

VILLAGE OF CLEAR LAKE

POLK COUNTY, WISCONSIN



COMPREHENSIVE PLAN

2009-2029

Prepared for:
Village of Clear Lake
350 4th Avenue
Clear Lake, WI 54005

With Assistance from:



Cedar Corporation
604 Wilson Avenue
Menomonie, Wisconsin 54751

Ordinance No. 1 - 2009

An Ordinance to Adopt the Comprehensive Plan of the Village of Clear Lake, Polk County, Wisconsin.

The Village Board of the Village of Clear Lake, Polk County, Wisconsin, do ordain as follows:

Section 1. Pursuant to Sec. 61.35 Wis. Stats. and Sec. 62.23(2) and (3), Wis. Stats., the Village of Clear Lake is authorized to prepare and adopt a comprehensive plan as defined in Sec. 66.1001(1)(a) and Sec. 66.1001(2), Wis. Stats.

Section 2. The Village Board of the Village of Clear Lake, Wisconsin has adopted written procedures designed to foster public participation in every stage of the preparation of a comprehensive plan as required by Sec. 66.1001(4)(a), Wis. Stats.

Section 3. The Plan Commission of the Village of Clear Lake, by a majority vote recorded in its official minutes dated January 22, 2009, has adopted a resolution recommending to the Village Board the adoption of the document entitled "Village of Clear Lake, Polk County, Wisconsin, Comprehensive Plan 2009 - 2029" containing all of the elements specified in Sec. 66.1001(2), Wis. Stats.

Section 4. The Village has held at least one public hearing on this ordinance in compliance with the requirements of Sec. 66.1001(4)(d), Wis. Stats.


Section 5. The Village Board of the Village of Clear Lake, Wisconsin, does, by enactment of this ordinance, formally adopt the document entitled, "Village of Clear Lake, Polk County, Wisconsin, Comprehensive Plan 2009 - 2029" pursuant to Sec. 66.1001(4)(c), Wis. Stats.

Section 6. This ordinance shall take effect upon passage by a majority vote of the members-elect of the Village Board and publication as required by law.

Adopted by the Village Board of the Village of Clear Lake this 3rd day of March, 2009.

AYES 7 NO 0 ABSTAIN — ABSENT —

APPROVED:


Jeffrey Johnson, Village President

ATTEST:


Al Bannink, Village Clerk

Adopted: March 3, 2009

Published: March 10, 2009

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Village of Clear Lake Vision Statement and Overall Goals

Vision Statement

The Village of Clear Lake is committed to preserving and promoting the history and rural character of the Village while providing opportunities for future residential, commercial, and industrial needs of the community.

The Village is dedicated to ensure the safety and wellbeing of the residents while providing facilities and services required for a high quality of life by preserving open space and natural resources, promoting community events, and providing recreational opportunities.

Overall Goals

The Village of Clear Lake Plan commission established the following overall goals for the Comprehensive Plan:

- Protect the overall health and safety of the community through the continued maintenance and development of public facilities.
- Protect the Village's lakes and natural resources.
- Support decisions that enhance the Village's unique character.
- Support residential, commercial, industrial, and recreational growth and development.
- Identify, develop, and promote a historic district in the Village.

The overall goals listed above will help guide the Village in determining future needed policies and programs that will have an impact on future development and redevelopment of the Community.

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CHAPTER 1

Introduction

Location and General Regional Context

The Village of Clear Lake was founded on June 20, 1877. John Reed was the first white man to settle in the area and he came to the Clear Lake area from Pennsylvania in 1864. The community primarily prospered off of logging and the railroad spur, which is no longer there. The first hundred years of the Village have been well documented in the “Clear Lake Centennial, 1875-1975.”

The Village of Clear Lake is located in the southeast corner of Polk County, Wisconsin and is surrounded by the Towns of Clear Lake and Black Brook (see *Map 1-1*). U.S. Highway 63 is a major north-south corridor passing through the Village of Clear Lake. This provides the Village with access to many communities and other highways. U.S. Highway 8, an east-west route, lies 11 miles to the north of Clear Lake, while U.S. Highway 64, also an east-west route, lies just 7 miles to the south. U.S. Highway 63 intersects with Interstate 94 to the south. All of these routes are principle thoroughfares to provide employment and goods and services to Village residents.

The natural setting of the Clear Lake area provides an attractive environment for residents and visitors. The topography varies from flat to gently rolling hills and includes a number of wetlands. The Village of Clear Lake was named after Clear Lake, a clear, spring fed water body in the northern portion of the Village.

The Village residents enjoy the “small town” feel they have been able to maintain while still providing jobs to many area residents.

Comprehensive Planning Law

Wisconsin’s Comprehensive Planning Law or “Smart Growth Law” was passed in October 1999 as part of the State’s biennial budget. This law requires that every town, village, and city be guided by a comprehensive plan by January 1, 2010. Smart Growth was enacted to encourage long-range planning for communities and provide consistency in land use decision making.

Smart Growth planning also calls for public participation throughout the entire planning process. Before 1999, public participation and a public hearing were not required for adoption of a local plan.

State statutes require the plans to consist of nine elements, each focusing on an important sector of your community. These elements are:

- Issues and Opportunities

- Agricultural, Natural, and Cultural Resources
- Housing
- Economic Development
- Transportation
- Utilities and Community Facilities
- Intergovernmental Cooperation
- Land Use
- Implementation

The goal of Smart Growth is to ensure that communities look at how all of these elements intertwine and affect each other, creating an awareness and overall cohesive vision for the Village of Clear Lake.

Plan Purpose

The purpose of the Village of Clear Lake's Comprehensive Plan is to ensure that the qualities of the community that residents enjoy remain and areas that can be improved upon are addressed. The plan will act as a guide for not only Village government, but also local organizations, community residents, and developers and will look at, not only the Village, but how the Village fits into the regional context.

The Comprehensive Plan can provide a variety of benefits to a community by coordinating community activities, departments, or policies; protecting resources like historic buildings/locations or forest/agricultural/wetlands/etc.; promoting economic development by revitalizing downtowns, developing housing/facilities, and retaining existing businesses; and save the community money through intergovernmental cooperation.

Plan Development Process

Planning is a comprehensive and continuous process. The Plan Commission works to develop the best approach to living together in a community. The Village has incorporated the nine required elements into their plan and created the following chapters:

- Introduction
- Issues and Opportunities
- Agricultural, Natural, and Cultural Resources
- Housing
- Economic Development
- Transportation
- Utilities and Community Facilities
- Intergovernmental Cooperation
- Land Use
- Implementation

Each chapter was addressed individually before moving on to the next chapter. When all were complete, the comprehensive plan was reviewed as a whole, checking for any inconsistencies.

Planning is a continuous process. The needs of the Village will continuously change with social, physical, and economic factors.

Completing the Comprehensive Plan is just the beginning of planning for the community. Local officials must examine, explain, and revise the plan when necessary. It must be kept current and used often.

Regional Planning Jurisdictions and Government Agencies

While the Village of Clear Lake plans for its own future, it also is within multiple planning and government agency districts that do their own planning. Available plans will be reviewed to address any inconsistencies between them. Some of the planning and government agencies that will be contacted include:

- West Central Wisconsin Regional Planning Commission
- Wisconsin Department of Natural Resources
- Wisconsin Department of Transportation
- Polk County
- Polk County Economic Development Corporation

Public Involvement and Public Participation Policy

Wisconsin State Statutes Section 66.1001 requires a public participation plan/policy/procedure is developed for the adoption of a Comprehensive Plan. The plan/policy must address public meeting notices, publications, and open discussions must be written for every stage of the preparation of the Comprehensive Plan.

It is required that the local governing body adopts any comprehensive plan or amendments to a plan must do so with the use of a resolution, passed by a majority vote. Once a comprehensive plan is adopted one copy must be provided to the following: every governing body within the boundaries of the local government unit; the clerk of all adjacent governing bodies; the Wisconsin Land Council; the Wisconsin Department of Administration; the regional planning commission, and the local public library.

Wisconsin State Statutes also requires that all comprehensive plans must meet the minimum requirements; the resolution shall not be adopted by the regional planning commission if those requirements are not met.

The Village of Clear Lake acknowledges, in order for the comprehensive plan to be utilized effectively, it must be created and embraced by local residents. The

Village has crafted a Public Participation Plan that helps identify key stakeholders for each element and various methods to generate public involvement. The outline of the Public Participation Plan, along with the Public Participation Resolution passed by the Village Board can be seen in Appendix A.

In the fall of 2007, the Village Board directed the Village Plan Commission to guide the development of the Comprehensive Plan. The Village also hired Cedar Corporation out of Menomonie, to help facilitate this process and assist with the preparation of the Plan.

Initial public involvement was generated through a community wide survey. The Plan Commission thought it was important to send out a community wide survey to gauge how residents would like to see their community in 20 years. The ideas and thoughts generated from this survey were used to develop the Village's vision statement and goals, objectives and policies for the plan.

The Plan Commission also held an open meeting on a monthly basis where citizens could attend and participate in the planning process. A press release was also sent out describing the work that was being completed, issues being discussed, and encouraging those interested in the planning process to attend.

Informational materials were also made available in an Open House format at the November 2008 national elections. A public hearing was also held before the Village Board where residents were given time to comment on the draft of the Plan.

Goals, Objectives, and Potential Options for Achieving the Goals

Each chapter in the Village of Clear Lake Comprehensive Plan contains goals, objectives, programs, policies, and actions. These identify the long range vision of the Village in relation to each element. All goals, objectives, programs, policies, and actions may not be attainable for various reasons, therefore, it is important for these to be continuously reviewed and revised.

Goals: A general desire or wish of what the Village of Clear Lake hopes to accomplish related to that chapter.

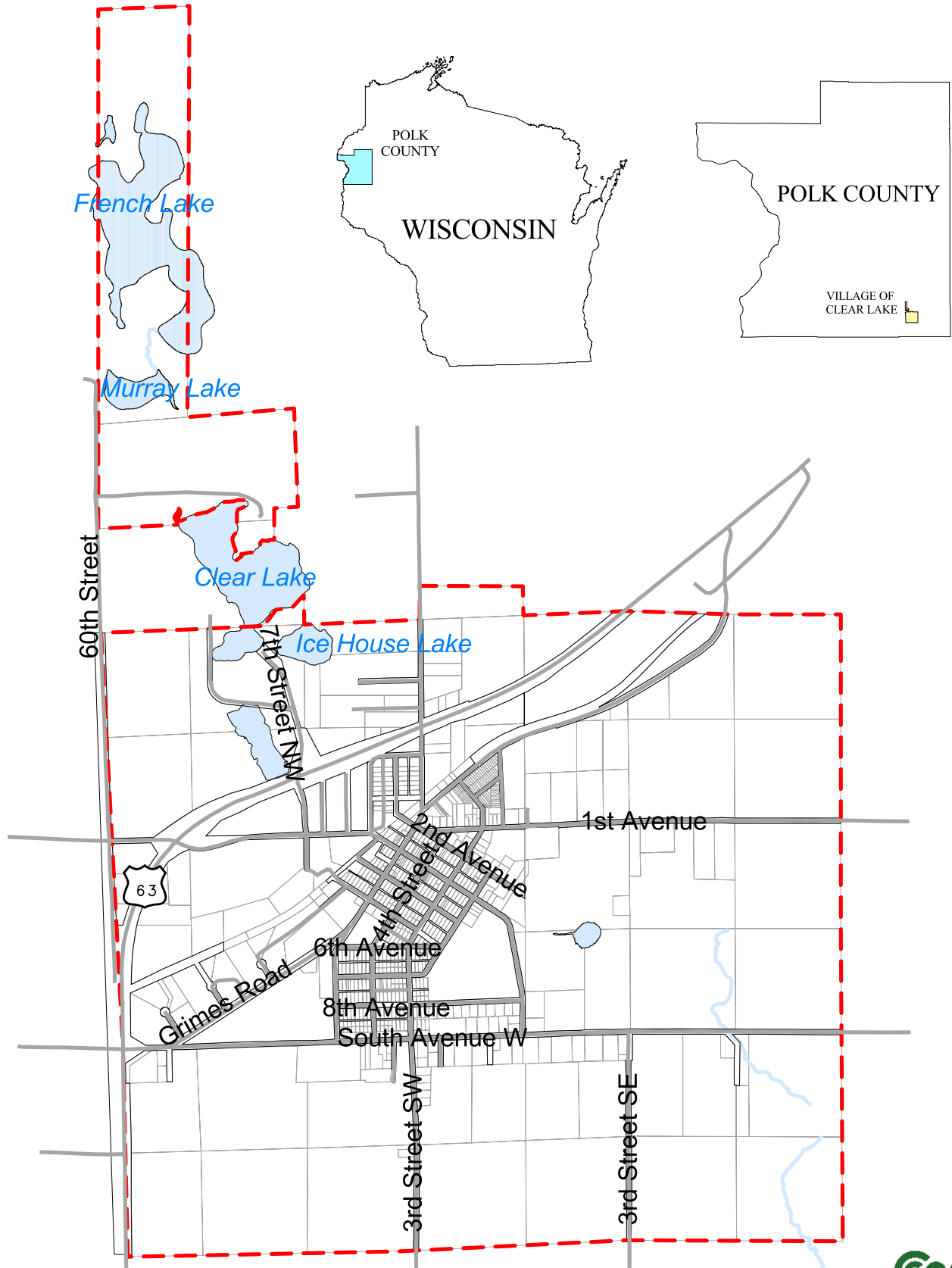
Objectives: What the Village hopes to achieve by addressing the goals.

Policies: A policy can include a program, policy, recommendation or action that may consist of a new ordinance, ordinance revision, further planning, community support of an idea, etc. These are considered reasonable methods to use to achieve the goals.

LOCATION

Village of Clear Lake

Map 1-1



CHAPTER 2

Issues and Opportunities

Introduction

The Issues and Opportunities element analyzes demographic information for the Village of Clear Lake. The purpose is to identify and understand trends in the Village and surrounding area in order to anticipate future needs and create a plan that addresses them.

Most of the demographic information is taken from the U.S. Census Bureau which conducts a census every ten years. The most recent census was completed in 2000. Current information is limited but efforts have been made to incorporate updated data when available.

Historical Population

The Village of Clear Lake has seen slight to moderate increases in population since 1950 (see Table 2-1). The exception is a -0.4% decrease in population between 1960 and 1970.

Table 2-1 - Historical Population - Village of Clear Lake

Year	1950	1960	1970	1980	1990	2000
Population	695	724	721	899	932	1,051
% Change	-	4.2	-0.4	24.7	3.7	12.8

Source: West Central Wisconsin Regional Planning Commission

Population Forecasts

Population growth influences future land use, housing, transportation, and other characteristics in the Village of Clear Lake. Growth in surrounding communities will also influence these characteristics.

The Wisconsin Department of Administration (WDOA) has created population forecasts for each municipality in the State of Wisconsin. For the Village of Clear Lake, the population is projected to rise slightly for the foreseeable future. The population is projected to be 1,172 residents in 2025. This is only 121 more residents (1,051) than the Village had in 2000 (see Table 2-2).

Table 2-2 - Population Projections - Village of Clear Lake

Year	2000*	2005	2010	2015	2020	2025
WDOA	1,051	1,082	1,112	1,136	1,156	1,172

Source: Wisconsin Department of Administration, *U.S. Census

According to the WDOA, the estimated population of the Village of Clear Lake was 1,143 residents on January 1, 2008. Because the actual population growth does not match the WDOA forecast, an alternative population forecast was created. This projection was derived by determining the average population growth between 1950 and 2000 and which equaled 7.12 residents or 35.6 residents every five years. This forecast has the Village of Clear Lake population at 1,247 by 2025. This would be an increase of 128 residents over the next 18 years.

Table 2-3 - Population Forecasts - Village of Clear Lake

Year	2008	2010	2015	2020	2025
Population Projections	1,143	1,160*	1,176	1,224	1,265

Source: Wisconsin Department of Administration, *Adjusted to reflect recent population estimates

This population projection will be used for planning purposes because it currently best reflects the population growth in the Village of Clear Lake.

