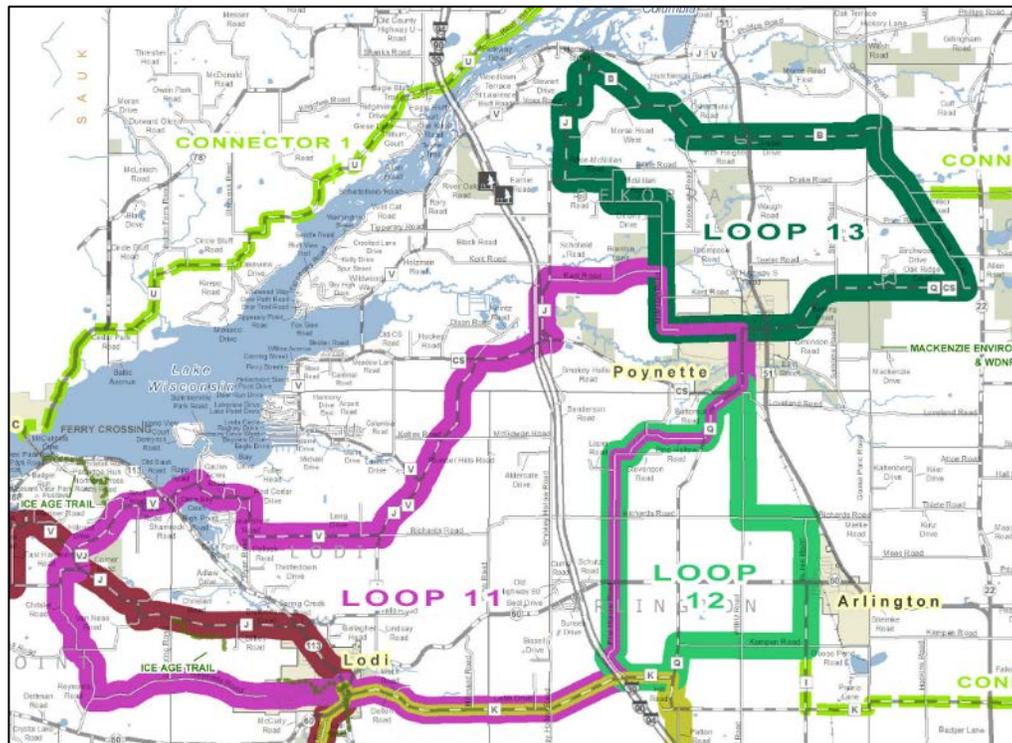
The Village has several bicycle and pedestrian paths, along with sidewalks and quiet streets that provide for biking and walking. The Village's Park and Open Space Plan includes maps that show existing paths and streets with and without sidewalks.

Both the State of Wisconsin and Columbia County have designated on-road bicycle routes that connect to the Village. According to the *Wisconsin State Bicycle Map*, CTH Q leading south from the southwest corner of the Village is shown as having the "best conditions for biking." This route has access points to recommended routes in surrounding towns,

segments of the Ice Age Trail near Lodi and Portage, and recreational activities at Rowan Creek Fishery. CTH CS west of the Village is shown as having “undesirable conditions for biking” due to higher roadway traffic volumes, but CTH CS east of the Village is shown to have “moderate conditions for biking.” These lower ratings may be related to the narrow or limited paved shoulders along these routes.

The Columbia County Silent Sports Trails Committee was formed to promote recreational bicycling in the County while strengthening and diversifying the County’s recreational economy. That Committee has worked with the local bicycling community and the Columbia County Economic Development Corporation to identify and map on-street bicycle routes in a bicycling brochure called “Columbia County Bicycling Routes.” That route map includes 14 separate loops in Columbia County, which are designated on-road routes of varying distances. As shown in Figure 2 below, three of these loops connect to the Village of Poynette: Route 11 (34.28 mi.); Route 12 (14.68 mi.); and Route 13 (19.09 mi.).

**Figure 2: Poynette Area Bicycle Routes**



## 5. Transit and Specialized Transportation Services

There is no public transit system in Poynette. The Columbia County Department of Health and Human Services facilitates transportation for elderly residents through a volunteer driver service and a County ride service, some portion of which is contractually outsourced. This service can take residents to medical appointments, grocery shopping, nutrition sites, or other personal business. The County can also help put residents in touch with private service providers who will help with transportation.

Additionally, the Columbia County Aging and Disability Resource Center (ADRC) coordinated an effort in February 2009 to prepare a Columbia County Locally Developed Transportation Coordination Plan. That plan assessed “the transportation needs of individuals with disabilities, older adults, and people with low incomes” and identified gaps in service. ADRC worked to coordinate communication between numerous stakeholders and inventoried available transportation service providers.

#### 6. Trucking

The existing roadway network—particularly USH 51, CTH CS, and CTH Q—accommodate trucking in and through the Village.

#### 7. Water Transportation

No water transportation is available in the Village.

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## H. REVIEW OF STATE AND REGIONAL TRANSPORTATION PLANS

The following is a review of State and regional transportation plans and studies relevant to the Village. The Village’s transportation planning policies are consistent with these State and regional plans.

### 1. Connections 2030: Long-Range Multimodal Transportation Plan

*Connections 2030*, adopted by WisDOT in 2013, begins with a vision to create and maintain “an integrated multimodal transportation system that maximizes the safe and efficient movement of people and products throughout the state.” The plan includes recommendations for highways, rail, air, port, and bike and pedestrian movement. The plan identifies trends and challenges, including aging transportation infrastructure, increased use, and declining revenues. The plan positions relatively general recommendations around seven themes:

- a. Preserve and maintain Wisconsin’s transportation system
- b. Promote transportation safety
- c. Foster Wisconsin’s economic growth
- d. Provide mobility and transportation choice
- e. Promote transportation efficiencies
- f. Preserve Wisconsin’s quality of life
- g. Promote transportation security

The plan identifies 37 statewide system-level priority corridors, which includes the Interstate 39/90/94 corridor west of Poynette. The *Connections 2030* plan is available at:

<http://www.dot.wisconsin.gov/projects/state/2030-background.htm>.

### 2. Wisconsin State Highway Plan

The *Wisconsin State Highway Plan* focuses on the 11,800 miles of State Trunk Highway routes in Wisconsin. That plan does not identify specific projects, but broad strategies and policies to improve the state highway system over the next 20 years. Given its general focus, the highway plan does not identify improvement needs on roads under local jurisdiction. It includes three specific areas of emphasis: pavement and bridge preservation, traffic movement, and safety.

### 3. **Translinks 21: A Multimodal Transportation Plan for Wisconsin's 21<sup>st</sup> Century**

*Translinks 21: A Multimodal Transportation Plan for Wisconsin's 21<sup>st</sup> Century* provides a broad planning “umbrella” including an overall vision and goals for transportation systems in the state for the next 25 years. This 1995 plan recommends complete construction of the Corridors 2020 “backbone” network by 2005, the creation of a new State grant program to help local governments prepare transportation corridor management plans to deal effectively with growth, the provision of state funding to assist small communities in providing transportation services to elderly and disabled persons, and the development of a detailed assessment of local road investment needs.

### 4. **Wisconsin Bicycle Transportation Plan 2020**

*Wisconsin Bicycle Transportation Plan 2020 (1998)* presents a blueprint for improving conditions for bicycling, clarifies WisDOT’s role in bicycle transportation, and establishes policies for further integrating bicycling into the current transportation system. That plan reports that, according to a University of Wisconsin survey conducted in August of 1998, more than one-third of all Wisconsin households included someone who took at least one bike trip in the previous week. The plan shows existing state trails and future “priority corridors and key linkages” for bicycling along the State Trunk Highway system in Wisconsin.

### 5. **Wisconsin Pedestrian Policy Plan 2020**

WisDOT’s *Wisconsin Pedestrian Policy Plan 2020* to provide a long-range vision addressing Wisconsin pedestrian needs. The Pedestrian Plan provides a basic description of existing and emerging pedestrian needs over the next 20 years, with a set of recommendations to meet those needs. WisDOT’s efforts ensure that this plan complements both existing and future long-range transportation plans.

### 6. **US 51 Corridor Study**

The 2011 *US 51 Corridor Study* covers the stretch of USH 51 between the north edge of DeForest and the south edge of Portage. The purpose of the Study was to identify options to preserve and improve the function of USH 51 in that stretch, now and in the future. No construction projects are expected to be immediately programmed as a result of this Study. As an aside, USH 51 was expanded to a four-lane freeway through DeForest in 2014, significantly affecting commuting and business traffic between Poynette and Madison/Interstate 39-90-94.

One of the topics addressed in the *US 51 Corridor Study* are traffic volumes and their potential effect on current and future highway levels of service. Late 2000s traffic volumes of 4,700-5,300 vehicles per day along Highway 51 were reported in the Poynette area—lower than the 10,000+ near the southern (DeForest) and northern (Portage) edges of the study corridor. Projected Year 2040 traffic volumes in the Poynette area exceed 6,000 vehicles per day. In any case, these figures are well below the normal planning threshold of 18,000 vehicles per day to consider a 4-lane roadway. As such, the *US 51 Corridor Study* suggests that most of USH 51 between DeForest and Portage will be maintained as a two-lane facility for the foreseeable future.

The earliest morning and latest afternoon peak travel hours anywhere along the highway corridor occur in Poynette, Dekorra, and Arlington. This owes to the significant amount of commuting to the Madison and Portage areas from these smaller communities. This results in concentrated traffic concerns, which diminish substantially during non-peak hours, except for those related to weather, agricultural vehicles, and deer.

The Study also looked at accident data. One of the interesting findings was that nearly half of all crashes involve deer, and one-fifth of the crashes have an injury. There are, therefore, higher crash rates than the State average, but these are in large part driven by deer crashes.

Future improvements to this stretch of USH 51 will be focused at intersections where there are current or projected safety or traffic flow concerns. These may include medians, left-turn lanes, and realignment, depending on the intersection.

#### **7. Southwest Region Park-and-Ride System Study**

In June 2015, WisDOT completed its *Southwest Region Park-and-Ride System Study* is intended to guide WisDOT's Southwest Region's future park-and-ride system planning and investments, improve public information on park-and-ride facilities, and establish ongoing coordination with local officials on park-and-ride system planning. Of the 50 potential sites in the region, the study ranked a park and ride location at the interchange of Interstate 39-90-94 and CTH CS as #11. Through its Comprehensive Plan, the Town of Dekorra also supports a park and ride location at this interchange.

#### **8. Interstate 39/90/94 Corridor Environmental Impact Study**

In 2012, WisDOT initiated a two-stage study to provide a comprehensive analysis of the need for and impacts of a capacity expansion for Interstate 39-90-94 between the Beltline in Madison to the interchange of Interstate 39 and Interstate 90-94 northwest of Poynette. The first stage, completed in 2013, was a traffic impact analysis for segments close to Madison. The second stage is an Environmental Impact Analysis for the entire corridor. The Environmental Impact Study, scheduled to be completed by 2019, will propose new concepts to add capacity on the Interstate.