Household Forecasts

Table 2-4 reveals housing forecasts for the Village of Clear Lake. It is projected that the number of persons per household will decrease over time. The table shows that the Village will have modest housing needs in the future.

Based on the 2008 estimated population of 1,143, the Village has grown by 92 residents since 2000. If the 2000 persons per household figure (2.32) is used, that equates to approximated 29 new homes built since 2000. Since 2000, the WDOA has estimated the persons per household to be declining.

The average population projection was used with the estimated persons per household provided by the WDOA to approximate the number of new dwellings by 2030. Using this method, there will be approximately 108 additional dwellings in the Village of Clear Lake between 2005 and 2025.

Table 2-4 - Housing Forecasts

Year	2000	2005	2010	2015	2020	2025
Population	1,051	1,082	1,160*	1,176	1,224	1,265
Persons Per Household	2.32	2.16	2.25*	2.14	2.10	2.08
Total Occupied Housing Units	453	501	516	550	582	609
Additional Units Needed	-	-	15	34	32	27

Source: Wisconsin Department of Administration, *Adjusted to reflect recent population estimates

Age Distribution

Age distribution in the Village of Clear Lake can influence the types of housing, recreational needs, and other aspects of the community.

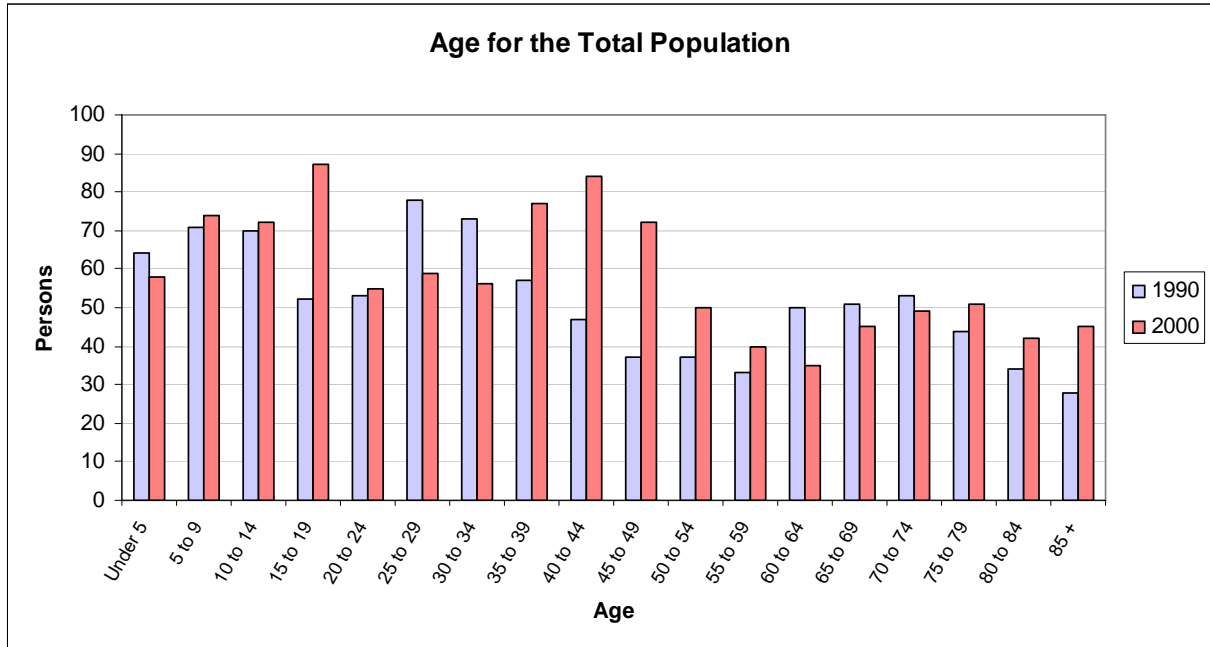
Table 2-5 - Age for the Total Population - Village of Clear Lake

Age	1990	2000	Numerical Change	% Change
Under 5	64	58	-6	-9.4%
5 to 9	71	74	3	4.2%
10 to 14	70	72	2	2.9%
15 to 19	52	87	35	67.3%
20 to 24	53	55	2	3.8%
25 to 29	78	59	-19	-24.4%
30 to 34	73	56	-17	-23.3%
35 to 39	57	77	20	35.1%
40 to 44	47	84	37	78.7%
45 to 49	37	72	35	94.6%
50 to 54	37	50	13	35.1%
55 to 59	33	40	7	21.2%
60 to 64	50	35	-15	-30.0%
65 to 69	51	45	-6	-11.8%
70 to 74	53	49	-4	-7.5%
75 to 79	44	51	7	15.9%
80 to 84	34	42	8	23.5%
85 +	28	45	17	60.7%
Total	932	1,051	119	12.8%

Source: 1990 and 2000 U.S. Census

Table 2-5 and Figure 2-1 shows a relatively even distribution in age groups in the Village. The number of residents aged 19 and under has increased as well as the age groups in the 35-59 categories. The age ranges showing the largest decrease in numbers is between the ages of 25-34 and 60-74. Those age ranges lost 36 and 25 residents respectively between 1990 and 2000. The rising number of residents 35 and older is likely due to in migration or people moving into the area.

Figure 2-1 – Age of the Total Population



Source: 1990 and 2000 U.S. Census

Education Levels

Educational attainment can influence a person’s job opportunities, housing preferences, and spending patterns. Table 2-6 and 2-7 reveal that the number of residents who have attained a high school degree or higher has increased from 473 resident in 1990, to 579 in 2000. Also, in 1990, 71 residents had attained a bachelor’s degree of higher, while in 2000, that number had risen to 90 residents.

Table 2-6 - Education Attainment Population 25 and Older - Village of Clear Lake

	1990	% Of Total	2000	% Of Total	Number and % Change
Population 25 Years and Over	631	100.0	681	100.0	50 (7.9)
Less than 9 th Grade	83	13.2	41	6.0	-42(-50.6)
9 th to 12 th Grade (No Diploma)	75	11.9	61	9.0	-14(-18.6)
High School Graduation (Includes Equivalency)	283	44.8	338	49.6	55 (19.4)
Some College, No Degree	87	13.8	115	16.9	28 (32.2)
Associate Degree	32	5.1	36	5.3	4 (12.5)
Bachelor’s Degree	47	7.4	57	8.4	10 (21.3)
Graduate or Professional Degree	24	3.8	33	4.8	9 (37.5)

Source: 1990 and 2000 U.S. Census

Table 2-7 - High School Graduate or Higher Attainment - Village of Clear Lake

Ages 25 years or older	1990	% Of Total	2000	% Of Total	Number and % Change
High School Graduate or Higher	473	75.0	579	85.0	106 (22.4)
Bachelor's Degree of Higher	71	11.3	90	13.2	19 (26.8)

Source: 1990 and 2000 U.S. Census

Income Levels

Median household incomes in the Village of Clear Lake have increased by almost 41% between 1989 and 1999 (see Table 2-8). In 1999, the median household income was \$32,269. This compares to \$54,930 in Polk County and \$43,791 in the State of Wisconsin.

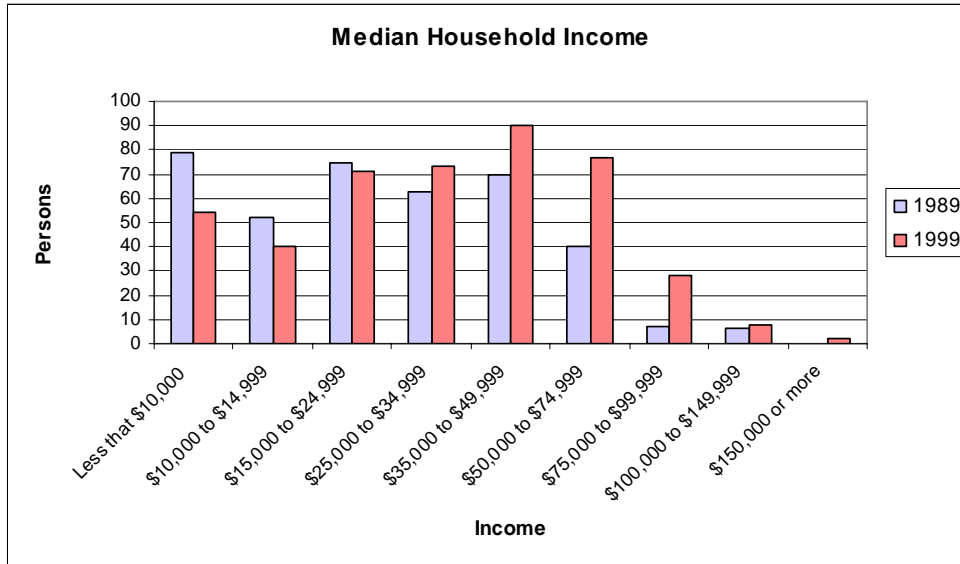
Table 2-8 - Median Household Income - Village of Clear Lake

Year	1989	1999	% Change
Median Household Income	\$22,917	\$32,269	40.8%

Source: 1990 and 2000 U.S. Census

Figure 2-2 shows that median household incomes in 1999 of \$25,000 and above, have all increased compared to 1989 incomes.

Figure 2-2 Household Income



Employment Forecasts and Characteristics

Occupation refers to the type of work a person does. Figure 2-3 reveals that occupations of the civilian population 16 years and over in the Village of Clear Lake is primarily concentrated in production/transportation/material moving with

nearly 38% of all jobs in the Village falling into that category. It should be noted that Figure 2-3 does not indicate where these occupations are located.

While the overall number of jobs has increased by approximately 50 jobs, all but production/transportation/material moving and service occupations have seen a decrease in the number of jobs. Occupations in construction/extraction/maintenance have had the largest decrease in number of jobs from 49 residents in 1990 to 34 residents in 2000 (-30.6%).

Production/transportation/material moving and service occupations have increased. Production/transportation/material occupations have experienced the largest increase in the number of workers, growing from 113 employees in 1990 to 176 employees in 2000. This seems to indicate that the Village of Clear Lake is able to attract new manufacturing businesses.

Figure 2-3 - Occupation of Workforce Population

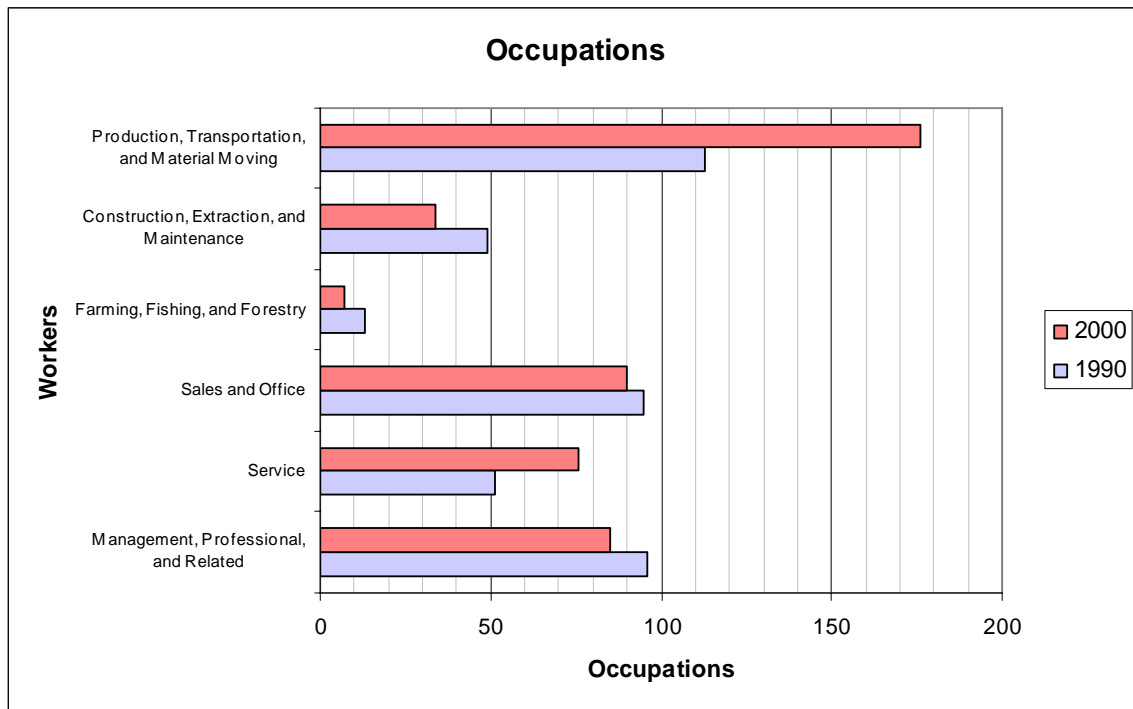
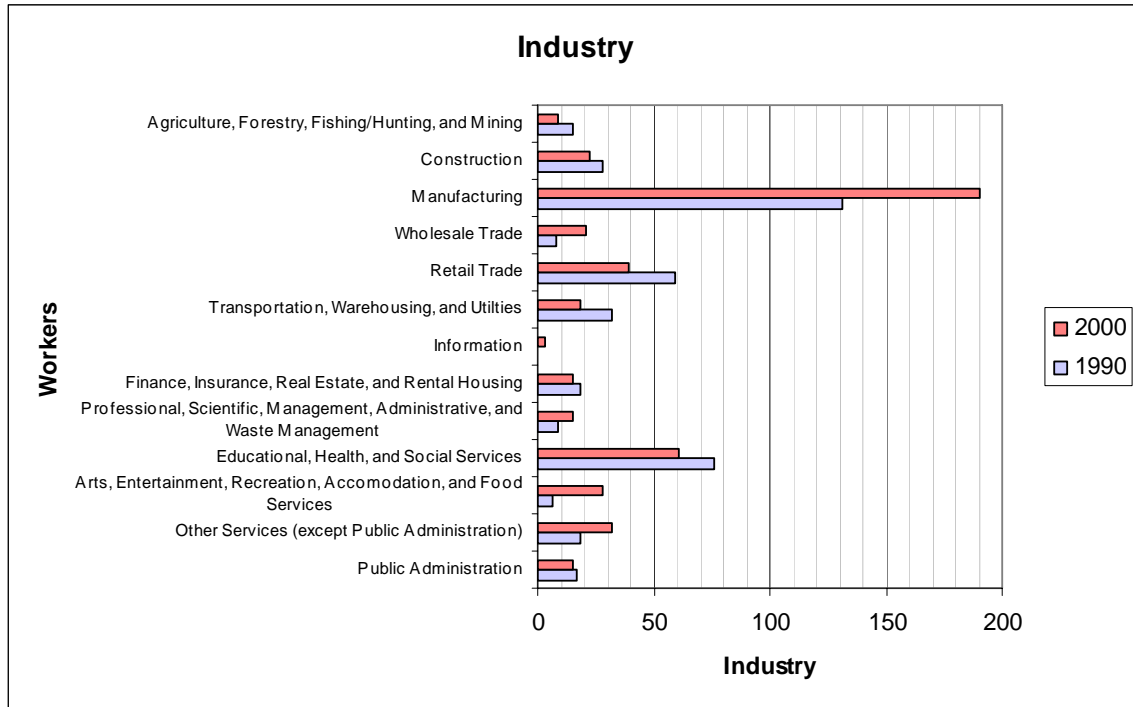


Figure 2-4 - Occupation by Industry



Industry refers to what industry each occupation is in. The largest industry in 2000 for occupied workers living in Village of Clear Lake is manufacturing which has also experienced the largest gain in workers (see Table 2-4). The information industry has the fewest workers with three as of the year 2000.

The retail trade and educational/health/social services industries have had the greatest decrease in workers though still are significant employers of workers.

The Department of Workforce Development updated the Polk County Workforce Profile in December, 2006. Figure 2-5 shows prominent occupations in prominent industries in Polk County. Typically, the food services/drinking places and food/beverage stores offer the lowest wages due to the minimal educational requirements for workers and sometimes seasonal nature of the work.

Figure 2-5 - Prominent Occupations in Prominent Industries in Polk County

Prominent occupations in prominent industries in Polk County	
Educational services	Fabricated metal product manufacturing
Elementary School Teachers, Not Special Education Secondary School Teachers, Not Special & Voc. Education Teacher Assistants Middle School Teachers, Not Special & Voc. Education Janitors & Cleaners, Not Maids & Housekeeping Cleaners	Team Assemblers Machinists Cutting, Punching, Press Mach. Setters/Ops/Tenders, Mtl/Plst Welders, Cutters, Solderers, & Brazers 1st-line Sprvs/Mngrs-Production & Operating Workers
Food services & drinking places	Ambulatory health care services
Combined Food Prep. & Servers, Incl. Fast Food Waiters & Waitresses Bartenders 1st-line Sprvs/Mngrs-Food Prep. & Servers Cooks, Restaurant	Registered Nurses Receptionists & Information Clerks Dental Assistants Dental Hygienists Medical Assistants
Hospitals	Plastics & rubber products manufacturing
Registered Nurses Nursing Aides, Orderlies, & Attendants Healthcare Support Workers, All Other Licensed Practical & Licensed Voc. Nurses Secretaries, Not Legal, Medical, & Executive	Mold/Coremak'g/Cast Mach. Setters/Ops/Tenders, Mtl/Plst Team Assemblers Extruding/Drawing Machine Setters/Ops/Tenders, Mtl/Plst 1st-line Sprvs/Mngrs-Production & Operating Workers Packers & Packagers, Hand
Transportation equipment manufacturing	Food & beverage stores
Team Assemblers Welders, Cutters, Solderers, & Brazers Cutting, Punching, Press Mach. Setters/Ops/Tenders, Mtl/Plst Machinists 1st-line Sprvs/Mngrs-Production & Operating Workers	Cashiers Stock Clerks & Order Fillers Packers & Packagers, Hand Combined Food Prep. & Servers, Incl. Fast Food Food Prep. Workers
Nursing & residential care facilities	Specialty trade contractors
Nursing Aides, Orderlies, & Attendants Home Health Aides Personal & Home Care Aides Registered Nurses Licensed Practical & Licensed Voc. Nurses	Electricians Carpenters Plumbers, Pipefitters, & Steamfitters Construction Laborers Heating, AC, & Refrigeration Mechanics & Installers

Source: DWD, Bureau of Workforce Information and Office of Economic Advisors, Wisconsin Industry-occupation matrix

Figure 2-6 – Average Annual Wage by Industry in Polk County

Average Annual Wage by Industry Division in 2005

	Average Annual Wage		Percent of	1-year
	Wisconsin	Polk County	Wisconsin	% change
All industries	\$ 35,503	\$ 27,691	78.0%	-0.2%
Natural resources	\$ 27,765	\$ 26,210	94.4%	5.2%
Construction	\$ 42,891	\$ 33,314	77.7%	2.1%
Manufacturing	\$ 44,430	\$ 36,272	81.6%	-0.3%
Trade, transportation & utilities	\$ 31,088	\$ 23,843	76.7%	1.5%
Information	\$ 43,439	\$ 23,825	54.8%	-27.8%
Financial activities	\$ 46,267	\$ 32,552	70.4%	1.5%
Professional & Business Services	\$ 40,462	\$ 23,056	57.0%	-15.3%
Education & Health	\$ 37,228	\$ 29,471	79.2%	3.6%
Leisure & Hospitality	\$ 12,468	\$ 9,419	75.5%	2.3%
Other services	\$ 20,604	\$ 18,797	91.2%	Not avail.
Public Administration	\$ 37,244	\$ 25,336	68.0%	5.6%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

Demographic Summary

Between 1990 and 2000 the Village of Clear Lake has seen small numbers of population and household growth. Since then, population growth has continued

at a slightly higher rate and is outpacing projections by the Wisconsin Department of Administration. Most population growth is due to in-migration of residents and not an increased birth rate.

Median household income is significantly lower in the Village compared to Polk County and the State of Wisconsin and this may be attributed to fewer jobs in the area that require a bachelor's degree or greater level of education.

Occupation and industries vary for residents 16 years and older but the predominant industry in the Village of Clear Lake is manufacturing.

CHAPTER 3
Agriculture, Natural, and Cultural Resources

Introduction

A review and inventory of the agricultural, cultural, and natural resources in the Village of Clear Lake will provide a general overview of the Village’s agricultural, cultural, and natural features. Informed decisions can be made when addressing the future physical growth, development, and preservation of the Village’s lands through the identification and analysis of features such as agriculturally productive areas, wetlands, endangered species, soil characteristics, and valued cultural resources. By identifying and analyzing these features, development can be guided to the most appropriate locations, thus protecting the Village of Clear Lake’s natural areas while identifying potential locations for responsible growth.

Survey Results

Below are the survey results related to natural and cultural resources:

The Village of Clear Lake should retain "small town" character.		
	Count	Percent
I strongly agree	40	33.9%
I agree	61	51.7%
Not sure	14	11.9%
I disagree	3	2.5%
I strongly disagree	0	0.0%
Total	118	100.0%

Over 84% of the responses would like to see the Village of Clear Lake maintain its “small town” character. The majority of the residents that answered the survey want to maintain that aspect of the Village.

The Village of Clear Lake should protect and promote buildings, sites, and artifacts of historical importance.		
	Count	Percent
I strongly agree	42	35.6%
I agree	57	48.3%
Not sure	16	13.6%
I disagree	3	2.5%
I strongly disagree	0	0.0%
Total	118	100.0%

Most residents (84%) would like to see the Village protect and promote buildings, sites, and artifacts of historical importance. Only 3 of the respondents disagreed.

The Village of Clear Lake should establish design recommendations for remodeling existing buildings and the construction of new buildings in the Village.		
	Count	Percent
I strongly agree	10	8.5%
I agree	36	30.5%
Not sure	39	33.1%
I disagree	23	19.5%
I strongly disagree	9	7.6%
Other	1	0.8%
Total	118	100.0%

Overall, respondents were pretty evenly split between agree, not sure and disagree. About one-third like the see the Village establish some design standards for the Village.

Groundwater

(Map 3-1)

Groundwater is a significant and abundant natural resource in the planning area. The primary source for all water used for domestic, industrial, and agricultural purpose within the planning area is groundwater. The need for clean, reliable water supplies grows as a community expands. Groundwater is recovered from underground aquifers through a water supply well. These water supplies are recharged by rainfall and melt water, which seeps through the porous soil under the force of gravity, to a point where it collects on at an impervious layer such as granite bedrock. Recharge areas are typically located in the upland areas, with the low-lying areas such as rivers and streams being described as discharge zones.

Groundwater underlies the entire planning area and constantly moves to areas of discharge --streams, springs, and pumping wells. The distance that groundwater in the area travels from a recharge to a discharge area is generally less than four miles. The groundwater for the Village of Clear Lake generally flows southwest.

Forests

(Map 3-2)

The Wisconsin Initiative for Statewide Cooperation on Landscape Analysis and Data (WISCLAND) completed a statewide land classification system in 1999. WISCLAND defines a forest as “an upland area of land covered with woody perennial plants, the tree reaching a mature height of at least 6 feet tall with a definite crown.” Large areas of forested lands can be found on the east side of the Village near existing development.

Forests create a setting for hunting, camping, hiking, and many other forms of recreation. Forests also provide valuable wildlife habitat and are the homes for

less visible threatened and endangered plant and wildlife. Forests and trees can help protect other resources too. They can reduce heating and cooling costs of homes and business. Forests and trees offer erosion control for river banks and steep slopes.

In urban areas, forests and trees are used for traffic calming, the creation of parks, and add overall aesthetics that enhance the quality of life for residents. A contiguous forest is extremely important. The fragmentation of land can result in the disruption of habitat and can lead to problems between wildlife and humans.

The greatest concentration of the contiguous forestland in the Village is to the northwest of S.T.H. 63, surrounding the lakes. There are approximately 450 acres of forestland within the Village Limits.

Productive Agriculture Areas and Existing Farmland

(Map 3-3 & Map 3-4)

The Wisconsin Farmland Preservation Act was enacted in 1977 to slow the conversion of land from agricultural to urban usage. This legislation provides for the preparation of county farmland preservation plans, and state income tax credits for the maintenance of farmland in delineated preservation areas. Ultimately, only those farmers owning lands within delineated prime agricultural areas which are zoned for exclusive agricultural use will be eligible for the full state income tax credits provided under the law.

The Polk County Farmland Preservation Plan considers soils with the classification suitability of I, II, and III to be potentially productive agricultural areas. These are soils that can have few to severe limitations and may require some conservation practices in order to be able to farm. The Village of Clear Lake has 1,515 acres of potentially productive agricultural areas and is evenly spread throughout the Village although some of it has already been developed.

There are approximately 607 acres of existing agricultural fields within the Village Limits. Nearly 556 acres of those existing agricultural fields are on potentially productive soils.

Threatened or Endangered Species

According to the U.S. Fish and Wildlife Service, an “endangered” species is one that is in danger of extinction throughout all or significant portion of its range. A “threatened” species is one that is likely to become endangered in the foreseeable future. These species are protected because of their scientific, educational, aesthetic, and ecological importance.

The Wisconsin Natural Heritage Inventory Program maintains data on the location and status of natural features, rare species, and natural communities in

Wisconsin. These sites are broad in nature and provide a general location for rare, threatened, or endangered species as well as high-quality natural communities.

The Wisconsin Department of Natural Resources (DNR) provides maps that depict the sections where endangered or threatened resources have been found and breaks them down by the type of species found, such as aquatic, terrestrial, or both. The DNR does not further identify the locations in order to protect those species. If development were to take place in a section that where endangered or threatened species are listed, the DNR would get involved to ensure the new development would not infringe upon those species. According to the map, there isn't any identified threatened or endangered resource within the Village Limits.

Stream Corridors and Surface Water

(Map 3-5)

The Village of Clear Lake is fortunate to have a number of nearby surface water resources such as lakes and streams. Surface waters provide an excellent source of recreation, as well as habitat for wildlife. Unfortunately, development has the potential to have a negative impact on the quality of water in the surface waters. Areas upstream of lakes and rivers impact the waters downstream. That is why it is important that communities and lake groups protect these resources.

The Village of Clear Lake has portions of four lakes within the political boundary of the Village. French Lake is in the northwest part of the Village and is approximately 46 acres of surface water. Murray Lake is just south of French Lake in the northwest part of the Village and is just over 6 acres. Clear Lake is also in the northwest part of the Village and has approximately 33 acres. Only a small portion of Clear Lake is within the Village Limits. The fourth lake is Ice House Lake just along the northern border of the Village. Ice House Lake has just less than 6 acres of surface water. The total surface of lakes within the Village is approximately 57.5 acres.

The Village of Clear Lake also has a few unnamed streams. Stream corridors often have significant vegetative growth and act as habitat for a variety of terrestrial and aquatic species. Many species rely on the cover provided in stream corridors ranging from trees and plants, to water and rocks for their survival. Stream corridors often do not lend themselves to be easily fragmented, however, damaging the water quality and clear cutting the banks can do irreparable damage to the integrity of the habitat.

Floodplains

(Maps 3-6)

Floodplains are areas, which have been, or may become inundated with water during a regional flood. A regional flood is often referred to as a 100-year flood

or having a 1% chance of occurring in any given year. Because of danger posed in a flood event, most structural development within a floodway is not allowed. Development within the flood fringe is generally accepted, provided adequate flood proofing measures are taken. The Village of Clear Lake does not have any mapped floodplains.

Wetlands

(Maps 3-7)

Wetlands act as natural filters, removing sediments and contaminants from water. Wetlands also regulate water levels by containing water during periods of excessive rain or snow melt. These unique environments are host to wide variety of plant and animal communities, including some threatened and endangered species. Wetlands also serve as rest areas for migratory waterfowl during the fall and spring months. Wetlands also serve as major source of groundwater recharge and flood control. In the past decade, however, strict regulation of wetland conversion has slowed the loss of habitat and made conversion to other uses too expensive and impractical.

Wetlands are found along most of the surface waters in the Village of Clear Lake. The largest contiguous wetland is found just east of the downtown. Although the wetlands larger than 2 acres have been mapped, that does not mean other wetlands exist in the Village. When development or other land disturbing activities take place, it is important that each site is assessed to determine if wetlands exist. Even with strict regulations in place, it is important take precautions when developing near wetlands.

Topography/Slope

(Map 3-8 & 3-9)

Undulating topography offers a picturesque setting for rural areas. Residential areas are often developed on or in view of high points along the terrain. Despite the appeal of topography, areas of severe slopes should be avoided in development.

The topography and elevation of Clear Lake is varied and reaches its highest point in the northwestern part of the Village. The Village has an approximate relief of 155 feet from 1,130 feet to 1,285 feet of elevation. The low point occurs along an unnamed creek along the southeastern part of the Village.

Development in areas with severe slopes (described as 20% slope or greater) should be limited. Typically buildings should not be constructed on any slope that is 20% or greater. Roads and driveways are often more restrictive and should be limited to slopes of 12% or less. Most of the steep slopes (over 20%) occur in the northwest corner of the Village surrounding the lakes.

Wildlife Habitat / Environmentally Sensitive Areas

(Map 3-10)

Environmentally sensitive areas and wildlife habitat are extremely important for the protection of aquatic and terrestrial wildlife and plants. The preservation and possible expansion of these areas is vital to maintain a diverse ecosystem. Areas that may be considered environmentally sensitive area or wildlife habitat are forests, lakes, streams, rivers, wetlands, steep slopes, and shoreland buffers.

Environmentally sensitive areas, also referred to as corridors, consist of wetlands, floodplains, forestland, slopes of 20% or greater, and buffers around the surface waters (300 feet around streams, and 1,000 feet around lakes and ponds). Each of these features have been described earlier in this chapter however it is important to view them all together in order to identify contiguous environmental corridors. The integrity of these environmental corridors should be protected whenever possible.

The Village of Clear Lake has a variety of environmentally sensitive resources. These areas should be factored in when the Village makes future development decisions.

Metallic/Non-metallic Mineral Resources

Communities now have the right to adopt an ordinance establishing requirements for reclamation of non-metallic mines (NR 135). If a community chooses not to adopt an ordinance, the county or regional planning commission may do so instead for the covered region. The primary reason for these requirements is to prevent owners and operators of non-metallic mines from abandoning their operations without proper reclamation of the site. The Village of Clear Lake does not have any metallic/non-metallic mineral resources being minded at this time.

Soil Suitability for Dwellings with Basements

(Map 3-11)

Soil properties and characteristics are a major influence in the land use activities that can occur on a given soil type. Soils are grouped into classifications based on their respective properties. It is important to assess the various types of properties that occur within the soils of the Village of Clear Lake to identify the optimum locations for development and preservation.

The Natural Resource Conservation Service (NRCS) has developed a limitations rating system for the various soil characteristics discussed in this chapter. Below are the descriptions of those limitations based on the Polk County Land Use Plan:

No to Slight Limitations: Soil properties and site features generally are favorable for the indicated use and the limitations are easy to overcome.

Somewhat to Moderate Limitations: Soil properties are not favorable for the indicated use and special planning, design, or maintenance is needed to overcome or minimize the limitations.

Severe Limitations: Soil properties or site features are so unfavorable or so difficult to overcome that special design, significant increases in construction costs, and possibly increased maintenance is required. In the case of severe limitations, questions regarding the economic and environmental feasibility of such development should be seriously considered.

An important element of soils is their suitability for dwellings with basements. The soil properties that affect a soil's suitability are slope, depth to bedrock, moisture, and the content of rocks. These characteristics, when factored together, illustrate which areas will have limitations as well as the degree of limitations. A soil limitation on a person's property does not necessarily mean a basement cannot be built, but rather there may be an increased cost of construction.