As part of the process, WisDOT's consultants will hold meetings with various stakeholders to identify concerns and to establish goals and objectives. The consultants will also develop, analyze, and obtain input on a range of different alternatives. At time of writing, WisDOT was considering off-alignment alternatives that may relieve traffic on the Interstate. Some of these options included significant upgrades to Highway 51 in Columbia County, including a potential bypass around Poynette. These alternatives are very conceptual, do not appear to sufficiently relieve traffic along the Interstate, and may not survive further scrutiny.

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## **C. TRANSPORTATION GOALS, OBJECTIVES, POLICIES, AND PROGRAMS**

**Goal: Provide a safe, integrated, and efficient transportation system.**

### **Objectives:**

- a. Support an interconnected, well-maintained road and highway network.
- b. Provide safe and convenient access for cars, bikes, and pedestrians between neighborhoods, employment centers, schools, shopping, community services, and parks.
- c. Provide pleasant, safe pedestrian routes through the Village.
- d. Coordinate transportation improvements with existing and planned land use.

### **Policies and Programs:**

- a. Advocate for Road and Highway Improvements: Poynette residents and businesses depend on local roadways for trips in cars, trucks, bikes, and on foot. The Village will prioritize maintaining and where necessary rebuilding its existing roadways, based on objective

measures and considering the needs of all users. The Village advocates a similar policy to WisDOT and the Columbia County Highway Department for Poynette-area roadways under their jurisdictions. Map 4B also shows the few “Potential Future Major Road Extensions” that would contribute to the Poynette road network, particularly as future development occurs. The Village will work with abutting property owners on these extensions when they are proposing development of their land. There may be exceptions to this strategy to time these roads with adjacent development in the following instances:

- The suggested rerouting of CTH CS, extending it east to USH 51, intersecting USH 51 at or near Loveland Road. Such a project may help redirect truck traffic out of the downtown, and extend the life of Main and North Streets. Still, the Village will need to be mindful of possible negative impacts of rerouting CTH CS away from the downtown too. Therefore, the Village intends to embark on efforts to reroute CTH CS in concert with a concerted marketing and revitalization effort for its downtown. Such a highway rerouting project would also require extensive coordination with Columbia County, WisDOT, the Town of Arlington, and affected property owners. It may best be raised when major improvements are being proposed to Highways 51, CS, or Loveland Road.
  - The suggested extension of North Street from its current terminus at Park Street west to the east-west segment of McMillan Road. This North Street segment would abut the southern edge of the platted but unbuilt West Ridge subdivision. The process to extend North Street may be phased, with the first phase potentially involving acquisition of the remaining required right-of-way and a later phase including actual construction of the road. The road could be constructed in conjunction with development of some or all abutting lands, with deferred assessments possible. Construction of this North Street segment would both advance the west side street network and advance residential development according to the Village’s Plan.
  - The suggested extensions of Washington and Park Streets to intersect in land currently owned by Columbia County on the Village’s west side, south of Valley View Park. Such road extensions may better link current and future development areas, parks, and the downtown. Significant coordination and consideration of soil conditions would be necessary to make these connections.
- b. Improve Bike and Pedestrian Accessibility: Being a small Village, and accommodating a population with increasing numbers of elderly and young residents, Poynette intends to embrace bike and pedestrian accessibility, such as through the following efforts:
- Maintain existing sidewalks, and close sidewalk system gaps in key areas, such as along North Street and streets east of Highway 51 (see map showing sidewalk gaps in the Park and Open Space Plan).
  - Implement the Village’s plan for future trail connections presented as Map 4 within the Park and Open Space, including a continuous trail along the Rowan Creek, trails connecting existing neighborhoods to parks, and trails within future neighborhood growth areas.
  - Work with WisDOT to improve safe bike and pedestrian crossings of USH 51, with a focus at the Seward Street, North Street/CTH Q, and Columbia Drive intersections.

- Continue to coordinate with the Columbia County Silent Sports Committee on bike routes and trails including and extending beyond Poynette.
- Where new and expanded commercial, institutional, and recreational developments are proposed, require good bike and pedestrian access and facilities (e.g., bike rack).
- Where new neighborhoods are proposed, encourage neighborhood designs that support walking and biking, and strong connections to schools, shopping, parks, and existing neighborhoods and promote “complete streets.” Complete streets are roadways designed and operated to enable safe, convenient, and comfortable access and travel for all users.



*Example of a “complete street” designed with pedestrians in mind.*

Pedestrians, bicyclists, motorists and public transport users of all ages and abilities are able to safely and comfortably move along and across a complete street.

c. Participate in Other State, County, and Intergovernmental Transportation Planning Efforts: Beyond the potential projects listed above, the Village intends to:

- Advocate for safety improvements and upgrades to USH 51, in accordance with WisDOT’s studies and identified local interests.
- Participate in the Interstate 39/90/94 environmental studies and design efforts, which have the outside potential for significant impact on Poynette.
- Access state and federal transportation funding to support the Village’s priority transportation projects, including road improvements and trails.
- Work with County and State agencies to connect providers of additional transportation options to those who require these services, including the elderly, disabled, and children.
- Encourage car-pooling and van-pooling, and support a new park and ride facility at the Interstate/CTH CS interchange.
- Coordinate with Columbia County, the Town of Dekorra, and the Town of Arlington regarding roadways near the Village.

## CHAPTER SIX: UTILITIES AND COMMUNITY FACILITIES

This chapter contains background information, goals, objectives, policies and a program to guide the future maintenance and development of utilities and community facilities in the Village of Poynette.

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### A. EXISTING UTILITIES AND COMMUNITY FACILITIES

#### 1. Water Supply and Distribution

The Village of Poynette provides municipal water service. It is generally the Village's policy to provide water service only within the Village limits. However, the Village does provide water service to some residential customers in the Town of Dekorra on the north side of Kent Street, because of former well water quality problems.

The Village of Poynette water supply and storage includes two wells, a ground storage reservoir, and an elevated tank.

Well No. 1, formerly located at Highway 51 and Tomlinson Street, has been abandoned for well over a decade. Well No. 2, located on West John Street on the south side of the Village, was abandoned in 2012 due to high nitrate levels.

Well No. 2 was replaced with Well No. 4, constructed on the same site. Well No. 4 has a pumping capacity of 600 gallons per minute (GPM).

Well No. 3 is located on the north side of the Village in the parking lot of the property owned by Lakeside Foods at time of writing. This well was originally constructed in 1969 for the Oconomowoc Canning Company. The Village took over ownership of this well in 1988. Well No. 3 has a pumping capacity of 1,000 GPM.

The 250,000 gallon elevated tank (water tower) was constructed in 1987 at the north edge of the Village. The 94,000 gallon ground storage reservoir was constructed in 1970 adjacent to Well No. 2. The facility includes two high lift pumps, which are alternated on a schedule.

The Village's Wellhead Protection Plan, last updated in 2012, establishes an approach and policies to minimize the potential for the contamination of groundwater feeding the Village's wells. In 2013, the Village established and mapped wellhead protection overlay zones within its updated zoning code, and refined those zoned areas in 2014 to better match the capture zones of the two operating wells.

With the recent upgrades, there are no significant issues associated with the Village's water supply and distribution system. Further, the Village's water supply meets State water quality thresholds. Still, the Village will continue to replace aging and failing water mains when needed, generally in conjunction with larger road improvement projects.

The Poynette Mobile Home Estates (mobile home park) on the east side of the Village and several homes along McMillan Road on the Village's west side have private well systems.

#### 2. Sanitary Sewer Collection and Treatment

The Village of Poynette also provides sanitary sewer service. It is the Village's policy to provide sewer service only within the Village limits, and generally a requirement for sanitary sewer for new development (see Title II, Chapter 5 of Municipal Code).

The Village's wastewater treatment plant, constructed in 1995, is located on the west side of the Village, at the northwest corner of West John Street and Mill Street. Treated effluent from the plant is discharged to nearby Rowan Creek. The plant has a flow capacity of 470,000 gallons per day (GPD). In 2015, average daily flow was 153,150 GPD and peak daily flow was 270,000 GPD. By agreement with the



Wisconsin Department of Natural Resources (WisDNR), the Village refurbished an aeration ditch in 2012-13 to provide temporary storage and extra treatment capacity when and if needed. This was in response to a fish kill issue in Rowan Creek.

WisDNR requires a new Effluent Permit for each treatment plant every five years. Poynette's treatment plant meets current WisDNR phosphorus limits, but the Village will monitor any changes to these limits over the next several years.

The Village has replaced older sanitary sewer mains where needs exist and opportunities present themselves, such as in conjunction with road projects. Figure 3 on the following page, prepared by General Engineering Company (GEC) for the Village, identifies remaining problem areas for the Village's sanitary sewer system. Most of these problems are associated with inflow and infiltration of stormwater, and tree root infiltration, into older clay mains.

Several properties in the Village have on-site waste treatment (septic) systems in lieu of public sanitary sewer service. These properties include homes along the western stretch of McMillan Road, along Kent Road and Mopar Drive, and within the Hickory Woods subdivision. There are no known problems with these private systems.

### **3. Electrical and Natural Gas Generation and Transmission**

Alliant Energy provides power and natural gas service within the Village limits.

The Columbia Power Plant is located north of the Village, along the Wisconsin River. It is a 1,054 megawatt facility built in the late 1970s, capable of providing power to over a million homes. There have been a number of pollution control upgrades to this plant either already completed or planned. The first round of improvements, completed in July 2014, were designed to reduce mercury and sulfur dioxide pollution. The next round of improvements, scheduled for 2016 to 2018, will reduce nitrogen oxide and particulate emissions.

The American Transmission Company (ATC) operates a transmission line through Columbia County, and there are plans to upgrade this line via the Badger-Coulee Transmission Line Project, described by ATC as follows: "American Transmission Company and Xcel Energy have plans for a high-voltage transmission line in western Wisconsin that would address electric system reliability issues locally and in the Midwest, provide economic savings and support renewable energy policy. The area, from north of La Crosse to northern Dane County, is being considered for the approximately 150- to 180-mile, 345-kilovolt line." The Wisconsin Public Service Commission (PSC) approved the Badger-Coulee line in April 2015. Construction began in 2016, and service along the line is expected in 2018. The line will run west of Poynette along the Interstate 39-90-94 corridor.

**4. Solid Waste and Recycling Collection and Disposal**

The Village contracts with Columbia County for solid waste and recyclables collection to residential and small commercial customers. The system utilizes modern carts, and includes single stream recycling. Businesses, institutions, and higher-density residences must contract with private haulers for these services. Solid waste and recyclables from the Village are hauled to the Columbia County Recycling and Waste Processing Facility, located on Highway 16 in the Town of Pacific east of Portage.