The Village of Clear Lake has an area of 1,890 acres. The soil survey shows that 1,067 acres of soil are not limited and 182.93 acres are somewhat limited when it comes to supporting a dwelling with a basement. Over 547 acres are soils that are very limited when it comes to supporting dwellings with basements. The areas of the Village that have the most severe limitations are found near the wetlands, streams, and lakes. The remaining soil, approximately 92 acres, is not rated for dwellings with basements suitability.

Soil Suitability for Septic Tank Absorption Fields

(Map 3-12)

Although the Village of Clear Lake has a municipal water and sanitary district, some of the rural areas still require septic systems. Drainage or absorption fields are connected to the end of the septic tank and allow for the septic effluent to be distributed to the soil over a large area. Soil acts as the filter for the septic systems and if the soils are not suitable for absorption fields, they could contaminate the groundwater. The main properties of soil that affect the soil's suitability for absorption are soil permeability, soil depth to bedrock, soil depth to the water table, and susceptibility to flooding.

The NRCS interpret the various soil types and determine their ability to act as functioning absorption fields by looking at soils ability to maintain a properly functioning septic system but also the soils attenuation ability.

The majority of Polk County has severe limitations for septic tank absorption fields. The Village of Clear Lake is no different. Nearly the entire Village has severe soil limitations for septic tanks. This does not mean septic tanks cannot be built on soils with severe limitations however residents should be aware of those areas and make sure their septic systems are designed and maintained properly to protect the areas wells and groundwater. Modern technology can still be used so that septic systems function properly in soils with severe limitations without adversely affecting the groundwater.

Soil Attenuation

(Map 3-13)

Soil attenuation is defined as the soil's ability to absorb contaminants. Soils have the ability to attenuate contaminants through a series of complex physical, chemical, and biological processes. Attenuation allows the soil to store needed plant nutrients, restrict the movement of metals, and remove harmful bacteria. Soils that have a high attenuation potential are better at protecting the groundwater from possible contaminants. The attenuation rating was developed by the University of Wisconsin-Extension and Polk County. In order to protect groundwater, development should be limited in areas where soils have poor attenuation.

The attenuation category with the largest amount of land in the Village of Clear Lake is "Good." These areas are ideal for development as the soils have an ability to attenuate or capture contaminants. The other categories, where development should be limited, is where the soil is classified as "Least" and have a limited ability to attenuate. Most of these soils in the Village of Clear Lake occur along the surface waters. With modern technology, soils with poor attenuation can still be developed, but additional precautions must be taken to ensure the safety of the groundwater.

Stormwater

With development also comes a responsibility to manage stormwater. Development results in impervious surfaces and increases the volume of water entering streams, creeks, lakes and other surface waters. Stormwater erodes soils and carries the pollutants and sediments to these surface waters causing damage to the water resources. Soil erosion is one of the leading causes of water pollution in the state. There is a wide range of state and federal regulations as well as local programs and actions that local municipalities must implement to appropriately manage the stormwater.

Clear Lake does have some surface waters they should strive to protect. Implementing erosion control and stormwater management ordinances can go a long way towards protecting these resources.

Historical/Cultural Resources

(Map 3-14)

The loss of our State's cultural resources over the past century has been significant. According to the Wisconsin Historical Society, only 30% of historic buildings documented during the Great Depression by the Federal Historic American Building survey program still exist and only 25% of Wisconsin's Native American mounds remain intact.

Residents of Clear Lake are proud of its heritage. The "Clear Lake Area Historical Museum" is hailed as one of the finest in Wisconsin. It features priceless memorabilia from the careers of its two favorite sons: Former U.S. Senator - and Founder of "Earth Day" - Gaylord Nelson and Burleigh Grimes - member of the Baseball Hall of Fame. The Clear Lake All Veteran's Memorial, located in the Village of Clear Lake Cemetery, commemorates 1,700 local veterans on six granite monuments. One monument commemorates those that have made the ultimate sacrifice. The Clear Lake Heritage Days Celebration occurs on the last full weekend of June.

The preservation of historic buildings and sites can showcase the Village's unique past and foster a sense of community pride. Polk County has set up signs throughout the County, that have been placed at sites of historical significance that display the names and dates in which structures were erected and in some instances torn down. These signs provide a historical context of a number of sites throughout the County. A number of these sites no longer have the original structures on them. Below is a list of important historical sites from Clear Lake's early history (also identified on Map 3-14).

Historical sites in the Village of Clear Lake and their respective dates are:

- Graves Mill, 1870 – 1890*
- 1st School House, 1875*
- Glover Mill, 1876 – 1893*
- 1st Brick School, 1890*
- Masonic Lodge, 1898
- Black Smith Shop – 1899
- Stout House, 1903
- Creamery 1906*
- Fame Canning Factory, 1911 – 1939*
- Canning Factory, 1912*
- Episcopal Church, 1912
- Old Grade School, 1914
- Old Village Hall, 1918
- High School, 1922
- Band Stand, 1923

*Original structures are no longer there.

More information on these sites can be found in the Clear Lake Centennial 1875-1975 book.

Other sites of cultural significance were found on the National Heritage Inventory that provides various archaeological resources. The inventory lists the type,

name, and section of the artifact(s). The Village and surrounding planning boundary has the following archaeological resources listed on the inventory:

- Swedish Congregational Cemetery, Cemetery Burial, Section 17
- Clear Lake Village Cemetery, Cemetery/Burial, Section 19

The Clear Lake Cemetery is also home to the Clear Lake All Veteran's Memorial that commemorates 1,700 local veterans on six granite monuments. One monument commemorates those that have made the ultimate sacrifice.

Clear Lake Area Historical Museum

The Village of Clear Lake Area Historical Museum features many artifacts depicting the history of the area including sports memorabilia of Hall of Famer Burleigh Grimes, and items from the political career of native son Gaylord Nelson, a former Wisconsin Governor and U.S. Senator. The other displays relate to important aspects of the areas history and include school, military, pioneer and agriculture rooms.

The museum opened its doors in 1975 and is affiliated with the Wisconsin State Historical Society. The museum had its roof, windows, doors, and electrical replaced in 2007-2008 to improve the exterior for future generations and they are in the process of updating the displays. It is open annually from Memorial Day Weekend through Labor Day Weekend.

Agricultural, Cultural, and Natural Resources Goals, Objectives, and Policies

Goal 1: Protect groundwater/drinking water quality and quantity

Objectives

1. Provide safe drinking water to Village residents.
2. Limit development near wetlands – groundwater recharge areas.

Policies

1. Establish guidelines for fertilization and treatment of forests, gardens, and lawns.
2. Provide informational workshops for citizen input and education.
3. Support County ordinances in regard to septic system inspections and maintenance.
4. Support County ordinances in regard to sewage treatment hookup when available.
5. Ordinance development and enforcement for erosion control and storm water management.
6. Develop wellhead protection ordinance.

Goal 2: Protect existing urban forestland

Objectives

1. Enhance and promote preservation of trees within the community.
2. Restore native trees.
3. Increase the tree canopy in the Village.

Policies

1. Develop an Urban Forestry Program.
2. Seek grant funds to assist with tree maintenance, inventory, and planting.
3. Map out and identify existing trees in the Village and create and maintain the database.

Goal 3: Limit the amount of erosion coming from agricultural lands

Objectives

1. To keep existing agricultural lands productive.
2. Ensure that soil erosion does not negatively affect local water resources.
3. Ensure fertilizers do not negatively affect local water resources.

Policies

1. Identify programs that assist or provide incentives to farmers to use no till practices and/or leave winter cover crops.
2. Encourage farmers to add only needed fertilizer per soil test results.
3. Encourage farmers to fence pastured stream banks so cattle cannot cause erosion along streambanks.

Goal 4: Improve the quality of surface waters

Objectives

1. Reduce erosion of soil which makes its way into streams, rivers, and lakes.
2. Protect water that recharges aquifers.

Policies

1. Adopt a Storm Water Management and Erosion Control Plan. Infiltrate roof water by redirecting roof downspout outlets from an impervious surface to a grassed area.
2. Develop and adopt Stormwater Management and Construction Erosion Control Ordinances for the Village.
3. Identify sources of erosion and degradation and apply for appropriate grants for stormwater runoff to improve these areas where applicable.

Goal 5: Protect and preserve the integrity of the existing wetlands

Objectives

1. Prevent wetlands from filling in due to sediment from development.
2. Development must not increase or decrease the natural flow of water into wetlands.

Policies

1. Restoration of wetlands where illegally altered.
2. Ordinance development and enforcement for erosion control and storm water management.

Goal 6: Protect steep slopes where possible

Objectives

1. Reduce erosion coming from steep slopes.
2. Stabilize soils that are on steep slopes.
3. Leave steep slopes vegetated.

Policies

1. Limit development from disturbing slopes over 20%.
2. Restrict roads and driveways to land with slopes under 12% grade.
3. Develop ordinance that requires steep slopes to be re-vegetated if disturbed or logged.

Goal 7: Preserve sensitive natural resource areas and habitats

Objectives

1. Prevent the fragmentation of existing environmental corridors.
2. Utilize corridors for parks, trails, and educational purposes.

Policies

1. Work with neighboring communities to preserve environmental corridors and create a connected trail system.
2. Require developers to work around corridors and replant areas that are damaged during development through developer agreements.

Goal 8: Manage stormwater runoff to protect all water resources

Objectives

1. Reduce erosion of soil which makes its way into streams, rivers, and lakes.
2. Protect water that recharges aquifers.

Policies

1. Adopt a Storm Water Management and Erosion Control Plan.

2. Draft ordinance limiting or banning phosphate fertilizers.
3. Restore shorelines to native vegetative state and leave at least 35 foot wide shoreline buffer (zoning requirement).
4. Implement proper storm water management on properties by diverting impervious surface runoff to infiltration basins or other approved devices for treatment before being discharged to area receiving waters.
5. Infiltrate roof water by redirecting roof downspout outlets from an impervious surface to a grassed area. If the grassed area does not allow for much infiltration, create a rain garden to encourage maximized infiltration. Dry wells or French drains can also be used to handle roof water infiltrations. Large volumes of roof water runoff from large buildings should be handled through a properly engineered device. Large infiltration systems require zoning permits and DNR review.
6. Grass swales are wide grassed lined ditches and are an alternative to standard curb and gutter, and reduce runoff impacts to receiving waters by increased infiltration of runoff. The vegetation in the swale acts as a sediment filter and a runoff velocity reduction device. Swales should be considered as options for storm water conveyance systems.
7. Review and follow recommendations in any of the Village's Lake Management Plans.
8. Require permitted new construction and additions to have stormwater management plans for development within 1000' of shorelands.
9. Review setbacks on all lakes, rivers, and creeks and make recommendations for increases if needed.
10. Apply for appropriate grants for stormwater runoff.

Goal 9: Preserve, promote, and rehabilitate cultural resources

Objectives

1. Preserve the historic aspects of the community.
2. Increase the Village's appeal to new businesses and residents.
3. Ensure that any redevelopment within the historical district preserves the architectural integrity of the structures.

Policies

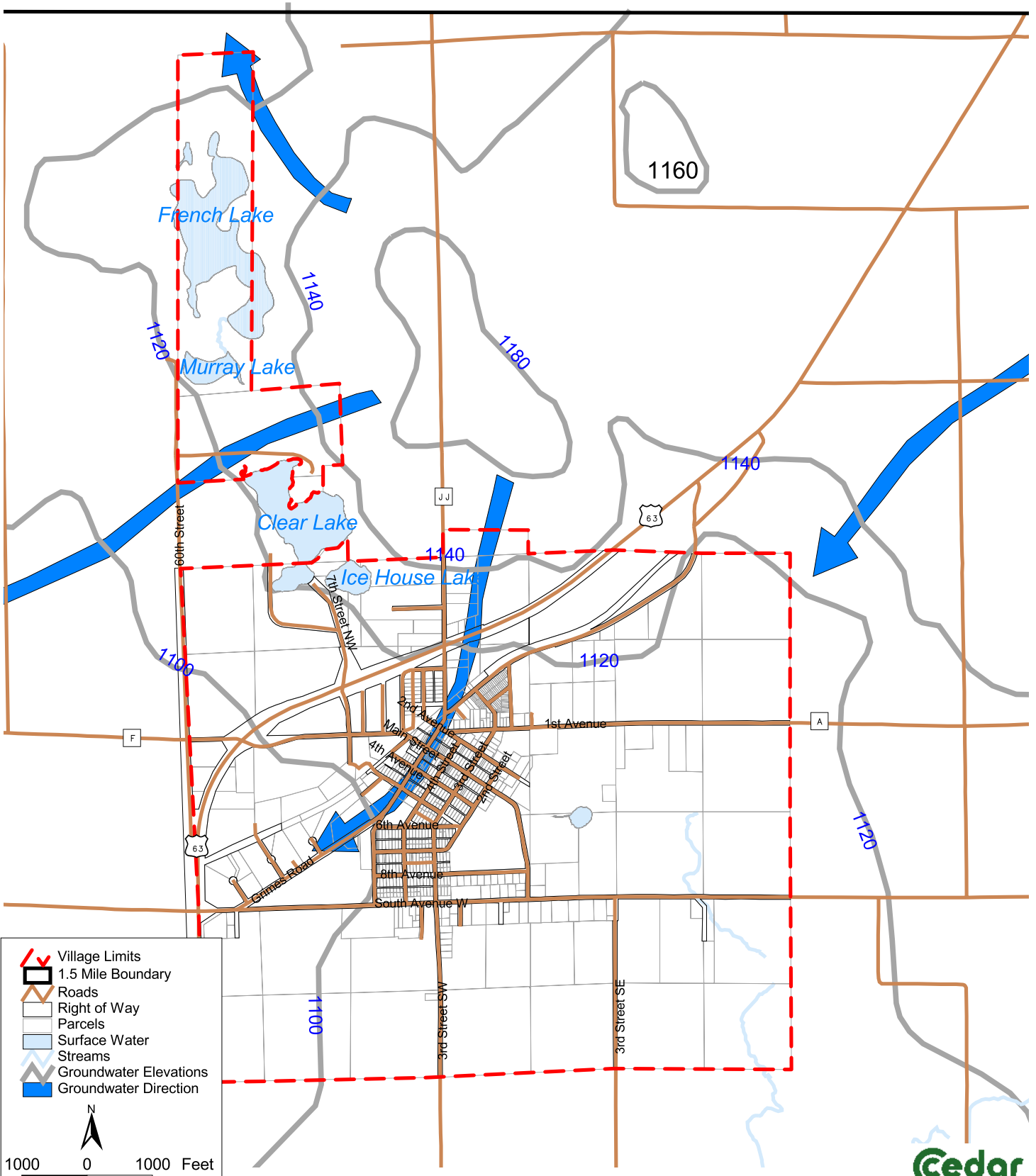
1. Update Wisconsin Architecture and Historic Inventory (AHI) findings and photograph homes and structures for local inventory.
2. Inform property owners of any historical aspect of their property and inform them of possible local and national incentives for preserving or rehabilitating their property.
3. Update Centennial book to commemorate the history of the Village of Clear Lake.
4. Contact Wisconsin Historical Society for further information gathering and guidance.
5. Have Historical Preservation Committee pursue further archeological site information to determine future promotion of these areas.

6. Explore the possibility of historical markers within the Village.
7. Develop a local historic/cultural resource preservation plan.
8. Explore opportunities for grant funding which could be utilized for historic preservation initiatives.
9. Consider the use of Historic Preservation Ordinances.