**Figure 3: Sanitary Sewer Existing Problem Areas**



**5. Stormwater Management**

In 2005, the Village hired MSA Professional Services to conduct a feasibility study for establishing a stormwater utility. In 2006, the Village created a stormwater utility, charged

with managing stormwater within the Village via a special charge on water bills based on impervious surfaces. The Village purchased a street sweeper from this fund, among other efforts. The Village Stormwater Management Ordinance includes post-construction runoff management requirements for new development in the Village.

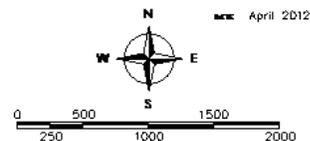
In 2012, GEC completed a comprehensive Stormwater Master Plan for the Village. That plan identified issues and potential solutions for stormwater management and flooding in the Village. Figure 4 and Table 10 identify areas of existing flooding and drainage concerns and potential solutions. The listed projects could be completed using monies from the stormwater utility or incorporated into the Village’s capital improvement plans and five-year street plans. All projects would need to be reviewed and approved by the Village Board.

**Figure 4: Existing Drainage Issue Areas**



**FIGURE 4.2-1  
EXISTING DRAINAGE ISSUES**

Poyntette Stormwater Master Plan  
Village of Poyntette, Columbia County, WI



Note: Areas 2 and 4 addressed since 2012.

**Table 10: Recent and Potential Projects to Address Drainage Issues**

Rank (not area #)	Drainage Issue Area (key to area number in Figure 4)	Potential Project to Address Issue	Est. Cost
1	Area 2-Colby Park	Curb cut and swale construction; COMPLETED	\$2,200
2	Area 4-Sanderson St	Street replacement with storm sewer; COMPLETED	\$72,100
3	Area 3-Pearl St	Full street replacement including (not including water & sewer)	\$51,700
4	Area 10-Lincoln St	Extend storm sewer and construct a rain garden	\$34,000
5	Area 6-E Seward St	Extend storm sewer east on Seward St (requires addition of street and other utility improvements)	\$70,500
6	Area 8-W Thomas St	Add curb, gutter, storm sewer (not including water main)	\$48,500
7	Area 9-Traceway Ct	Install concrete gutters and create a ditch.	\$14,950
8	Area 5-E Grant St	Add curb and gutter and storm sewer	\$92,000
9	Area 1-W Seward/Colby Blvd	Install concrete gutter	\$2,750
10	Area 7-W Washington St	Replace large storm sewer connected to the greenway discharge.	\$78,700
Total Estimated Cost for 'Top-Ten' Priority Projects			\$467,400

**6. Village Hall and Law Enforcement**

The Village Hall is located at 106 South Main Street. The Hall has been in this building since 1928, and underwent a major remodeling in 2000 following a roof collapse. The remodeling has provided room for expansion of Village offices, and improved access for the disabled.



The Village Hall includes the Village’s administrative offices, Police Department, and Board meeting room. The top floor of the Village Hall has a community room, used for various community activities. Columbia County and the State also run an elderly nutrition program out of the Village Hall.

The Village plans to replace the roof of the old gymnasium portion of the building in 2017. No other upgrades to the building, or unmet space needs for its occupants, have been identified at this time.

**7. Fire Protection**

The Village is served by the Poynette Dekorra Fire Department, a volunteer fire department. This is a joint district providing both fire service and emergency medical service (EMS) to the Village, the Town of Dekorra, and part of the Town of Lowville. The



modern fire station is located at 600 Water Tower Drive off of North Street.

The Insurance Service Office (ISO) is an organization that provides statistical information on risk. The ISO rates fire service from 10 to 1, with 1 being the best. The Poynette Dekorra Fire Department has an ISO rating of 3.

At the time of writing, there were no planned changes to fire service.

## **8. Library**

The Poynette Area Public Library is located at 118 N. Main Street in Poynette, just northeast of the Village Hall. It is affiliated with the South Central Library System (SCLS), which serves libraries in Adams, Columbia, Dane, Green, Portage, Sauk, and Wood counties. The Poynette Library receives financial support from the Village of Poynette and the Towns of Dekorra, Arlington, Leeds, and Lowville.

The Library has been serving the community since 1941 and at its current location, a former hardware store, since the mid-1990s. On April 1, 2013, the Village Board agreed to donate the Jamieson Building to the Library for use as an expansion for the children's area and to create a meeting room. In the fall of 2013, a capital campaign was launched by the Friends of the Library. Renovations on the historic Jamieson Building were completed in June, 2014. This expansion added 1,700 square feet to the 3,500 square feet of the existing Library.

Library circulation in 2014 was 61,768, which is an increase from 2001 of around 50,000. The Poynette Library collection includes approximately 13,500 books, 607 audio materials, 2,800 video materials, 3 locally owned databases, and 56 periodicals and newspapers. Library patrons also have access to approximately 123,000 electronic books, 28,000 electronic audio materials available for download, and 1,000 downloadable video materials. Materials are also shared between the linked libraries in the SCLS. There are six computers available to the public connected to the Internet; one catalog computer for searching, placing, and managing holds through the SCLS "LinkCat" system; and Wireless Internet Access. Other services are scanning, printing, faxing, and copying.

The Library also provides various outreach activities. A summer reading program engages community members of all ages by awarding prizes to top readers and prize drawings for each age group. The Library hosts public performances, toddler story time, crafts for elementary aged students, and has guest speakers from the local community to present about their careers for children in elementary and middle school during the summer. The Library also has a winter reading program for all ages and a winter carnival. The Library's fall and spring programs include a toddler story time, a book club for fourth and fifth grade students, activities for middle school students, and a book review club for high school teens. Adults can enjoy a variety of activities that meet weekly at the Library including euchre, cribbage, knitting, and crocheting. Patrons aged 16 and older can sign up for Craft Night which meets on the third Thursday of the month. Finally, the Library hosts special programs, such as informational speakers, movies at the library, local authors, and programs for leisure/arts.

## **9. Senior Center**

The Columbia County Aging and Disability Resource Center of Columbia County provides a senior nutrition program out of the Village Hall. The main programs are "Lunch Bunch," which is a program that provides lunch and socialization for residents 60 and older, and a home delivered meal program. Other programs include a variety of speakers both educational and entertaining, music, and other activities.

## 10. Telecommunications Facilities

There are currently no wireless telecommunications facilities in the Village of Poynette. Wireless service is provided from nearby towers in Dekorra. Verizon in 2015 installed an antenna array on top of the water tower. Columbia County has a repeater on the water tower for emergency communications.

CenturyTel and Charter Communications provide land-line phone service in the Village. CenturyTel also provides DSL internet service, and can provide dedicated T1 lines for those who require them. Charter provides internet service, with advertised download speeds of up to 60 Mbps.

## 11. Medical Facilities

Poynette has a pharmacy, two chiropractic clinics, and one dental office. Residents also visit clinics and hospitals in Lodi, Portage, DeForest, and Madison for medical services. The Village's proximity to the Madison area provides an array of health care providers within 45 minutes, including the University of Wisconsin Hospitals and Clinics, St. Mary's Hospital, Meriter Hospital, and several HMO provider facilities.

## 12. Educational Facilities

The School District of Poynette serves students in the Village of Poynette, most of the Town of Dekorra, the western portion of the Town of Lowville, the northern portion of the Town of Arlington, and a very small portion of the Town of Leeds. The School District includes two elementary schools, one middle school, and one high school. All but one of these facilities are in the Village of Poynette, in a campus on the Village's southeast side. Arlington Elementary is in the Village of Arlington.

According to the Wisconsin Department of Public Instruction, 2014-2015 student enrollment in the District was 1,158 students. Over the last ten years, enrollment has averaged 1,130 students. Its lowest enrollment level during this time was 1,079 students during the 2007-2008 school year, and its highest enrollment level within the same period was 1,158 students during the 2014-2015 school year.

## 13. Childcare Facilities

A variety of childcare types are available in the Poynette area, including group facilities, in-home care, and services affiliated with religious institutions, for children from infant to school age. At time of writing, child care centers in Poynette included:

- Kids First Preschool, 214 E Seward Street
- Main Street Youngsters, 316 North Main Street
- Stepping Stone Learning Center, 1199 North Highway 51

The number of childcare providers and their capacity change frequently. A good resource for those wishing to find childcare in the Poynette area is Community Coordinated Child Care, Inc. ([www.4-c.org/](http://www.4-c.org/)). This organization is part of a network of accredited, non-profit Wisconsin Child Care Resource & Referral agencies providing advocacy and support services for childcare in Columbia County.

## 14. Churches and Cemeteries

At time of writing, churches in Poynette included:

- St. Thomas Roman Catholic Church, 651 South Main Street
- Poynette Presbyterian Church, 224 North Main Street
- Poynette United Methodist Church, 402 South Main Street

- Bethel Lutheran Church, 514 Grant Street
- New Hope Community Church, 1199 North Highway 51

Hillside Cemetery is located east of Highway 51 and south of Tomlinson Drive, on the Village's east side. The Klaila Cemetery is located on Highway CS, on the Village's south side.

### 15. Parks and Recreation Facilities

The Village values the contribution of parks, open space, and other natural areas to the community's quality of life. As an expression of those values, the Village has an active Parks and Recreation Commission that guides the maintenance, upgrade, and use of the Village's parks. The Village also has a Park and Open Space Plan (POSP) to lay out short- and longer-term priorities for the Village's park and trail



system and individual parks. In February 2012, the Village Board adopted the 2012-2016 POSP as a stand-alone element of the Village's Comprehensive Plan—a status that is unchanged as a result of this Comprehensive Plan update. However, the Commission is currently re-evaluating the POSP, which may result in a possible update in 2017.

Existing parks and recreation facilities are all described in detail in the POSP. Additionally, the School District offers both youth and adult recreation programs in many sports, including adult recreation leagues in basketball and volleyball and youth clubs in basketball, wrestling, football, girl and boy scouts, and 4-H.

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## B. UTILITIES AND COMMUNITY FACILITIES GOALS, OBJECTIVES, POLICIES, AND PROGRAMS

**Goal: Provide safe and sustainable public utilities, facilities, services, and parks.**

### Objectives:

- Balance providing public services with managing the Village's tax burden.
- Explore energy efficient and environmentally sustainable utility and service solutions.
- Preserve and enhance park, open space, and recreational opportunities.
- Coordinate utility and community facility planning with land use, transportation, and natural resources planning and projects.

### Policies and Programs:

- Maintain and Improve Sanitary Sewer, Water, and Stormwater Systems: The Village intends to upgrade or fix deficient sewer and water mains and address drainage, in accordance with a phased program and often in conjunction with needed street reconstruction projects. See Figures 3 and 4 and Tables 10 and 11 for further information. The Village will also seek opportunities to expand municipal sewer and water services into new development areas and

to existing properties on private systems, as is practical. Within the Village limits, new development without municipal sewer and water is limited per Title II, Chapter 5 of the Municipal Code. Village code also limits the extension of sewer and water services outside of the municipal limits, as may be expanded through annexation. The Village will monitor changes to State law as they relate to stormwater management, sanitary waste collection and treatment, and municipal water.

- b. Emphasize Sustainability with Public Projects: The Village may implement and maintain a capital improvement program (CIP) for large Village projects in order to address community needs while effectively managing expenses and debt capacity. As needs and opportunities present themselves, the Village will also explore upgrades to community facilities and utilities in an energy efficient and environmentally sustainable manner wherever practical, considering short-term expense, long-term savings, and environmental protection and quality-of-life objectives. Finally, the Village will work with telecommunications providers to ensure that all homes and businesses in the Village have increasing access to high-speed data transmission.
- c. Implement and Update the Village's Park and Open Space Plan: That Plan should be a guide and springboard for improvements to Village parks, and potential State and federal grants for parks and recreation. To maintain such eligibility, the Village intends to complete five-year updates to the Park and Open Space Plan.

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## I. UTILITIES AND COMMUNITY FACILITIES IMPROVEMENT TIMETABLE

As required by Statute, Table 11 provides a timetable forecasting approximate need to expand or rehabilitate existing facilities, create new facilities, and assess future facility and utility needs. Table 11 includes elements that are not typically considered Village responsibilities or capital improvements, but are required to be addressed under Statute. The information listed in Table 11 may influence what the Village includes in a capital improvement program (CIP), along with advice from the Transportation chapter, other Village plans and studies, and the will of the Village Board. Table 11 is not intended to list every project that the Village may include in a CIP.

**Table 11: Utility and Community Facilities Improvement Timetable**

<b>Utility, Service, or Community Facility</b>	<b>Timeframe</b>	<b>Comments</b>
Water Supply and Distribution	2017-2025	There are no major anticipated water system upgrades. Some water main replacement with road reconstruction projects may be warranted. If the Westridge neighborhood development moves forward, there are water pressure issues that will need to be addressed, which are covered in the 2007 development agreement.
Sanitary Sewer Collection and Treatment	2017-2025	Treatment plant may not require upgrades over this period, but Village will maintain the system's Effluent Permit and monitor State rule changes. Older clay sewer mains warrant replacement, which may most efficiently be undertaken with road projects. See Figure 3 for problem areas that may warrant particular attention.
Electrical and Natural Gas Generation and Transmission	n/a	These are not Village utilities. ATC will install new line through area in 2016-18.
Solid Waste and Recycling Collection and Disposal	n/a	No changes anticipated.
Stormwater Management	2017-2025	Areas of periodic flooding and drainage issues may warrant action in locations identified in Map 4 and Table 10. Storm sewer and other stormwater improvements may be included with road projects as warranted.
Village Hall and Law Enforcement	2016, ongoing	Roof of gym section to be replaced. The Village will continue to Seek energy/cost efficiency improvements where possible. No significant changes anticipated.
Fire Protection	Beyond 2025	Modern facility. No changes anticipated.
Library	Beyond 2025	Recently expanded. No major changes anticipated.
Senior Center	2017-2020	May expand offerings at Village Hall, such as exercise.
Telecommunications Facilities	2017-2025	Mainly a private function, but the Village continues to encourage use of the water tower for cell antennas and expansion of broadband internet service.
Medical Facilities	n/a	Though Village residents would appreciate more in-town medical services, the trend in industry is towards consolidation.
Educational Facilities	n/a	The Village will cooperate with the Poynette School District on potential future facility expansions or improvements. If District is no longer interested in North Street land, it would be an excellent area for business park expansion (see Land Use chapter).
Childcare Facilities	n/a	A private function; current facilities appear adequate.
Churches and Cemeteries	n/a	A private function; current facilities appear adequate.
Park and Recreation Facilities	2017-2025	Implement current recommendations of Park and Open Space Plan as budget allows. Update Plan by 2017, 2022.

## CHAPTER SEVEN: HOUSING AND NEIGHBORHOOD DEVELOPMENT

This chapter of the Plan contains background information, goals, objectives, policies and recommended programs aimed at providing an adequate housing supply that meets existing and forecasted housing demand in the Village of Poynette.

### A. HOUSING FRAMEWORK

This section describes the Village’s predominant housing stock characteristics such as type, value, occupancy status, age and structural condition. This section also provides projected housing demand in the Village, and describes housing development and rehabilitation programs available to residents.

#### 1. Housing Stock Characteristics

In 2000, there were 960 housing units in the Village. By 2010, that number was up to 1,122 units. This is a total increase of 162 units, or an average increase of 16.2 units per year. Single-family dwelling units remain the predominant type of housing in the Village, at over 65 percent in 2010. The majority of new housing units added were single-family detached units and “Mobile Home and Other” units, with very few new multi-family units. Hence, the proportionate share of multi-family housing in the Village decreased between 2000 and 2010.

**Table 12: Housing Type Percentages, 2000 to 2010**

Units per Structure	2000 %	2010 %
Single-Family Detached	57.8%	65.0%
Single-Family Attached	4.4%	3.7%
Two-Family (Duplex)	6.8%	6.1%
Multi-Family (3 or 4 Units)	5.2%	5.5%
Multi-Family (5-9 Units)	7.7%	2.7%
Multi-Family (10+ Units)	12.0%	9.0%
Mobile Home and Other	6.8%	8.0%
<b>Total Housing Units:</b>	960	1,122

*Source: 2000 and 2010 U.S. Decennial Census and 2006-2010 5-Year American Community Survey (ACS), U.S. Census Bureau.*

Table 13 includes a comparison of other housing stock characteristics for the Village with the Towns of Dekorra, Lowville, and Arlington, the City of Lodi, the Village of Arlington, and Columbia County. In 2010, the Village had a vacancy rate of 6.8 percent. The percent of owner-occupied homes was 67.5 percent. The Village’s 2013 median housing value was \$157,900.

**Table 13: Housing Stock Characteristics**

	Village of Poynette	Town of Dekorra	Town of Lowville	City of Lodi	Town of Arlington	Village of Arlington	Columbia County
Total Housing Units	1,122	1,337	422	1,272	332	330	26,137
% Vacant	6.8	27.2*	6.0	3.8	6.9	3.9	13.0*
% Owner Occupied	67.5	91.9	90.7	65.6	84.1	81.4	74.6
Median Housing Value in 2013	\$157,900	\$229,300	\$234,100	\$183,900	\$253,800	\$184,900	\$175,000

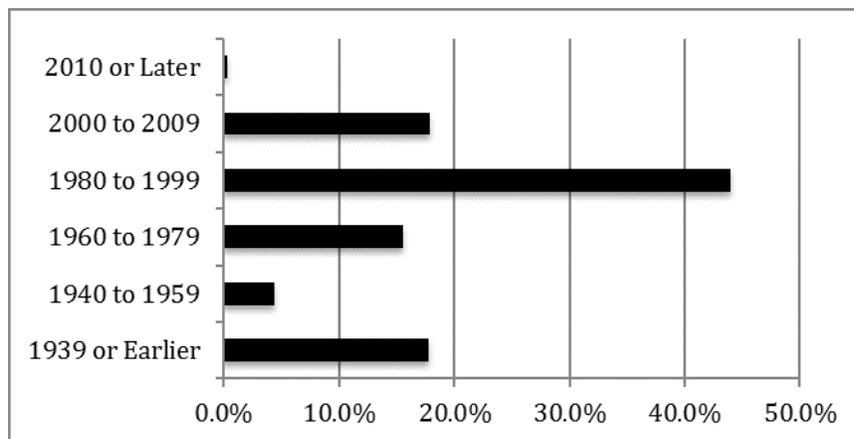
Source: 2010 U.S. Census and 2013 5-Year American Community Survey (ACS), U.S. Census Bureau.  
 \*These vacancy rates reflect a high percentage of part-time and vacation homes.

**2. Housing Condition and Age**

Figure 5 illustrates the age of the Village’s housing stock based on 2010 Census data. The age of a community’s housing stock is sometimes used as a measure of the general condition of the community’s housing supply. More than half of Poynette’s housing stock was built after 1980. Over 40 percent of Poynette’s housing stock was built between 1980 and 1999. Less than 20 percent of the housing stock is older than 1940.



**Figure 5: Age of 2013 Housing Stock as a Percent of the Total**



**3. Projected Housing Needs**

Projected future housing unit demand in the Village of Poynette is based on population forecasts shown in Table 2 of Chapter Two and the predicted housing vacancy rate. The projections use a constant future household size of 2.41 persons per household and a constant housing vacancy rate of four percent. Based on this methodology, housing demand

in Poynette is forecasted to be between 1,028 and 1,119 total housing units in 2015, between 1,111 and 1,242 total units in 2020, between 1,162 and 1,379 total units in 2025, between 1,214 and 1,532 total units in 2030, and between 1,266 and 1,701 total units in 2035. Projected land use demand associated with the estimated housing demand is presented in Table 9 of Chapter Four.

#### 4. Housing Programs

Under Wisconsin's comprehensive planning law, a community must provide a range of housing choices that meet the needs of persons of all income levels, age groups, and special needs. This subsection identifies specific programs available in Poynette that promote affordable housing. In Columbia County, housing assistance is provided through both a non-profit and a private company. By way of a contract with the State of Wisconsin, Forward Services Corporation administers the W-2 program for Columbia County, which offers housing assistance to those who qualify for the program.

The County refers others with housing assistance needs to the non-profit Community Action Council. The Council receives federal and state funding to provide housing assistance to low- to moderate-income residents. These programs include:

- Weatherization assistance to replace materials and rehabilitate homes
- Section 8 housing
- Rental assistance program
- Emergency funding through the Federal Emergency Management Agency (FEMA)
- Grants for temporary housing for the homeless
- Home buyers rehabilitation funding
- Down payment and closing cost assistance

Other housing programs available to Poynette residents include home mortgage and improvement loans from WHEDA and home repair grants for the elderly from the U.S. Department of Agriculture. The HOME Investment Partnerships Program funds down-payment assistance for homebuyers, rental rehabilitation, weatherization-related repairs, accessibility improvements, and rental housing development. The Housing Cost Reduction Initiative (HCRI) funds activities such as emergency rental aid, homeless prevention efforts, and related housing initiatives. Further information on these programs can be obtained by contacting WHEDA.

The USDA Rural Development department provides low-interest loans to very low-income owner occupants, to improve or repair homes, to remove health and safety hazards, or to make homes accessible to disabled household members.

Other programs available to Columbia County residents can provide disabled, low-income, or elderly residents with energy assistance and in-home services, such as cleaning and health visits. Further information on these programs can be obtained by contacting the Columbia County Department of Health and Human Services.

## B. HOUSING AND NEIGHBORHOOD DEVELOPMENT GOALS, OBJECTIVES, POLICIES, AND PROGRAMS

**Goal: Encourage a variety of housing types and neighborhood environments.**

### Objectives:

- a. Promote homeownership in the Village.
- b. Allow and encourage affordable housing for all incomes and ages, and to support Poynette's workforce.
- c. Promote neighborhoods that provide an attractive living environment; are built around, preserve, and celebrate natural assets; have interconnected road, trail, and sidewalk networks.
- d. Help maintain and rehabilitate the Village's existing housing stock, particularly rental housing and housing in the downtown area.