GROUNDWATER ELEVATION

Village of Clear Lake

Map 3-1



	Village Limits
	1.5 Mile Boundary
	Roads
	Right of Way
	Parcels
	Surface Water
	Streams
	Groundwater Elevations
	Groundwater Direction

N

1000 0 1000 Feet

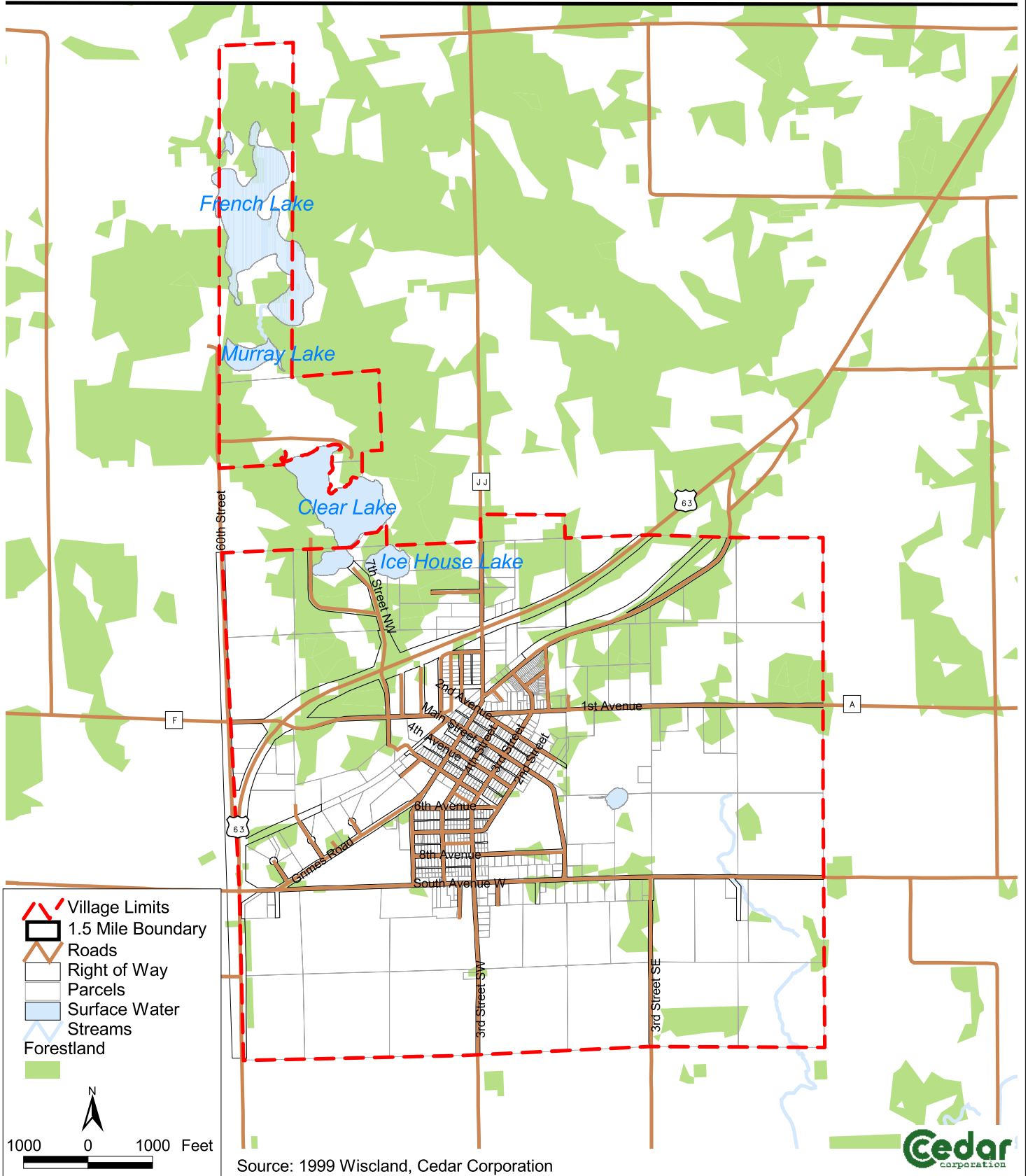
Source: General Water Table Elevation Map of Polk County, Cedar Corporation



FORESTLAND

Village of Clear Lake

Map 3-2

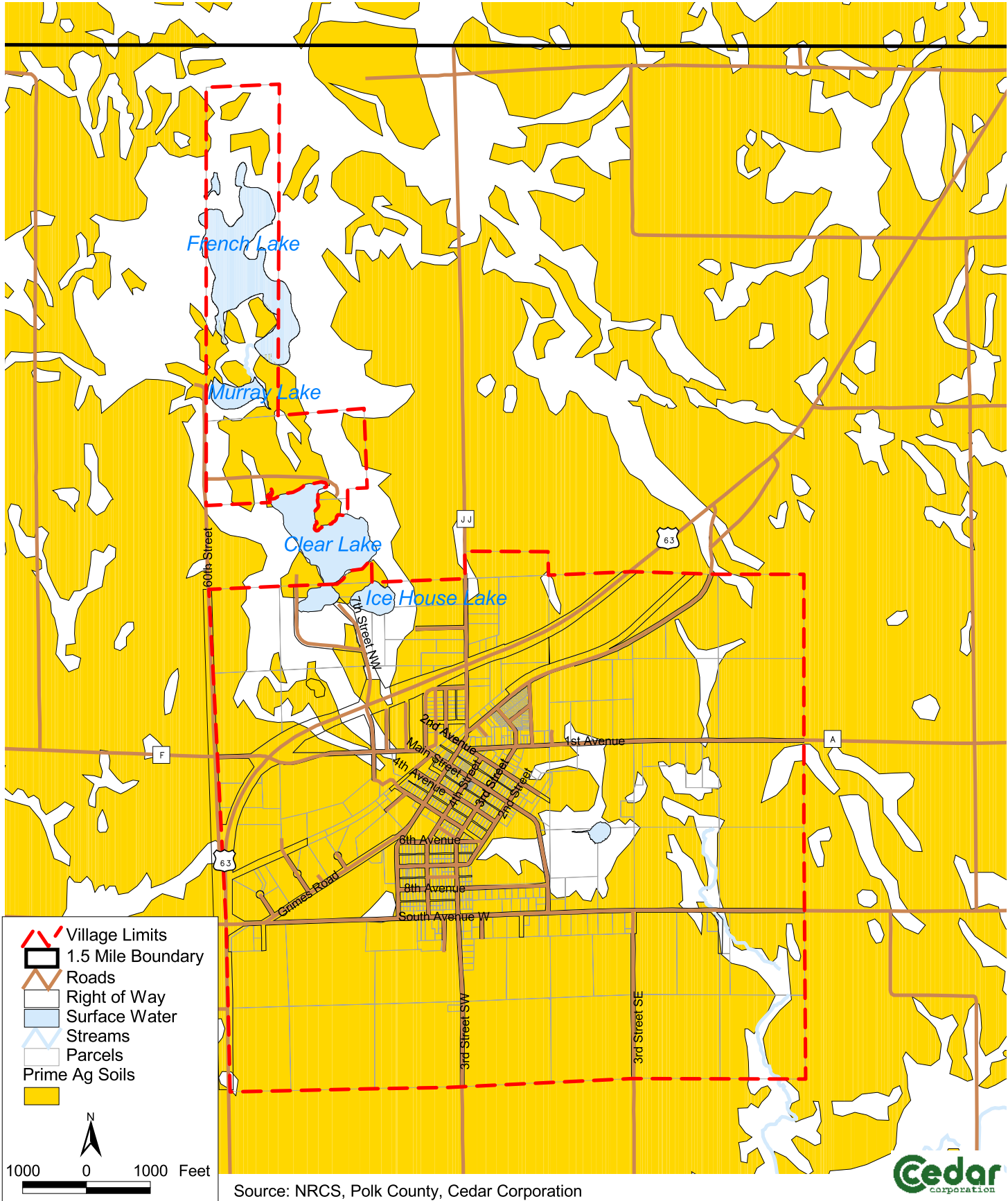


Source: 1999 Wisland, Cedar Corporation

PRODUCTIVE AGRICULTURAL SOILS

Village of Clear Lake

Map 3-3



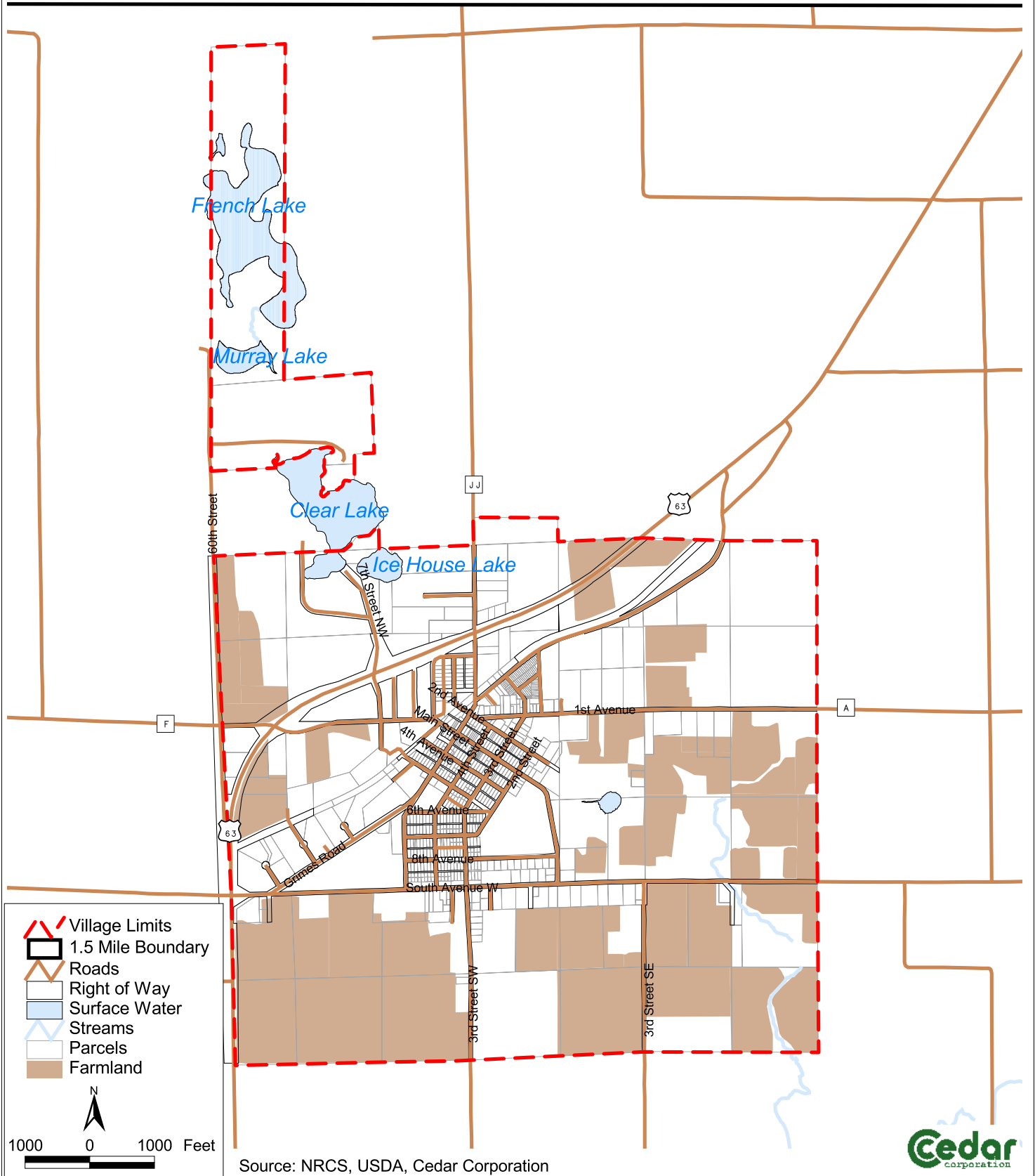
Source: NRCS, Polk County, Cedar Corporation



EXISTING FARMLAND

Village of Clear Lake

Map 3-4



- Village Limits
- 1.5 Mile Boundary
- Roads
- Right of Way
- Surface Water
- Streams
- Parcels
- Farmland