### Policies and Programs:

- Attempt to Expand the Availability of New Single Family Lots: There have only been a handful of new single-family homes and no new neighborhoods in the Village since the late 2000s. The national and Madison area housing markets improved dramatically starting in 2012, but that has yet to translate to new subdivision improvement activity in Poynette. Upon close inspection, this is unsurprising. Many larger Madison-area developers and builders have inventory of available land and approved plats in places like Waunakee and DeForest, where new lots sell for upwards of \$100,000. In contrast, the prices of the remaining vacant lots in Poynette are about half that and improvement costs are the same or maybe even higher. The consultant's casual conversations with a handful of Madison-area homebuilders suggest that their focus will remain in Madison and closer suburbs for the foreseeable future. Still, the Village intends to engage in effort to spark and maintain a healthy new single-family housing market in Poynette, which may include:



- Reconnecting with local developers and builders, including those who have built Poynette's neighborhoods over the past two decades.
- Identifying other local building interests and land owners who could transition into becoming local residential developers or builders.
- Facilitating the development of infrastructure to assist residential development, such as the westerly extension of North Street described in the Transportation chapter.
- Enabling greater housing density than in last 20 years to increase developers' bottom line.

- Revisiting certain public improvement standards, such as storm sewer, may be other approaches to spur new subdivision development in Poynette.
- Marketing Poynette under the “Poynette...Naturally” brand and its assets, including its parks, natural areas, and smaller school district.
- Improving policy consistency and reputation, particularly for and among real estate interests.
- Encourage Housing that Incorporates Alternative Energy and “Green” Building: These may include recycling excess construction materials; preserving mature trees; using geothermal, solar, or other renewable energy technologies; installing Energy Star rated appliances; or using environmentally preferred or locally sourced building materials. This style of building appeals to many homeowners and building managers who seek healthier, more energy-efficient buildings. The Village may explore incentives, such as building permit fee reductions, for builders who utilize sustainable building techniques beyond building code minimums.

## CHAPTER EIGHT: ECONOMIC DEVELOPMENT

This chapter of the Plan contains information, goals, objectives, policies and recommended programs to promote the retention and stabilization of the economic base in the Village of Poynette. As required by §66.1001, Wisconsin Statutes, this chapter includes an assessment of new businesses and industries that are desired in the Village, and an assessment of Village strengths and weaknesses.

### A. ECONOMIC DEVELOPMENT FRAMEWORK

This section details economic development characteristics of the Village of Poynette. Employment and labor force data is described in Chapter Two.

#### 1. Economic Overview

The Land Use chapter describes the geographic location of economic activity in Poynette. Some additional aspects of Poynette’s current economic profile include the following:

- Poynette currently has a population of more than 2,527 people and was one of the fastest growing municipalities in Columbia County between 2000 and 2010.
- In 2010, the average household income in Poynette was \$58,125, just a bit more than the average household income in Columbia County.
- The median age of Poynette residents is 37 years old and the school-age population is growing.
- Poynette has several small and mid-sized businesses, led by the School District, Poynette Iron Works, Research Products, and Lakeside Foods.

**Table 14: Top Poynette Employers, 2015**

Employer Name	Address	Employees
Poynette School District	108 N Cleveland Street	151
Poynette Iron Works, Inc.	209 East North Street	84
Research Products	300 East John Street	71
Lakeside Foods	W8070 Kent Road	70

#### 2. Economic Development Agencies and Programs

The Wisconsin Economic Development Corporation (WEDC) administers a number of economic development initiatives. WEDC is the public-private entity functioning as a “re-organized” Wisconsin Department of Commerce under the current administration, divides the State into seven different territories covered by Regional Account Managers who help connect resources to businesses hoping to expand and/or locate in the Region. Poynette and Columbia County are within the region that includes Columbia, Dane, Green, Jefferson, Sauk, Rock, Iowa and Dodge Counties. WEDC partners with local governments, as well as businesses and industry, specifically targeting high-growth businesses. At time of writing, WEDC administered the following programs to local governments, among others:

- Community Based Economic Development Program (CBED). Through this program, the WEDC offers funding assistance to local governments and community-based organizations that undertake planning, development, and technical assistance projects that support business development. Using CBED program funds, local governments can finance economic development plans, small business and technology-based incubator grants, revolving loan programs to provide funding support to local businesses, and entrepreneur training programs for at-risk youth. Funds are available on an annual basis through a competitive application process.
- Community Development Block Grant (CDBG). This federally funded program is currently administered for non-urban locations in Wisconsin by WEDC. Grants for improvements to public infrastructure where the direct result is the attraction or expansion of a business that brings quality jobs into the community.
- Blight Elimination and Brownfield Redevelopment Program. This program provides funding for the assessment, remediation, redevelopment, and acquisition of contaminated brownfield sites for the purposes of blight elimination and redevelopment. Eligible projects must advance economic development and positively impact the environment, and may include activities like environmental investigation, removal of underground tanks, land acquisition, site and building clearance, and infrastructure improvement.

The Columbia County Economic Development Corporation (CCEDC) is a non-profit corporation established in 1992 to coordinate economic development throughout Columbia County. The corporation is staffed by a full time economic professional and an administrative assistant, and is governed by a Board of Directors with membership from all participating communities and the Columbia County Board of Supervisors. The corporation is funded by the Columbia County Board and participating municipalities on a per capita basis. The CCEDC's purpose is to foster and encourage activities in the County that result in constructive economic development and/or result in an improved quality of life. The CCEDC's revolving loan program, established in 2002, is meant to aid start-ups or expansions of Columbia County businesses. The fund provides 50/50 matching funds providing a maximum ratio of \$20,000 per new full-time equivalency job created. This program is for businesses with 50 or fewer employees and annual revenue below one million dollars. For more information, see <http://www.co.columbia.wi.us/ColumbiaCounty/Default.aspx?tabid=1578>.

### 3. Economic Development Focus

Wisconsin's comprehensive planning law requires that the Village, through this Plan, "assess categories or particular types of new businesses and industries" that the Village desires. The Village places high emphasis on both supporting existing businesses and providing new opportunities for commercial and industrial development. Poynette also seeks creation of a new, more exclusive business park setting.

The current size of the business community, along with the current size of the community in general, indicates that Poynette would benefit from business retention and expansion, plus the addition of more businesses.

While the overall unemployment rate in Poynette is relatively low, only about 15% of Poynette residents actually work in Poynette. Most residents commute to work outside of the municipality and on average they commute about ½ hour each way to get to work. This

adds almost an hour to each workday for many residents. Providing more opportunities for employment within the Village limits is one good way to reduce commuting times for Poynette’s residents while simultaneously improving the economic base of the Village.

A 2011 market analysis for the Village, prepared by Vierbicher Associates, suggested the following retail type development opportunities for Poynette: fast food restaurants; full service restaurants; lawn, garden, nursery, and landscaping; health and personal care; and electronics and appliances.

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## B. 2011 ECONOMIC DEVELOPMENT AND DOWNTOWN PLAN

In 2011, the Village received a draft Economic Development and Downtown Plan from a hired consultant—Vierbicher Associates. While never formally adopted by the Village, that Plan provides a useful assessment of the Village’s strengths and opportunities for economic development, summarized in this section. Later, within the “Goals, Objectives, Policies, and Programs” section, that 2011 Plan is mined for additional direction.

### 1. 2011 Plan Theme

The Executive Summary of the 2011 Economic Development and Downtown Plan for the Village of Poynette concluded with the following:

“Poynette’s location in the heart of some of Wisconsin’s most cherished natural amenities and convenient access to both the Madison and Portage markets make the community an attractive destination for residents and business tenants. In order to fully capitalize on this opportunity, the Village must create a more visible presence in the region and demonstrate that it is prepared to embrace new residents and businesses to the community and will work to support new development and business operations. This will also likely require the community to be proactive in coordinating with rural neighbors to meet the cultural, economic and real estate requirements associated with increased growth and to fully realize the potential growth which can be catalyzed by marketing the existing area destination amenities. By demonstrating success in local projects, including revitalization of the existing downtown, Poynette will be able to build credibility and awareness of the Village as a destination, which can be translated into continued economic growth and vitality for the future.”

This statement offers both a potential theme and starting point from which the Village can begin to focus its economic development efforts.

### 2. Highway 51 Corridor

The 2011 Plan had a few observations and recommendations for the Highway 51 corridor as well. This area is home to the only grocery store in Poynette as well, a newer variety store, and other small restaurants and commercial uses. This area is not particularly amenable to pedestrians because of the heavy traffic volumes on Highway 51.

The Plan noted that this area is close to Downtown Poynette, but lacks the same



character and charm as the downtown area. The Highway 51 corridor is useful for larger retail and commercial establishments that draw from a larger trade area. Whereas Downtown Poynette should be repositioned for mutually supporting niche uses, the Plan suggested that infill and redevelopment along Highway 51 should strive for more coordinated development that serves the everyday needs of local consumers for both residents of the Village as well as those from within the broader market surrounding the Village.

### 3. Downtown Poynette

The 2011 Plan's primary emphasis is on the potential of Downtown Poynette for capturing many of the Village's economic opportunities. The Plan describes current downtown conditions as follows:

“Poynette’s downtown core consists of one block with a largely intact traditional two-story brick commercial district. As an economic entity, the downtown extends for one block in each direction to the north and south, encompassing the Village Hall and police station, the Bank of Poynette, and the



Merchant’s Walk commercial building. Many of Poynette’s civic attractions are located within this area, including the library, historical society, aforementioned municipal functions, and Scout Hall. The U.S. Post Office is also immediately adjacent to this area. Many of the community’s service and retail entities are also located downtown, while others have elected to locate along the Highway 51 commercial corridor. Downtown commercial tenants provide services including legal services, banking, chiropractic services, hairstyling, fitness and photography as well as housing several local taverns. Several vacancies also exist within the first floor commercial spaces. While the downtown core has retained its civic function as a central hub of activity, it has not experienced significant reinvestment.”

The 2011 Plan continued by noting that revitalizing Downtown Poynette will require coordinated, creative planning and marketing strategies. The following goals were offered:

- Maintain the character of Poynette’s historic downtown;
- Create a pedestrian-friendly street edge along Main Street and Washington Street;
- Provide additional off-street parking;
- Provide access to rear parking from Main Street; and
- Meet market demand for civic, commercial, and residential spaces.

The 2011 Plan noted that the downtown area poses a viable place for businesses to locate. The buildings are of good quality and the downtown area possesses a certain small town feel that could attract local residents as well as tourists. Niche retailing and local services appear to be a viable formula for the survival of the downtown.

The Historical Museum in Downtown Poynette presents an opportunity for retail, in that a retail store could be established to complement the displays in the Historical Museum or to

complement the historical feel of the downtown area. Bringing in a specialty bookstore, an antique store, an arts and crafts store, or a store that complements the Historical Museum could be extremely beneficial to the Village because these would work to attract more tourism to Poynette.

Poynette residents have also expressed interest in establishing smaller commercial and service businesses in the downtown that provide necessities for local residents. Locally-desired businesses for downtown include smaller commercial shops and more local services and restaurants. Some examples of these could include a pharmacy, a general merchandise store, a bakery, a coffee shop, or a casual sit-down restaurant with outdoor tables during the spring and summer.

The combination of Poynette's younger population and the MacKenzie Environmental Center and other outdoor recreation opportunities in the area could create demand for a local specialty sporting goods store, bike shop, camera shop, or nature store that would also benefit the downtown area. Stores that appeal to younger patrons would likely see significant growth because of the number of young people who live in the area.

The 2011 Plan noted that it would be best for retail businesses to locate on the ground floor of these downtown buildings. That leaves the upper floors available for housing or other types of businesses, including offices and other services that do not need to rely on the visibility and pedestrian attractiveness that retail businesses require.

It will be important for downtown retailers to work together for successful revitalization of the area. Retailers could participate in joint marketing programs and maintain consistent store hours with other area retail establishments. The entire downtown could have a weekend "sidewalk sale" where all of the retailers sell discounted merchandise. Programmed downtown events such as outdoor movies and concerts, block parties, street fairs, craft markets, and farmers markets could be used to bring more people into Downtown Poynette.

Many residents have expressed concerns about parking in the downtown area. Visitors today can use the Municipal Building lot and back parking lots for after-hours spillover parking. If a CTH CS realignment is constructed (see Map 4B and Transportation chapter), angled parking could be implemented downtown.

Finally, the 2011 Plan included specific recommendations for Downtown Poynette reinvestment, including varying options for property-specific redevelopment. While some of these have been passed over by the Village Board in favor of more modest reinvestment, others may be worth referring to as time passes.

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## C. ECONOMIC DEVELOPMENT GOALS, OBJECTIVES, POLICIES, AND PROGRAMS

**Goal: Strengthen, support, and promote growth of businesses and economic development districts, consistent with community resources and identity.**

**Objectives:**

- a. Retain and help expand existing businesses as a first priority.
- b. Target industrial and other job-producing uses that support the community.
- c. Support commercial redevelopment, infill, and expansion in the downtown and along the Highway 51 corridor.

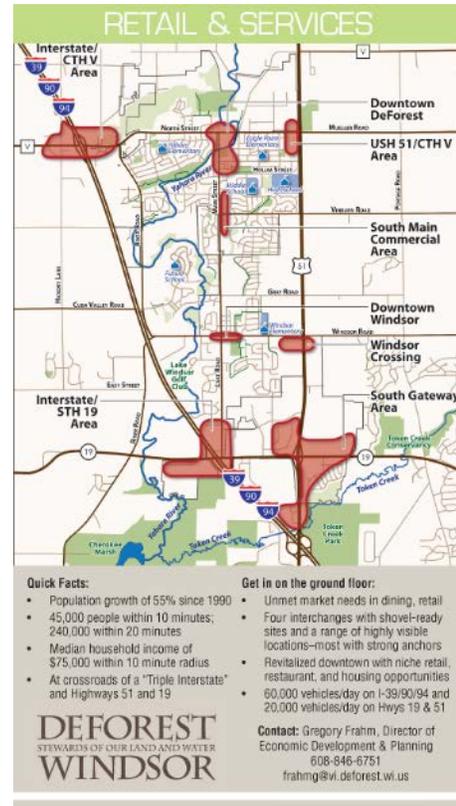
- d. Promote and capitalize on the many destinations in and around the community, such as the Library, Mackenzie Center, and Rowan Creek.

### **Policies and Programs:**

- a. Design and Implement a Business Retention and Expansion Program: Poynette's three major manufacturing employers—Poynette Ironworks, Research Products, and Lakeside Foods—employ about 225 persons. These are the vast majority of private sector jobs in Poynette. Retaining and helping to expand these and other businesses that are already in Poynette is the most cost-effective way to grow the local economy. Such activities also create a business climate that is attractive to new investment from others. The Village, therefore, intends to develop, adopt, and implement a formal business retention and expansion program. A variety of different business retention and expansion models exist. The intention, regardless of model, is to stay in front of existing businesses with value-added propositions to show commitment to their success and subsequently leverage those relationships to aid in attracting new businesses. Services could include regular contacts with area businesses to identify expansion possibilities and to make sure that small problems do not escalate, resulting in possible closure or relocation outside of Poynette.
- b. Advance One or More Areas for a New Business or Industrial Park: The Village intends to pursue the opening of new areas for industrial and/or business park development. As identified in Maps 4A and 4B in the Land Use chapter, two areas appear the most promising. One is located north of Hinkson Creek along Highway 51. Development of this area for a business park or one or more industrial users will require property owner and intergovernmental coordination (the land is currently in Dekorra); detailed site investigation; grant investigation and procurement; annexation and zoning; potentially land acquisition; extension of municipal utilities; securing roads, power, communications, and other required infrastructure; and probably establishment of a tax incremental financing district. The second potential area for business park development includes largely Poynette School District owned lands along North Street. Though coordination with the School District would be required, this area would probably require less effort than developing the area north of Hinkson Creek. Given community growth plans, it is debatable whether this would be the best location for a future school, but surrounding land uses and transportation and utility access do support industrial or other business development here.
- c. Develop and Implement a Highway 51 Commercial Expansion Strategy: Highway 51 is a key economic engine, but has limited land supply, some redevelopment need, and some access issues. The Village will actively promote highway-oriented commercial development in the Highway 51 Corridor. This could be advanced through a detailed planning effort involving property owners and neighbors. Such a plan may provide land use, Highway 51 improvement, pedestrian access, development design, community branding and streetscaping (e.g., signage, lighting), and economic development advice for the Highway 51 corridor. Development concepts and strategies for key sites could be included, including the lands south of Piggly Wiggly and northeast of the 51/Pauquette Pines intersection. Development incentives, like tax incremental financing, may be considered if the private market brings high-value projects to the table.

d. Advance Revitalization of Downtown Poynette: The 2011 Economic Development and Downtown Plan, summarized earlier in this chapter, provides a number of recommendations related to the revitalization of the downtown. To advance these ideas to implementation, the Village may approach the matter either incrementally or systematically. The Wisconsin Main Street Program advocates restoration of the historic character of downtown while pursuing traditional development strategies such as marketing, business recruitment and retention, real estate development, and public improvements. Participation the Main Street Program, however, requires substantial local commitment and expense. As a first step, Poynette may consider participation in the Connect Communities program, which helps local leaders leverage the unique assets of their downtowns and commercial districts, providing access to resources and networking opportunities to local leaders interested in starting a district revitalization effort. Connect Communities program participants will have immediate access to experienced staff within the WEDC and to the leaders within the Connect Communities Network. Representatives of the Village might consider meeting with a WEDC Regional Account Manager to help the agency better understand priorities of the Village regarding economic development and to further identify what specific resources might be available to the Village.

e. Prepare a Community Profile Marketing Piece: The Village of Poynette has desired a short community and economic profile piece. Such a document, which could be distributed electronically and in hard copy form, could assist in communicating what Poynette has to offer to potential business prospects, residents, and other investors. Much of the content could be derived from the information within this Comprehensive Plan. The piece could be adaptable to include a current inventory and map of parcels available for economic and housing development. Preparation of such a piece was in progress at time of writing.



*The above is a page from a community profile and marketing piece from the nearby Village of DeForest.*

## CHAPTER NINE: INTERGOVERNMENTAL COOPERATION

This chapter of the Comprehensive Plan includes goals, objectives, policies and programs for joint planning and decision-making; incorporates by reference all plans and agreements to which the Village of Poynette is a party under §66.0301, §66.0307, or §66.0309, Wisconsin Statutes; and identifies known existing or potential conflicts between this *Comprehensive Plan* and the plans of adjacent villages and towns, Columbia County, Dane County, the State of Wisconsin, and school districts.

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### A. EXISTING REGIONAL FRAMEWORK

The following is a description of the plans of other jurisdictions operating within or adjacent to the Village of Poynette. Following the description of each jurisdiction's plan, this section analyzes potential conflicts with this Village of Poynette Comprehensive Plan. Where conflicts are apparent, a process to resolve them is offered later in this chapter.

#### 1. Town of Dekorra

The Town of Dekorra surrounds the Village of Poynette on all but the Village's south side. In 2014, the Town of Dekorra adopted a full update to its comprehensive plan. In summary, the updated plan is intended to help the Town preserve its rural character and, at the same time, attract high quality commercial, industrial, and residential development to planned areas of the Town to help balance its tax base.

As it relates to Poynette, Dekorra's plan acknowledges areas of "urban transition" close to the Village limits, in areas that generally coincide with the Village's planned expansion areas on Map 4A. Exceptions include the 40 acres west of the Village along McMillan Road planned for future neighborhood development in the Village's plan, and the Village's planned business park area north of Hinkson Creek along Highway 51. The Town plan identifies both areas for continued agricultural use.

The Town's 2014 plan also suggests that the Town desires to work with Poynette to ensure that future municipal boundary changes, utility service areas, land use policies, and extraterritorial decisions benefit both communities. Specifically, the Town plan suggests that "Dekorrra and Poynette may benefit from entering into a formal intergovernmental agreement covering community development issues of mutual concern. These issues may include municipal boundaries, extraterritorial rights, economic development, rural development, growth management, sanitary sewer and water service provision, parks and recreation, development design standards, or even shared revenues from new development." Possible areas of agreement within these topical areas are also offered.

#### 2. Town of Arlington

The Town of Arlington abuts the Village on its south side. The Town of Arlington Comprehensive Plan 2030 was adopted in 2009. Arlington's plan is focused on farmland preservation. Unlike this Village's Plan, Arlington's plan does not identify most of the area between CTH Q and Wibu Road for future neighborhood development.

**3. Town of Lowville**

The Town of Lowville is east of the Village by about two miles. Lowville adopted its Comprehensive Plan in 2004, as part of the same planning process that led to the Village of Poynette's 2005 comprehensive plan.

**4. Columbia County**

In 2007, the Columbia County Comprehensive Plan 2030 was prepared in conjunction with comprehensive plans for most of the towns in Columbia County, and also reflected city and village plans. The Columbia County Comprehensive Plan 2030 includes an "Agricultural, Natural, and Cultural Resources" element; a future land use map that identifies planned "Agricultural and Other Open Space Areas," and policies for limited residential development within such areas. In 2013, the County adopted amendments to the Columbia County Comprehensive Plan 2030 to ensure full consistency with its new Farmland Preservation Plan, which itself was adopted as a detailed component of the County's Comprehensive Plan under Section 66.1001.

In terms of future land use recommendations, the County's Plan generally reflects Dekorra's and Arlington's plans. County zoning applies in these town areas.