1000 0 1000 Feet

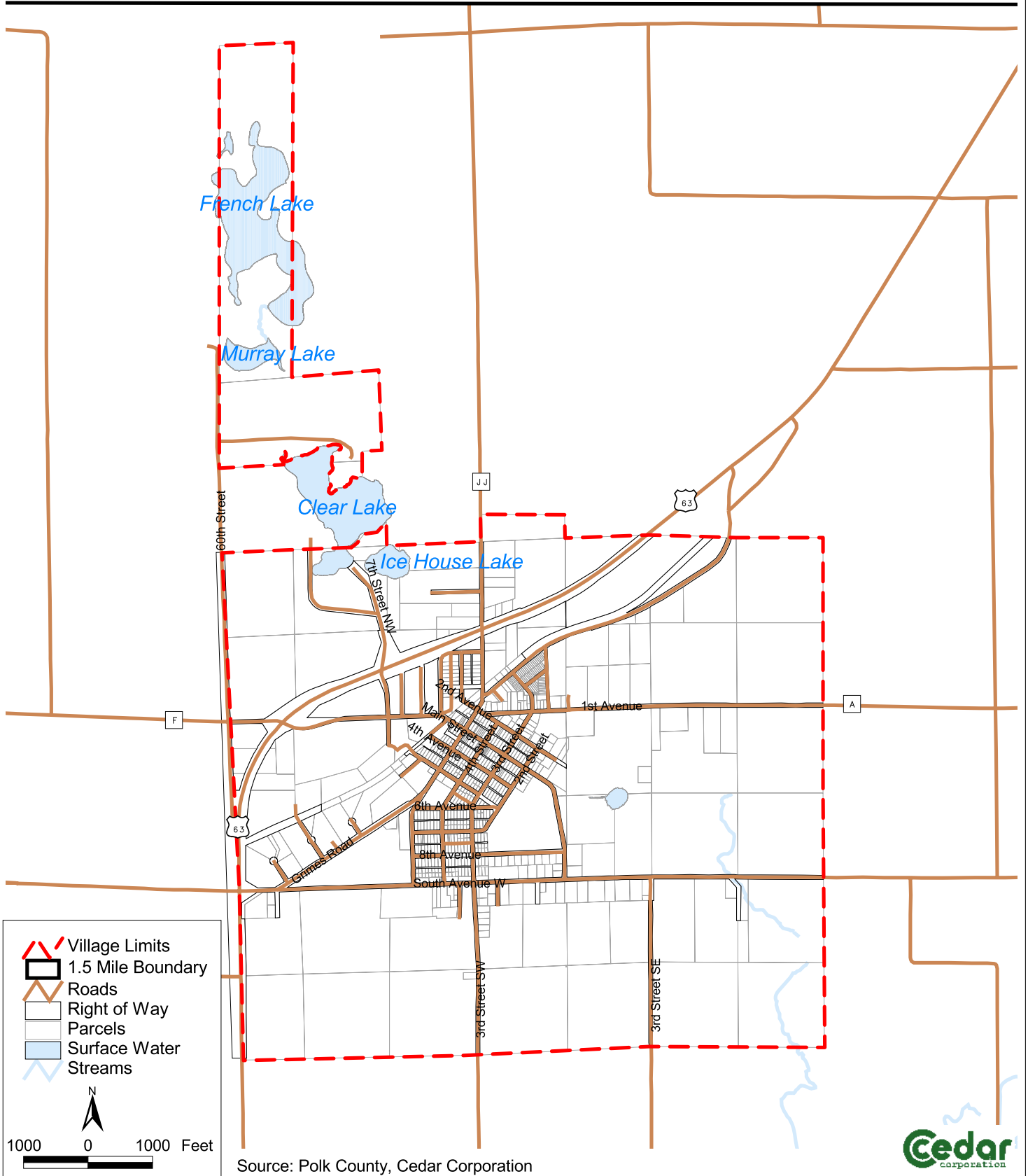
Source: NRCS, USDA, Cedar Corporation



STREAM CORRIDORS AND SURFACE WATER

Village of Clear Lake

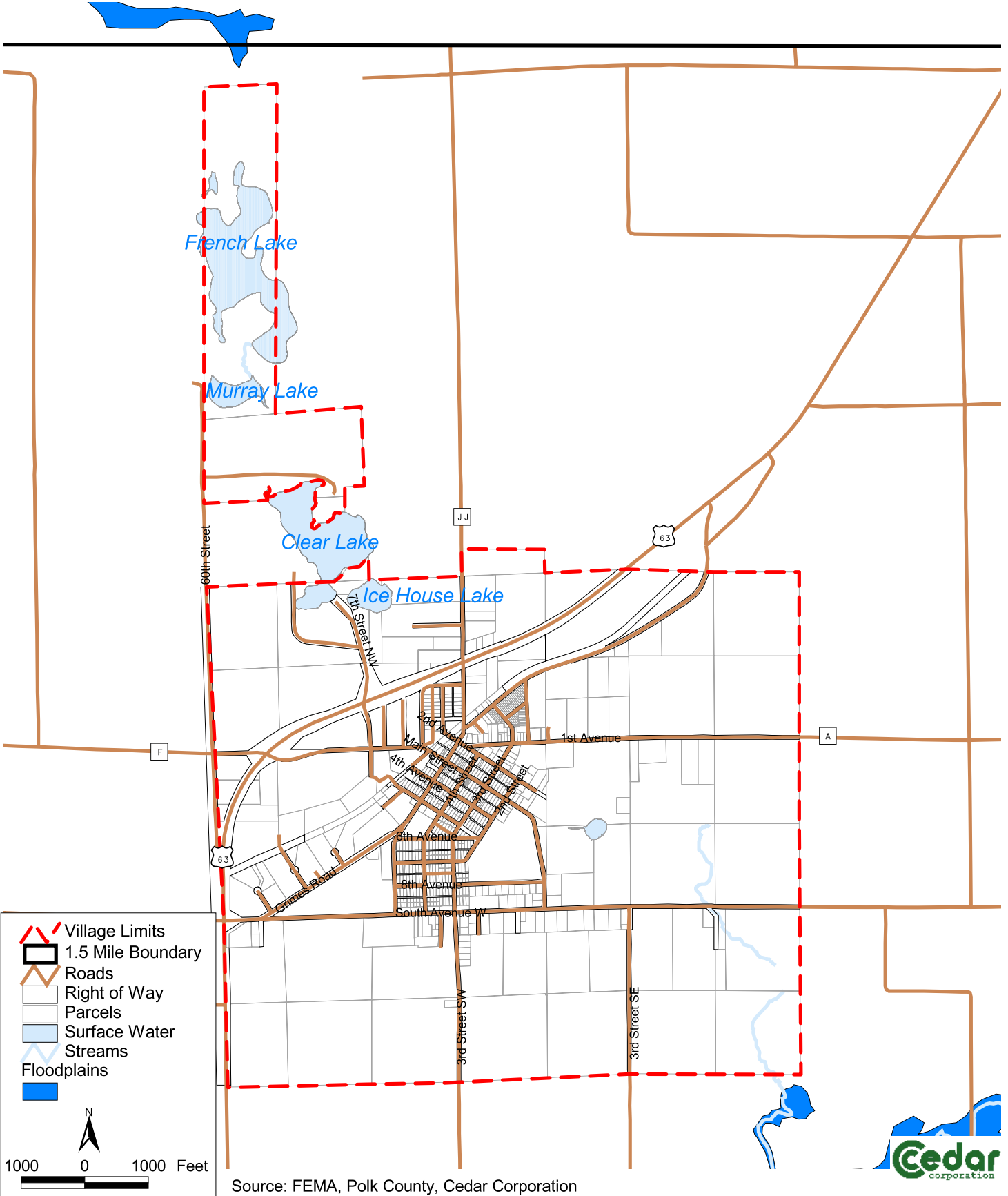
Map 3-5



FLOODPLAINS

Village of Clear Lake

Map 3-6



Legend:

- Village Limits
- 1.5 Mile Boundary
- Roads
- Right of Way
- Parcels
- Surface Water
- Streams
- Floodplains

Scale: 1000 0 1000 Feet

North Arrow: N

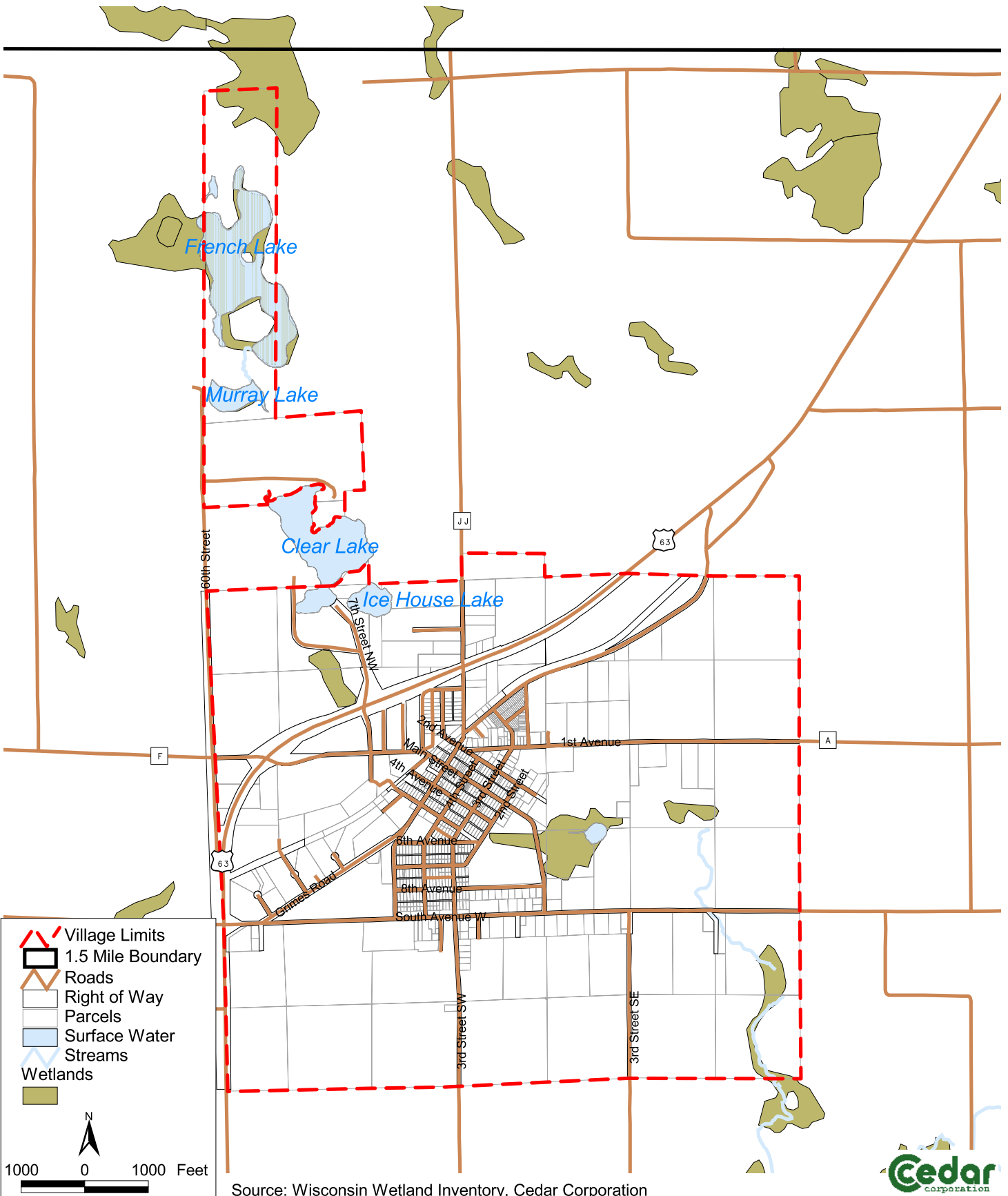
Source: FEMA, Polk County, Cedar Corporation



WETLANDS

Village of Clear Lake

Map 3-7



Legend

- Village Limits
- 1.5 Mile Boundary
- Roads
- Right of Way
- Parcels
- Surface Water
- Streams
- Wetlands

Scale: 1000 0 1000 Feet

North Arrow: N

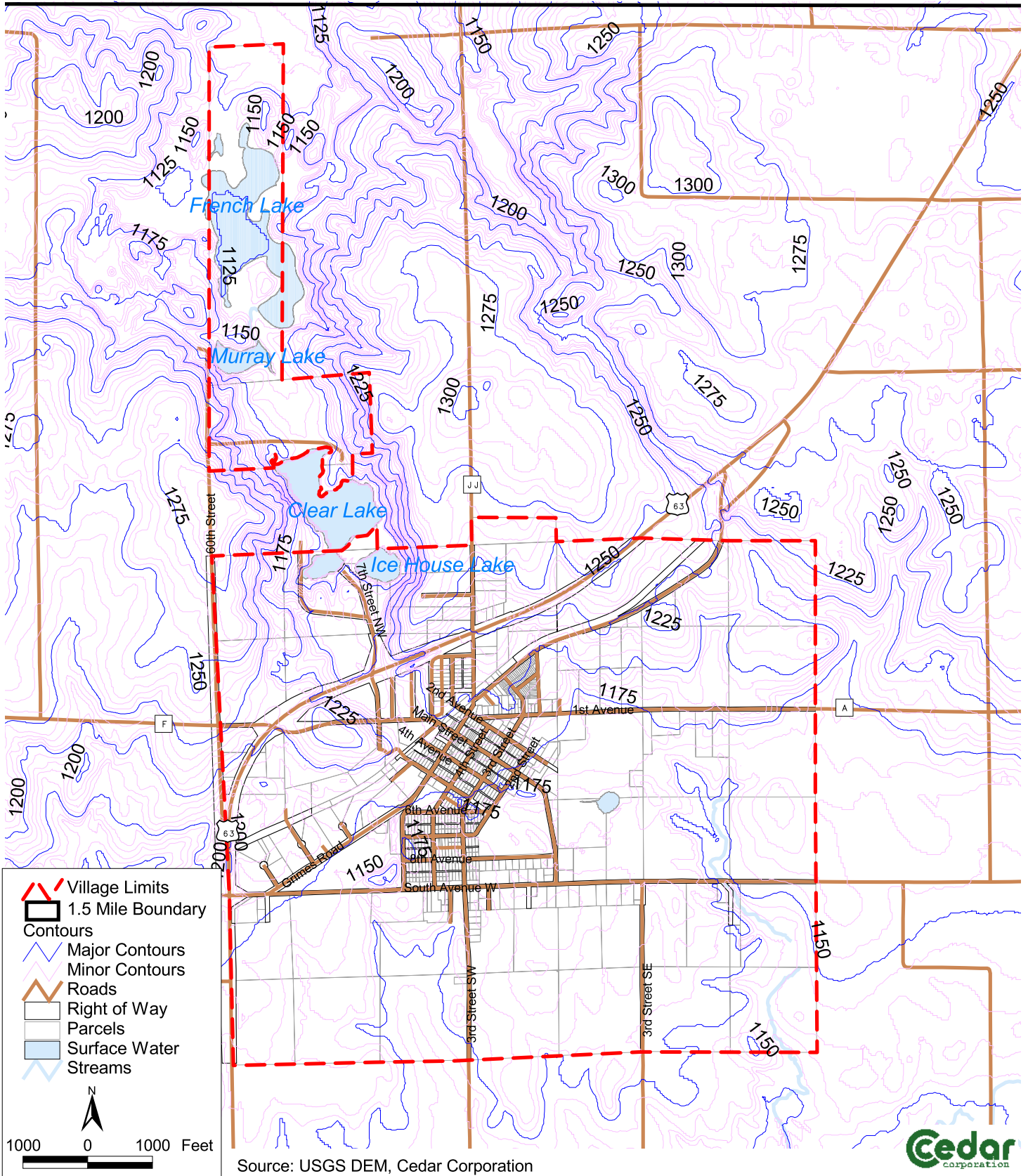
Source: Wisconsin Wetland Inventory, Cedar Corporation



TOPOGRAPHY

Village of Clear Lake

Map 3-8



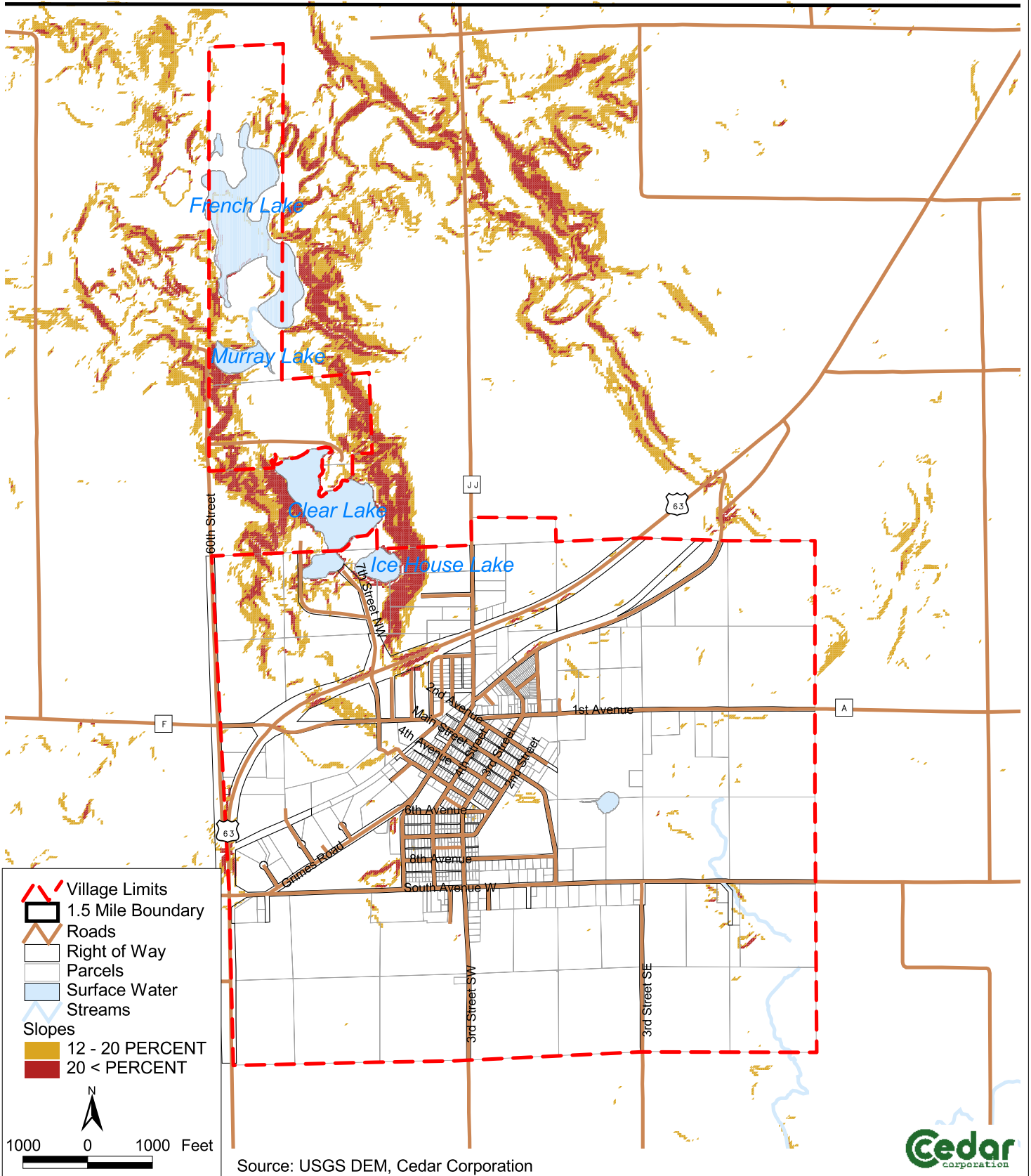
Source: USGS DEM, Cedar Corporation



SLOPES

Village of Clear Lake

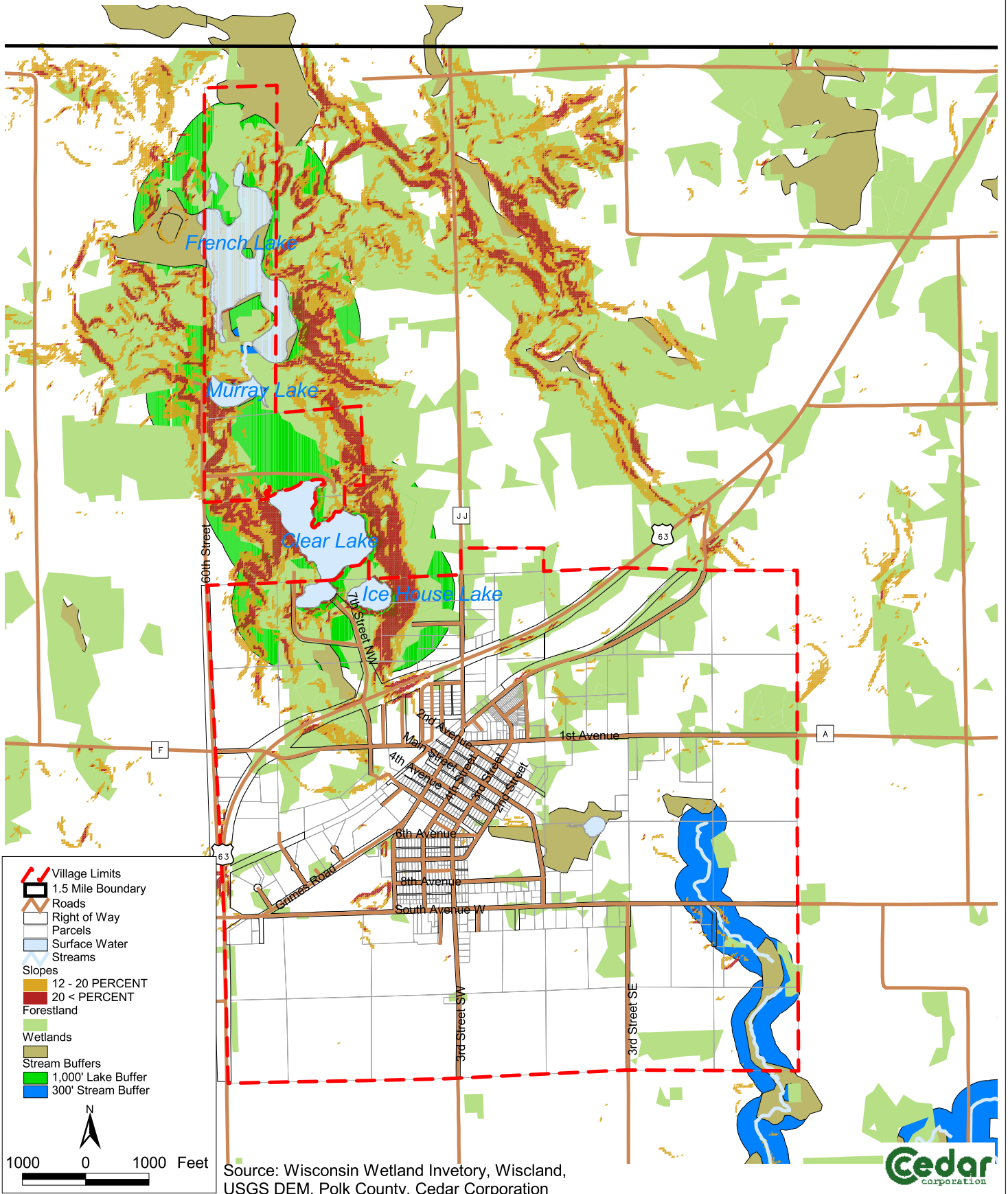
Map 3-9



ENVIRONMENTALLY SENSITIVE AREAS

Village of Clear Lake

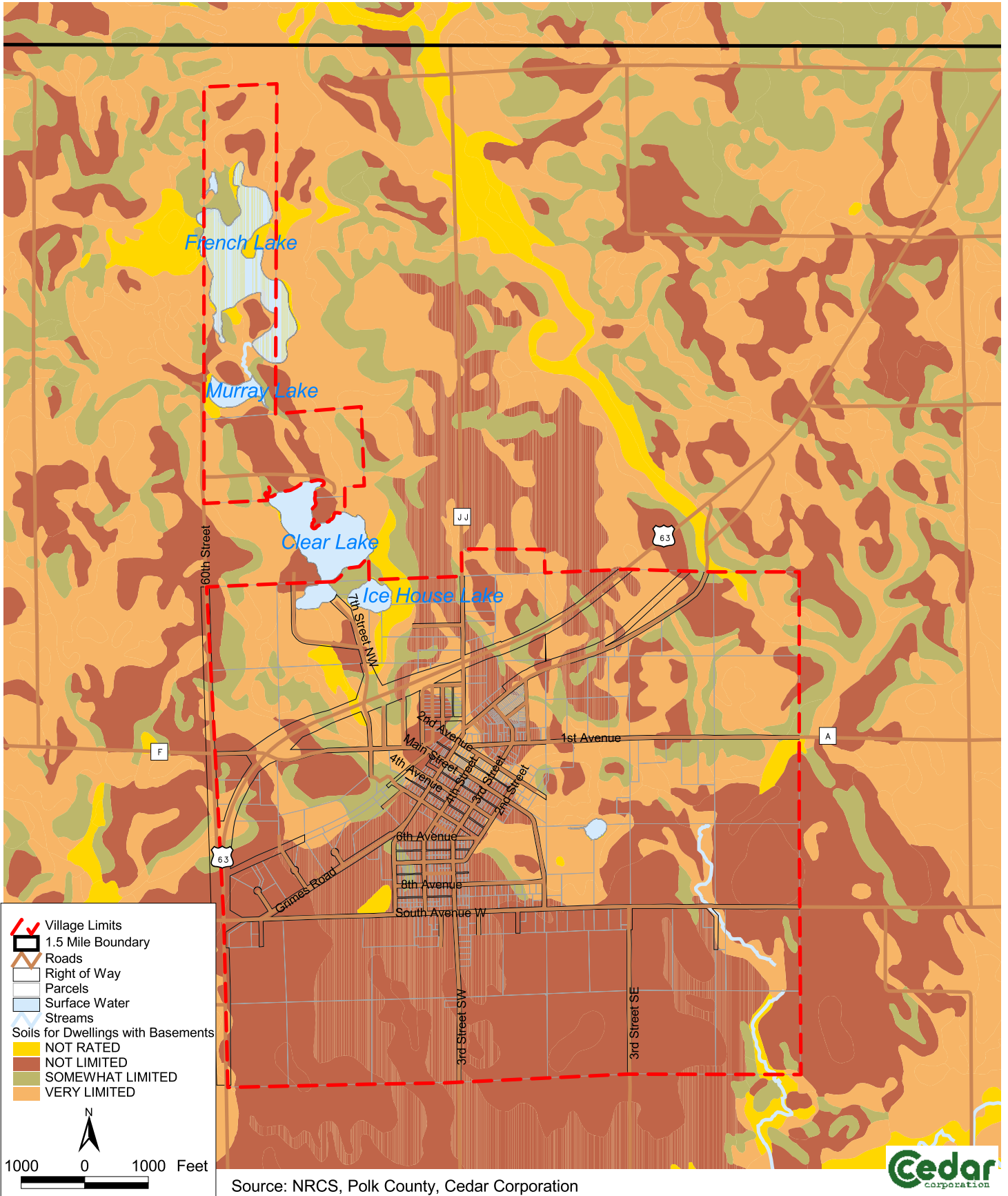
Map 3-10



SOILS DWELLINGS WITH BASEMENTS

Village of Clear Lake

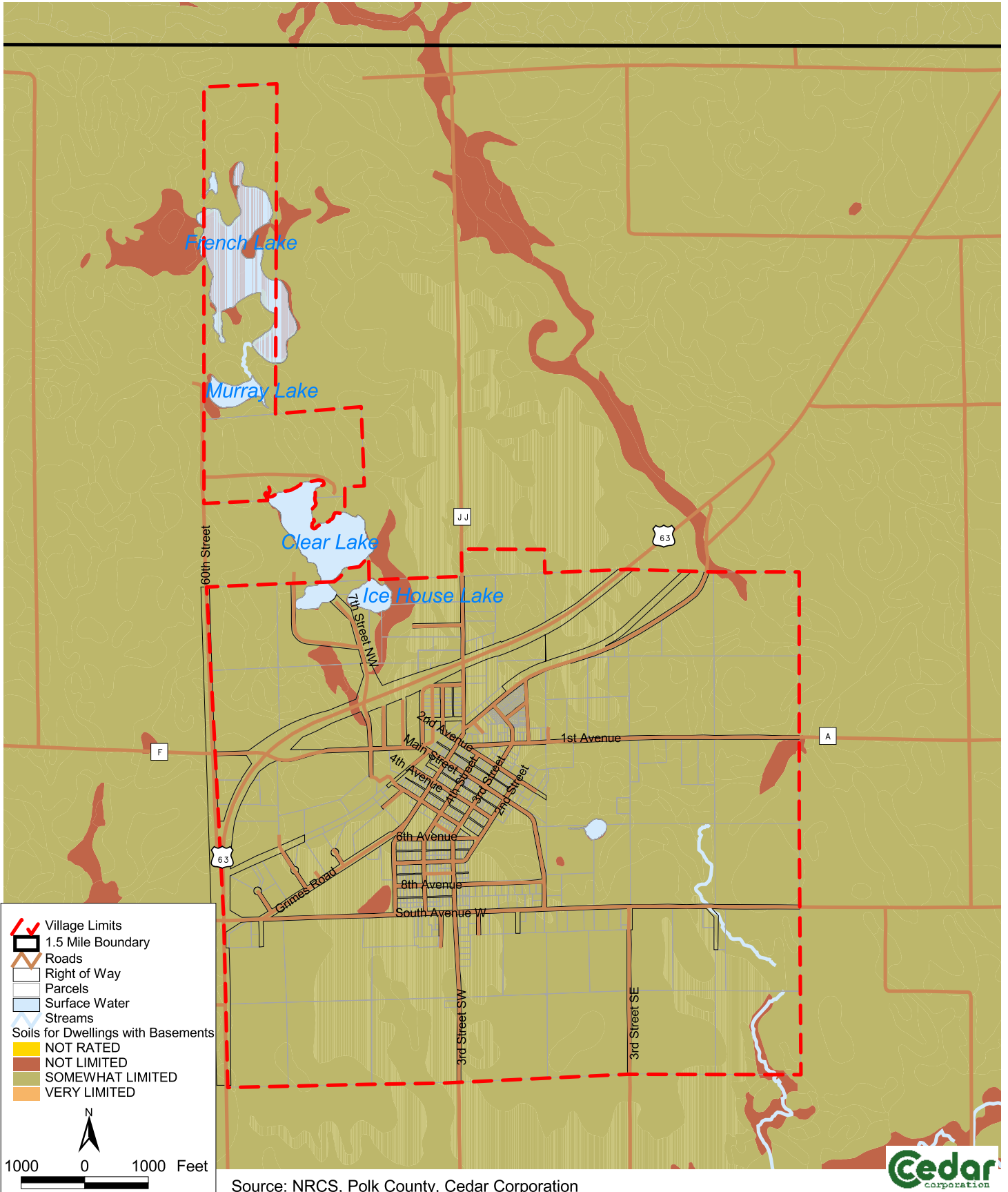
Map 3-11



SOIL LIMITATIONS FOR SEPTIC SYSTEMS

Village of Clear Lake

Map 3-12



Legend

- Village Limits
- 1.5 Mile Boundary
- Roads
- Right of Way
- Parcels
- Surface Water
- Streams

Soils for Dwellings with Basements

- NOT RATED
- NOT LIMITED
- SOMEWHAT LIMITED
- VERY LIMITED

1000 0 1000 Feet

N

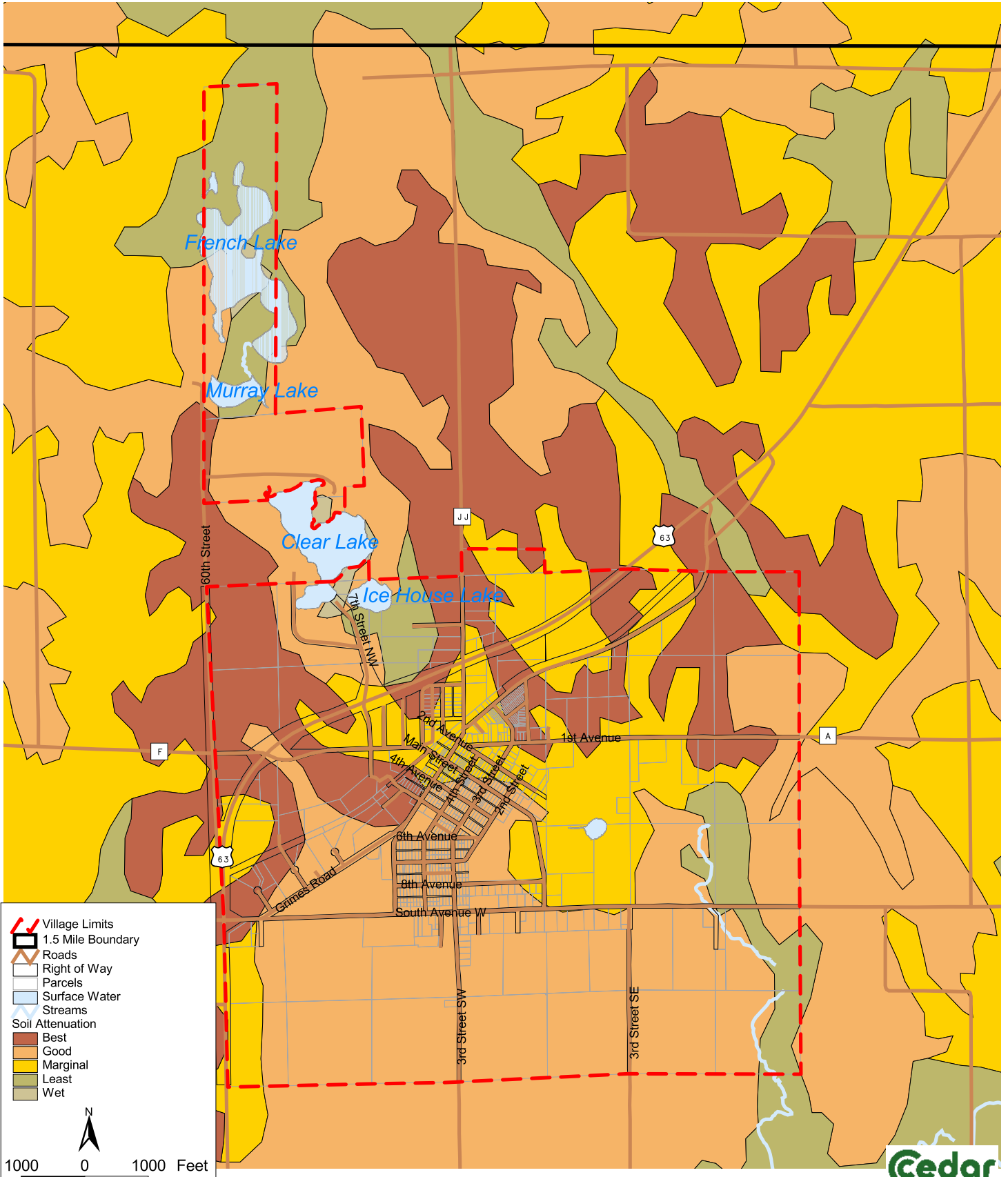
Source: NRCS, Polk County, Cedar Corporation



SOIL ATTENUATION

Village of Clear Lake

Map 3-13



Legend

- Village Limits
- 1.5 Mile Boundary
- Roads
- Right of Way
- Parcels
- Surface Water
- Streams