**5. Important State Agency Jurisdictions**

The Wisconsin Department of Transportation's (WisDOT) Southwest Region office (Madison) serves the Village of Poynette and Columbia County. WisDOT plans are summarized in Chapter Five. There are no known conflicts between the WisDOT plans and this Village of Poynette Comprehensive Plan.

The Wisconsin Department of Natural Resources (WisDNR) provides service to Poynette out of its South Central Region office in Fitchburg. There are no known conflicts between this State agency's policies and programs and the Village of Poynette Comprehensive Plan.

**6. School Districts**

Information on the Poynette School District is presented in Chapter Six. There are no known conflicts between the *Village of Poynette Comprehensive Plan* and School District plans and policies.

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## **B. INTERGOVERNMENTAL GOALS, OBJECTIVES, POLICIES, AND PROGRAMS**

**Goal: Promote cooperation with the communities in the Poynette area.**

**Objectives:**

- a. Advance the Village's vision and a regional ethic via intergovernmental relationships.
- b. Maintain intergovernmental communication, whether around formal agreements or not.
- c. Increase collaboration on transportation, economic development, land use, resource protection, and recreation initiatives.

**Policies and Programs:**

- a. Pursue an Intergovernmental Land Use and Boundary Agreement with Dekorra: Poynette and Dekorra would benefit from entering into a formal intergovernmental agreement covering community development issues of mutual concern. These issues may include municipal boundaries, extraterritorial rights, joint economic development, rural development and farmland preservation, growth management, sanitary sewer and water service provision,

parks and recreation, development design standards, or even shared revenues from new development. An agreement such as this would help the communities minimize competition for development, share both the costs and benefits of economic development, make sure that future development is of high quality, provide all parties with a greater sense of certainty on the future actions of others, and promote municipal efficiency in an era of diminishing government resources. There are two main formats for intergovernmental agreements under Wisconsin Statutes. The first is available under Section 66.0301, which allows any two or more communities to agree to cooperate for the purpose of furnishing services or the joint exercise of any power or duty authorized under State law. While this is the most commonly used approach, a “66.0301” agreement is limited by the restriction that the municipalities must be able to exercise co-equal powers. Another format for an intergovernmental agreement is a “cooperative plan” under Section 66.0307 of the Wisconsin Statutes. This approach is more labor intensive and ultimately requires State approval of the agreement, but does not have some of the limitations of the “66.0301” agreement format.

- b. Engage in Topic-Specific Regional and Intergovernmental Discussions with Others: The various chapters of this Comprehensive Plan identify a number of programs that can be successfully carried out only with cooperation with other units of government. These include WisDOT, WisDNR, the Wisconsin Economic Development Corporation, Columbia County Economic Development Corporation, Columbia County government, and others. The Village will engage with these groups as required and desirable to meet common objectives and advance the recommendations of this Comprehensive Plan.

## CHAPTER TEN: IMPLEMENTATION

Few recommendations of this Comprehensive Plan will be automatically implemented. Specific follow-up actions will be required. The purpose of this chapter is to identify and program major implementation steps, propose a system to measure success in achieving Plan recommendations, and describe the process for subsequent amendments to the Plan.

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### A. PLAN ADOPTION

A first step in implementing the Village of Poynette Comprehensive Plan is making sure that it is adopted in a manner that supports its intended future use as a tool for consistent decision-making. Pursuant to Section 66.1001, Wisconsin Statutes, the Village has included all necessary elements (as laid out in Figure 6) and has followed the procedures for adopting and amending this Plan under the State's comprehensive planning legislation.

The State comprehensive planning statute requires that the implementation element "describe how each of the elements of the comprehensive plan shall be integrated and made consistent with the other elements of the comprehensive plan." Because the various elements of this Plan were prepared simultaneously, there are no known internal inconsistencies between the different elements or chapters of this Plan, although there are clearly challenges and tensions among certain recommendations.

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### B. PLAN ADVANCEMENT AND AWARENESS

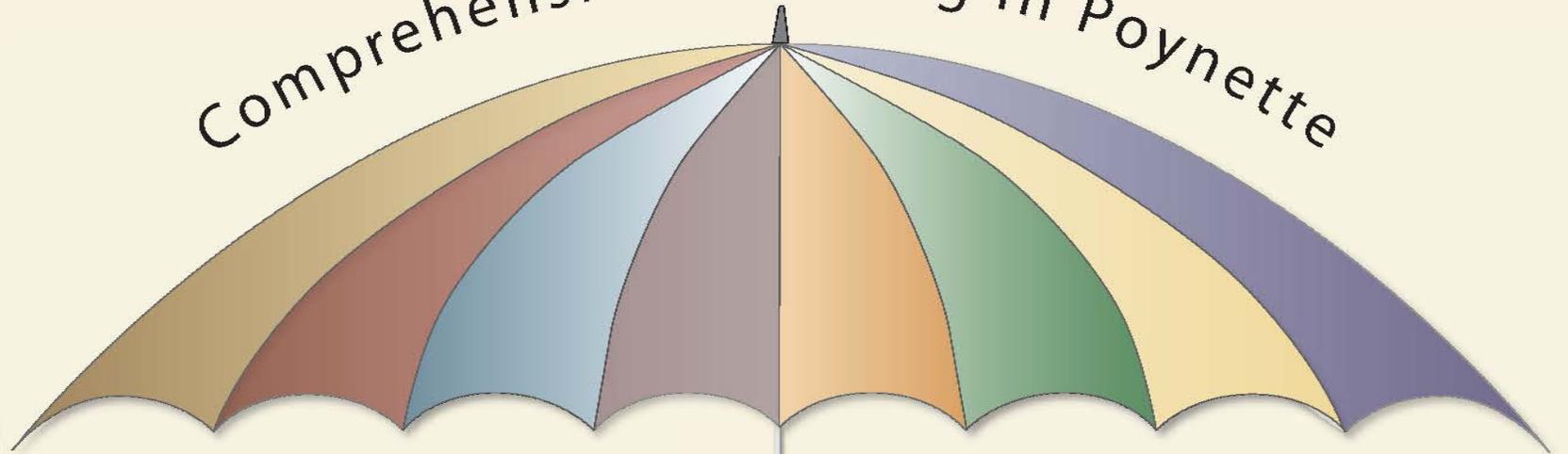
This Plan will be used by government officials, developers, residents, and others interested in the future of the Village to guide growth, development, redevelopment, and preservation. The Village intends to constantly evaluate its decisions on private development proposals, public investments, regulations, incentives, and other actions against the recommendations of this Plan. In fact, all amendments to zoning and subdivision ordinances (including rezonings) must be consistent with the adopted Plan, under State law.

This Plan will only have value if it is understood, supported, and used. The Village will make concerted efforts to increase awareness of this Plan, such as by:

- Prominently displaying Plan materials at Village Hall.
- Ensuring that up-to-date materials are easily accessible on the Village's website.
- Speaking to community organizations about the Plan.
- Presenting and discussing implementation progress and performance reports to the Village Board and Plan Commission. These presentations should occur at least annually and ideally in the late summer or early fall to coincide with the budget cycle.
- Incorporating major implementation steps (see Table 15) in the annual Village budget, as funding allows.

**Figure 6**

# Comprehensive Planning in Poynette



**9 Elements of Poynette's Comprehensive Plan**

**Required Content of Each Plan Element**

**Poynette's More Detailed Efforts (NOT part of this plan)**

	<b>Issues and Opportunities</b>	<b>Agricultural, Natural and Cultural Resources</b>	<b>Land Use</b>	<b>Transportation</b>	<b>Utilities and Community Facilities</b>	<b>Housing and Neighborhood Development</b>	<b>Economic Development</b>	<b>Intergovernmental Cooperation</b>	<b>Implementation</b>
	Background information, trends and forecasts, and overall goals	Conserving farmland, natural features, historic sites, open space, and community design	Future location of residential, commercial, industrial and other land uses	Future and improved transportation facilities, like roads and bike and pedestrian facilities	Improve and maintain utilities (e.g., sewer and water) and community facilities (e.g., police, fire)	Supply sufficient affordable housing for all incomes, ages, and special needs	Attract and retain desired businesses and industries and promote redevelopment	Joint planning and services and to resolve conflicts among plans	Recommended actions to be completed in a stated sequence (timeline) to guide plan implementation
		Tree Management/EAB Readiness Plans Cultural Resource Survey (Future) Natural Resources Preservation and Management element of Park Plan	Downtown/Main Street Concept Land use elements of Economic and Marketing Strategy	Capital Improvement Program Bike and Pedestrian System Plan (Future, with County?)	Park and Open Space Plan Stormwater Management Master Plan Wellhead Protection Plan & Regulations Water and Sewer System Studies	Zoning/ Building Code Enforcement	Tax Increment Financing (TIF) Plans Market & Business Target Analysis Economic and Marketing Strategy (Future) Implementation of Industrial Park Expansion (Future)	Intergovernmental Service Agreements (e.g., Fire) Extraterritorial Jurisdiction Authorities Cooperative Plan with Dekorra (Future)	Grants Zoning Ordinance Subdivision Ordinance Development Review

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### C. PLAN ADMINISTRATION AND ADDRESSING “CONSISTENCY”

The Village will determine whether its implementation actions are “consistent” with its *Comprehensive Plan*, as that term is used and defined in Wisconsin Statutes. The Village intends to use a system for making and documenting consistency findings for Village Board and Plan Commission land use-related ordinance decisions, with assistance from the Village Planner and Village Attorney.

Many individual decisions under this Plan will revolve around zoning, land divisions, public investments, and intergovernmental relations. The Village’s approach for addressing each of these types of decisions—and evaluating their consistency with this Comprehensive Plan—is as listed below:

- **Zoning.** Proposed zoning text and map amendments (rezonings) must be consistent with this Plan. The Planned Land Use map and the policies behind it must be used to guide rezoning decisions. However, the precise location of zoning district boundaries may vary, as judged appropriate by the Plan Commission and Village Board. Departures from the exact land use boundaries depicted on the Planned Land Use map may be particularly appropriate for mixed use projects and properties located at the edges of two or more mapped future land use areas. In their consideration of rezoning requests, the Plan Commission and Village Board will also evaluate the specific timing of request, its relationship to the nature of both existing and planned land uses, and the details of the proposed development. Therefore, this Plan allows for the phased timing of zoning actions and the refinement of planned land use boundaries as represented in this Plan. Where the Village wishes to amend its zoning map in a manner that differs from this Plan, the Village will first need to amend the Plan to resolve the difference.
- **Land Division.** Proposed amendments to the Village’s land division ordinance must be consistent with this Plan. Proposed land divisions should also be generally consistent with the recommendations in this Plan. In their consideration of land divisions, the Plan Commission and Village Board will also evaluate the specific timing of the land division request, its relationship to the nature of both existing and future land uses, and the details of the proposed development. Departures from the exact locations depicted on these maps will be resolved through the land division process for certified survey maps, preliminary plats, and final plats. This Plan allows for the phased timing and the refinement of the precise recommended development pattern through the land division process, as deemed appropriate by the Plan Commission and Village Board.
- **Public Investments.** Proposed public investment decisions will be guided by—but needn’t precisely follow—the recommendations in this Plan. In many cases, the Plan indicates that the Village will “consider” or “explore” the possibility of certain identified public investments. Further, the timing and precise location of public investments may vary, as judged appropriate by the Village Board. This Plan allows for the phased timing and the refinement of the precise recommended public facilities and other public investments as deemed appropriate by the Village Board.
- **Intergovernmental Relations.** Proposed intergovernmental relation decisions will be guided by the recommendations in this Plan, as deemed appropriate by the Village Board. However, in its consideration of intergovernmental decisions and agreements, the Village Board will also evaluate a wide variety of other factors, including specific provisions of the recommended

agreements. Departures from the recommendations in this Plan will be resolved by the Village Board and through intergovernmental processes.

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## D. PLAN AMENDMENTS

This Plan can be amended. Amendments may be appropriate where the Plan has become irrelevant, contradicts emerging policy or trends, or does not provide specific advice on an emerging issue. “Amendments” are generally defined as minor changes to the Plan maps or text—as opposed to an “update”, which is described later in this chapter. Amendments may be integrated directly into this Plan document, or may be stand-alone documents adopted as addenda to this Comprehensive Plan document (e.g., Park and Open Space Plan).

The State comprehensive planning law requires that the Village use the same basic process to amend this Comprehensive Plan as it used to initially adopt the Plan. This does not mean that new surveys need to be administered or old committees need to be reformed. It does mean that the following procedures defined under Section 66.1001(4), Wisconsin Statutes, need to be followed:

1. Either the Village Board or the Plan Commission initiates the proposed Comprehensive Plan amendment(s). This may occur as a result of an annual review of the Plan, the identification of a particular problem or issue at another time, or at the request of a property owner or developer.
2. The Plan Commission holds one or more public meetings on the proposed Comprehensive Plan amendment(s). Following the public meeting(s), the Plan Commission makes a recommendation by resolution to the Village Board by majority vote of the entire Commission (see Section 66.1001(4)b of Statutes).
3. The Village Clerk directs the publishing of a Class 1 notice, with such notice published at least 30 days before a Village Board public hearing and containing information required under Section 66.1001(4)d. Nonmetallic mine operators, any person who has registered a marketable nonmetallic mineral deposit with the local government, and any other property owner or leaseholder who has requested notification in writing must be informed through this notice procedure.
4. The Village Board holds a formal public hearing on an ordinance that would incorporate the proposed amendment(s) into the Comprehensive Plan.
5. Following the public hearing, the Village Board approves or denies the ordinance adopting the proposed Plan amendment(s). Adoption must be by a majority vote of all members. The Village Board may require changes from the Plan Commission recommended version of the proposed amendment(s).
6. The Village Clerk sends a copy of the adopted ordinance and the amendment(s) (not the entire Comprehensive Plan) to all adjacent and overlapping government jurisdictions, mine operators, any person who has registered a marketable nonmetallic mineral deposit with the Village, and any other property owner or leaseholder who has requested notification in writing, as required under Section 66.1001(4)b and c, Wisconsin Statutes.
7. The Village Administrator or Clerk integrates the Plan amendments into the Comprehensive Plan document, and distributes and posts appropriately.

## **E. PLAN UPDATE**

The State comprehensive planning law requires that this Comprehensive Plan be updated at least once every ten years, following the same legal process as amendments. In contrast to amendments, an update is a full review of the entire plan document and maps. An update, therefore, typically also includes additional public process, meetings, analysis, and debate. The Village intends to update this Comprehensive Plan by the end of 2026.

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## **F. IMPLEMENTATION RECOMMENDATIONS**

Chapters Two through Nine of this Comprehensive Plan each identify two to four “policies and programs” within the categorical area of that chapter. In theory, work to implement these programs should begin shortly after Comprehensive Plan adoption. This being said, there are more programs than there is Village staff and financial capacity to immediately implement them. Also, some programs will require substantial cooperation with others, including surrounding local governments and local property owners, which can affect implementation timeframes.

Table 14 lists the recommended programs from each chapter within this Plan; see the referenced chapter for more information on each initiative. See also Table 11: Utilities and Community Facilities Timetable.

The Village Plan Commission and evaluated all recommended programs against one another to arrive at the priority ratings in Table 15, with that evaluation later confirmed by the Village Board. A numeric prioritization system was used in the table, where a “1” indicates a “top” priority,” a “2” indicates a “medium” priority,” and a “3” indicates a “lower” priority.” Top priorities are a primary focus for implementation. Medium priorities should advance as soon as practical, assuming that top priorities are on course and manageable. Lower priorities may elevate to medium or top priorities, or may be ongoing or time-permitting initiatives of the associated staff. The Village Board may adjust priorities to capture unique opportunities or reflect policy changes.

**Table 15: Proposed Implementation Actions**

<b>Policy/Program</b>	<b>Chapter in which Presented</b>	<b>Priority Rating</b>
1. Enhance and celebrate Rowan Creek	Natural, Cultural, and Agricultural Resources	High
2. Protect environmental corridors and other environmentally sensitive areas	Natural, Cultural, and Agricultural Resources	Top
3. Manage the impacts of new development on the environment	Natural, Cultural, and Agricultural Resources	Top
4. Promote and practice environmental sustainability	Natural, Cultural, and Agricultural Resources	High
5. Preserve and value historic resources	Natural, Cultural, and Agricultural Resources	Moderate
6. Celebrate Poynette and bring people together	Natural, Cultural, and Agricultural Resources	Top
7. Regularly and consistently use the “Poynette...Naturally” brand	Natural, Cultural, and Agricultural Resources	Moderate
8. Link responsible land use planning with farmland preservation	Natural, Cultural, and Agricultural Resources	High
9. Encourage agricultural-related businesses	Natural, Cultural, and Agricultural Resources	High
10. Promote sustainable practices in development	Land Use	Top
11. Minimize conflicts between nearby land uses	Land Use	High
12. Advocate for road and highway improvements	Transportation	High
13. Improve bicycle and pedestrian accessibility	Transportation	High
14. Participate in other State, County, and intergovernmental transportation planning efforts	Transportation	Moderate
15. Maintain and improve sanitary sewer, water, and stormwater systems	Utilities and Community Facilities	High
16. Emphasize sustainability in public projects	Utilities and Community Facilities	High
17. Implement and update the Village’s Park and Open Space Plan	Utilities and Community Facilities	High
18. Attempt to expand the availability of new single family lots	Housing and Neighborhood Development	Top
19. Encourage housing that incorporates alternative energy and “green” building	Housing and Neighborhood Development	High
20. Design and implement a business retention and expansion program	Economic Development	Top
21. Advance one or more areas for a new business or industrial park	Economic Development	Top
22. Develop and implement a Highway 51 commercial expansion strategy	Economic Development	Top
23. Advance revitalization of Downtown Poynette	Economic Development	High
24. Pursue an intergovernmental land use and boundary agreement with Dekorra	Intergovernmental Agreement	Top
25. Engage in topic-specific regional and intergovernmental discussions with others	Intergovernmental Agreement	Moderate

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## G. MEASURING SUCCESS

In addition to measuring its progress toward completing projects advised under this Comprehensive Plan (see Table 15), the Village will attempt to measure its success in achieving its vision and goals.

Restated from earlier in this Plan, the Village's Vision is as follows:

### **Village of Poynette Vision:**

The future economic and community health of Poynette is directly linked to the preservation of natural resources and small-town and rural character. Preservation and enhancement of these assets through comprehensive, coordinated planning—along with the cooperative implementation of economic development initiatives—will ensure a continued high quality of life.

During its annual review of the *Plan*, the Plan Commission will evaluate the Village's progress in achieving its vision, both qualitatively and quantitatively. Quantitative measurement will be achieved by utilizing Table 16. Table 16 has four different columns of information, described as follows:

- **Comp Plan Goal.** The first column lists each of the ten goals included in different parts of this *Comprehensive Plan*, against which success (or goal achievement) will be measured.
- **Annual Progress Measure.** The second column lists the particular measures of success proposed to evaluate progress towards achieving the goal.
- **Actual Result, Year: \_\_\_\_.** The final column indicates the actual data collected relative to the progress measure, assuming that this table will be used as an evaluation form in subsequent years.

**Table 16: Measures of Success in Comprehensive Plan Implementation**

Comp Plan Goal	Annual Progress Measure	Actual Result, Year ____
1. Protect the Village’s natural resources and engage in environmental sustainability	<ul style="list-style-type: none"> <li>• Achieve water quality/stormwater management goals</li> <li>• Improve mapping/identification of natural areas</li> <li>• Engage in at least one effort to protect, mark, or celebrate a natural or cultural area</li> </ul>	
2. Preserve and build on Poynette’s historic and cultural character	<ul style="list-style-type: none"> <li>• Identify/protect historically significant buildings within each planning/zoning project undertaken</li> <li>• Support at least one new historical marker or other visual reminder of history in Village</li> </ul>	
3. Support farming in the Poynette area	<ul style="list-style-type: none"> <li>• Improve mapping of productive farming areas</li> <li>• Work towards intergovernmental consensus on farmland preservation areas</li> </ul>	
4. Promote a future land use pattern containing a sustainable mix of uses & buildings	<ul style="list-style-type: none"> <li>• Plan for balanced mix of residential, nonresidential, and park/recreation/open space land uses</li> <li>• Achieve stable/increasing property values</li> </ul>	
5. Provide a safe, integrated, and efficient transportation system	<ul style="list-style-type: none"> <li>• Improve at least one local road needing attention</li> <li>• Close at least one gap in sidewalk or trail network</li> <li>• Coordinate with WisDOT and County on a project</li> </ul>	
6. Provide a safe and sustainable system of public utilities, facilities, services, and parks	<ul style="list-style-type: none"> <li>• Complete at least one sewer or water utility project</li> <li>• Implement at least one approach designed to improve efficiency/sustainability in service delivery</li> <li>• Achieve stable/decreasing crime rates</li> <li>• Increase mileage of trails</li> <li>• Upgrade at least one existing Village park</li> </ul>	
7. Provide a variety of housing types and neighborhood environments	<ul style="list-style-type: none"> <li>• Achieve low owner-occupied and renter-occupied housing vacancy rates</li> <li>• Increase number of new housing units</li> </ul>	
8. Strengthen, support, and promote growth of businesses and economic development districts, consistent with community resources & identity	<ul style="list-style-type: none"> <li>• Retain existing businesses and help them expand</li> <li>• Add at least one new business</li> <li>• Increase per capita income, per Department of Revenue Statistics</li> </ul>	
9. Promote cooperation with communities in the Poynette area	<ul style="list-style-type: none"> <li>• Pursue at least one new or updated project to increase intergovernmental cooperation</li> <li>• Participate in intergovernmental committees</li> </ul>	