Soil Attenuation

- Best
- Good
- Marginal
- Least
- Wet

Scale

1000 0 1000 Feet

North Arrow

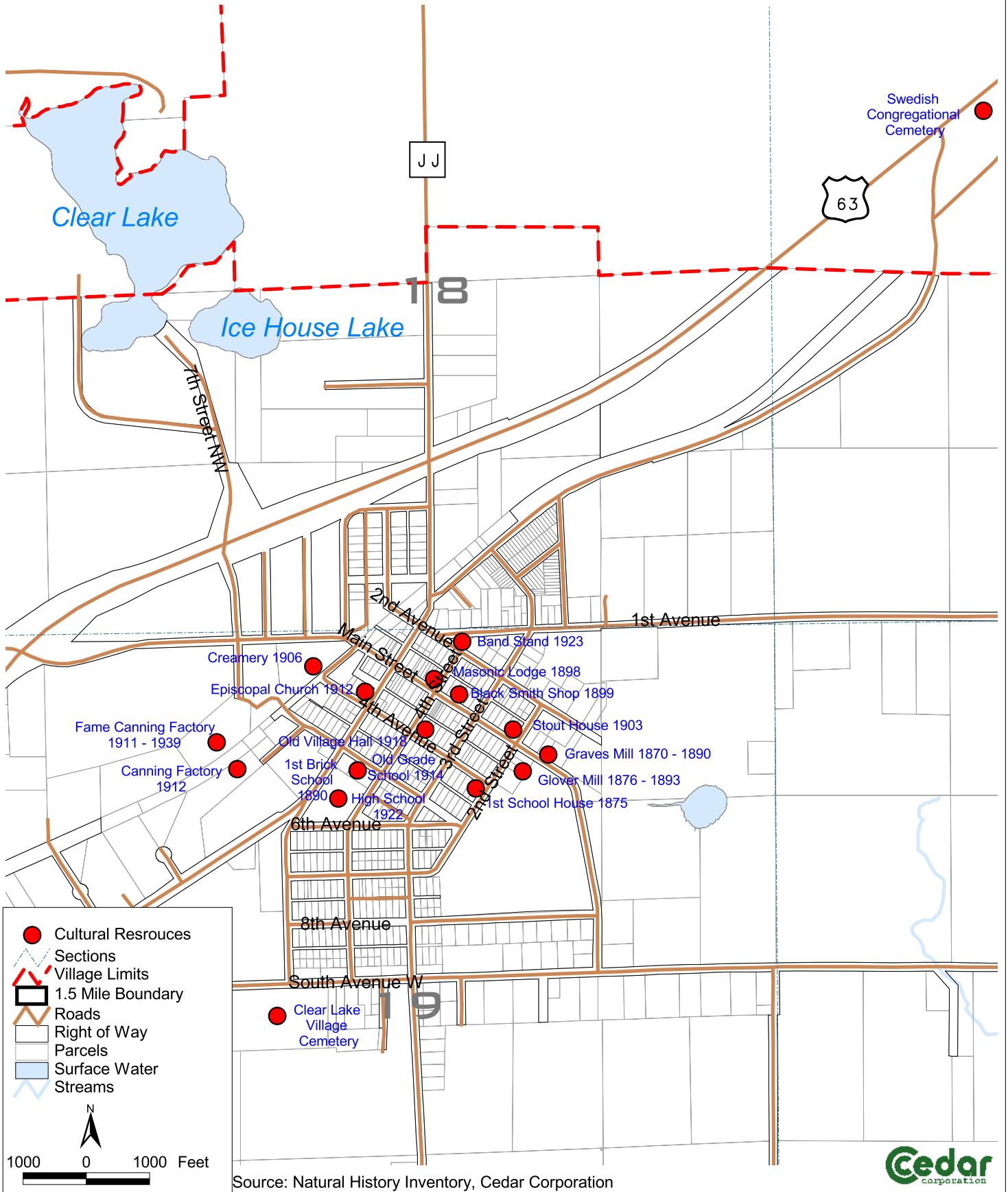
Source: Polk County, Cedar Corporation



CULTURAL RESOURCES

Village of Clear Lake

Map 3-14



Legend

- Cultural Resources
- Sections
- Village Limits
- 1.5 Mile Boundary
- Roads
- Right of Way
- Parcels
- Surface Water
- Streams

1000 0 1000 Feet

Source: Natural History Inventory, Cedar Corporation



CHAPTER 4

Housing

Introduction

Housing is significant for multiple reasons. First, it is typically the largest expenditure in a person's life. Second, housing and the land it occupies generates significant tax revenue for the Village of Clear Lake. Finally, an increase in the demand for housing can result in an increased demand for developable land to meet these needs.

Housing in the Village is influenced by the age of the structure, income of the residents, and occupancy characteristics. Housing also can affect the image of a community by the design of subdivisions, housing styles, and property maintenance.

Housing is also a major source of revenue through property taxes for the Village. These taxes also go to the school district (Clear Lake School District), vocational technical college (Wisconsin Indianhead Technical College), and county (Polk County).

Survey Results

Below are the results from the Community Survey:

Village needs more . . .		
	Count	Percent
Single-family houses	39	29.1%
Multi-family rental apartments	25	18.7%
Elderly housing	31	23.1%
Low-rent housing	25	18.7%
High-rent housing	4	3.0%
Condominiums	8	6.0%
Mobile homes	2	1.5%
Total	134	100.0%

The majority of the respondents would like to see more single-family houses (29.1%). The next highest percent of responses indicate 23% of the respondents would like to see more elderly housing.

Where would you like to see future residential development?		
	Count	Percent
South side of Village	45	31.3%
West side of Village	13	9.0%
North side of Village	14	9.7%
East side of Village	21	14.6%
Not sure	51	35.4%
Total	144	100.0%

Over 31% of responses showed people want residential development on the south side of the Village. Most of the responses were not sure of where future residential development should occur.

Housing Needs

Generalizations can be made concerning the state of housing in the Village of Clear Lake by analyzing US Census Bureau statistics without doing an extensive housing survey.

- A growing population with increased buying power is driving property values up.
- The cost of single family housing had jumped significantly since the mid 1990s.
- Foreclosures have been increasing throughout the U.S.
- Residents need to be aware of programs that assist in housing/rental costs and repairs.

Some important issues to consider when planning the current and future housing needs of the Village of Clear Lake include: types of housing, amount of housing, and demands of housing within the community.

Age Characteristics

There is a close correlation between the age of an area’s housing stock and the relative condition of those housing units. If a large percentage of housing falls into the old age categories, there will be a greater need and demand for housing rehabilitation.

Table 4-1 shows indicators of the age of the housing stock in the Village of Clear Lake. Just over 68% of all housing units were at least 20 years old in 2000. The Village’s aging housing stock may be in need of significant maintenance such as plumbing, heating, electrical, windows, etc.

The age characteristics of structures in the Village of Clear Lake show that 56% of the structures that stand today were built prior to 1970. This means that only 44% of the current structures were built in the 30 years prior to the year 2000. Because a large percentage of the housing is over 38 years old, maintenance

issues may be a factor when looking at purchasing a home. Having an older age of homes may be one reason that the cost of housing in Clear Lake is relatively low.

Since the Village of Clear Lake has a number of older homes, efforts should continue to rehabilitate the existing housing stock. Various housing programs exist to address these issues. These programs are addressed later in this chapter.

Table 4-1 - Year Structure Constructed

Year Built	Homes	Percent
1939 or earlier	132	27.5%
1940 to 1959	64	13.3%
1960 to 1969	64	13.3%
1970 to 1979	68	14.2%
1980 to 1989	64	13.3%
1990 to 1994	43	9.0%
1995 to 1998	41	8.5%
1999 to March 2000	4	0.8%
Total	480	100.0%

Source: U.S. Census Bureau

One way to analyze the quantity of new housing coming in to an area is to look at the number of building permits issued. The percentage of building permits issued for the development of single family homes was 38% (see Table 4-2) since 2000.

Table 4-2 - Building Permits Issued

Year Issued	Total Housing Units	Singe Family Housing Units	Percent Single Family
2000	11	5	45.5%
2001	2	2	100.0%
2002	2	2	100.0%
2003	6	6	100.0%
2004	7	5	71.4%
2005	20	2	10.0%
2006	-		
2007	12	1	8.3%

Source: Village Office

Over the last seven years, the Village experienced an increase of 60 residential units, an average of 8.5 per year (not including 2008).

Structural Characteristics

Most of the homes in the Village of Clear Lake use utility gas (74.4%). The other dominant fuel type used in the Village is electricity, which accounts for just fewer than 14% of the heating fuel (see *Table 4-3*). Approximately 7% of the homes in Clear Lake use fuel oil or kerosene as their source for heating fuel.

Table 4-3 - Types of House Heating Fuel

Fuel Type	Number	Percent
Utility Gas	335	74.1%
Bottled, Tank, or LP Gas	21	4.6%
Electricity	63	13.9%
Fuel Oil, Kerosene, Etc.	31	6.9%
Coal or Coke	0	0.0%
Wood	0	0.0%
Solar Energy	0	0.0%
Other Fuel	0	0.0%
No Fuel	2	0.4%

Source: 2000 U.S. Census Bureau

In the Village of Clear Lake, 62% of the existing structures are classified as single family residential (see *Table 4-4*). Currently, the Village of Clear Lake offers a wide variety of units per structure for various housing needs and desires. The next largest type of housing

Table 4-4 - Housing Units in a Structure

Units	Number	Percent
Total Housing Units	480	100.0%
1 Unit, detached	297	61.9%
1 Unit, attached	1	0.2%
2 Units	21	4.4%
3 or 4 Units	4	0.8%
5 to 9 Units	28	5.8%
10 to 19 Units	28	5.8%
20 or more Units	15	3.1%
Mobile Home	86	17.9%
Boat, RV, Van, etc	0	0.0%

Source: 2000 U.S. Census Bureau

Value Characteristics

Median home values in the Village of Clear Lake have risen 84% between 1990 and 2000 (see *Table 4-5*). This is due to two main factors. First, the demand for housing, not only in the Village, but also in Western Wisconsin has pushed up housing prices. Second, the housing values have naturally appreciated over the past decade. Home values have increased dramatically throughout the nation

since the early 1990's. Since 2005, home values have leveled off. Likely, this will be a short-term trend and once the economy rebounds, housing values will again increase, although at a slower pace than what took place in the mid-90s and early 2000s.

Table 4-5 - Owner-Occupied Housing Value

Value	1990	2000	Numerical Change	% Change
Less than \$50,000	135	32	-103	-76.3%
\$50,000 to \$99,999	76	134	58	76.3%
\$100,000 to \$149,999	1	46	45	4,500.0%
\$150,000 to \$199,999	0	9	9	-
\$200,000 to \$299,999	0	0	0	-
\$300,000 or more	0	0	0	-
Median Home Value	\$43,800	\$80,500	\$36,700	83.8%

Source: US Census Bureau 1990, 2000

Occupancy Characteristics

All housing units are classified as either owner-occupied or renter-occupied. A housing unit is owner-occupied if the owner or co-owner lives in the unit even if it is mortgaged or not fully paid for. All occupied housing units, which are not owner-occupied, whether they are rented for cash rent or occupied without payment of cash rent, are classified as renter-occupied.

The Village of Clear Lake has an ideal 70/30 (*See Table 4-6*) split of owner to renter occupied housing units. Although the number of single family housing is significantly more than half of the housing stock in the Village and the numbers increased, the overall percent of single family occupied housing decreased slightly from 1990 to 2000. While there are only 298 one unit housing structures, there are 321 owner-occupied housing units. This signifies that a number of mobile homes and other multiple family homes such as duplexes are owner-occupied.

Table 4-6 - Occupied Housing Units

	1990	% of Total	2000	% of Total	Number and % Change
Owner-Occupied Housing Units	284	71.7%	321	70.9%	37 (13.0)
Renter-Occupied Housing Units	112	28.3%	132	29.1%	20 (17.9)
Total	396	100.0%	453	100.0%	57 (14.4)

Source: 1990 and 2000 U.S. Census

Housing Affordability Analysis

Many government agencies define excessive housing costs as an amount exceeding 30 percent of household income. According to the U.S. Census

Bureau, selected monthly owner costs are calculated from the sum of payment for mortgages, real estate taxes, various insurances, utilities, fuels, mobile home costs, and condominium fees. This can be used to measure housing affordability and shelter costs.

Table 4-7 - Monthly Housing Costs-Percentage of Household Income

Year 1999	Number	Percent
Less than 15%	96	43.4%
15 to 19%	44	19.9%
20 to 24%	29	13.1%
25 to 29%	22	10.0%
30 to 34%	17	7.7%
35% or more	13	5.9%
Not computed	0	0.0%
Total	221	100.0%

Source: US Census Bureau 2000

Housing affordability is a concern in our society. People with low to moderate levels of income aren't the only faction seeking affordable housing. Young, working families just starting out, elderly or other people on fixed incomes also require housing within their means in a rapidly changing housing market. If housing becomes too expensive in a community, the Village of Clear Lake will discover that people's parents, grandparents, or their own children may have a hard time finding affordable housing.

A majority of homeowners (86.5%) in the Village of Clear Lake are paying less than 30% of their household income towards homeowner costs. This could mean that owners have a smaller mortgage due to a larger down payment or that housing costs are not rising as fast as wages and salaries in the area. It could also mean that housing is considered to be affordable (see Table 4-7).

Table 4-8 - Gross Rent-Percentage of Household Income

Year 1999	Number	Percent
Less than 15%	8	6.3%
15 to 19%	17	13.4%
20 to 24%	19	15.0%
25 to 29%	18	14.2%
30 to 34%	7	5.5%
35% or more	34	26.8%
Not Computed	24	18.9%
Total	127	100.0%

Source: US Census Bureau 2000

Table 4-8 reveals gross rent in relation to household income. Gross rent is the amount of the contract rent plus the estimated average monthly cost of utilities (electricity, gas, and water and sewer) and fuels if these are paid for by the renter (or paid for the renter by someone else). Although nearly half of renters (48.9%)

are paying less than 30% of their household income towards renting costs, more renters are paying a larger percent of their income to rent than what homeowners are paying to buy.

Housing Unit Projections

The housing projections used for this plan are intended to provide an estimate of housing units that will be developed through the year 2025. Development of the housing projections is helpful in order to estimate the amount of land that may be consumed by future housing development. The projections are based on the Department of Administration’s housing projections from Table 2-4 of the Issues and Opportunities Chapter (See Table 4-9).

Table 4-9 - Housing Forecasts

Year	2000	2005	2010	2015	2020	2025
Population	1,051	1,082	1,160*	1,176	1,224	1,265
Persons Per Household	2.32	2.16	2.25*	2.14	2.10	2.08
Total Occupied Housing Units	453	501	516	550	582	609
Additional Units Needed	-	-	15	34	32	27

Source: Wisconsin Department of Administration, *Adjusted to reflect recent population estimates

Based on the developed housing projections as shown in Table 4-9, it is estimated that the Village of Clear Lake will have 605 housing units by the year 2025. This is an increase of 104 housing units since 2005, or 21%, from 2005. It is projected that housing units will average an annual increase of approximately 5 housing units per year during the twenty year period.

Future Housing

Most of the undeveloped land within the Village is located on the south side and consists primarily of farmland. The high school is located in that part of the Village and is an area that is suitable for new homes in the future.

Housing Assistance Programs and Agencies

The ability to afford or maintain housing can be challenging for some residents. There are several county, state, and federal programs and agencies that assist first time homebuyers, disabled, elderly residents, and low-medium income citizens to meet their rental/home ownership needs.

HUD

The U.S. Department of Housing and Urban Development provides subsidized housing through low-income public housing and the Section 8 Program. Under the Section 8 Program, rental subsidies are given to low-income households, including households renting private apartments. HUD

is also responsible for providing funds to communities through various grant programs.

Rural Development –United States Department of Agriculture

The Rural Development Program provides housing opportunities for individuals living in predominantly rural areas (population <10,000). The Rural Development Program provides support for rental housing, mortgage loans for homebuyers, and support for cooperative housing development.

Wisconsin Housing and Economic Development Authority (WHEDA)

This agency finances housing development through the sale of bonds. WHEDA provides mortgage financing to first-time homebuyers, and financing for multi-family housing.

West CAP

West CAP is a non-profit corporation that works in partnership with local communities to plan and develop good quality, affordable housing for low and moderate-income families and individuals.

Movin' Out

Movin' Out is a housing organization that provides assistance, housing counseling, information, and gap financing for rehabilitation and purchase to Wisconsin households with a member with a permanent disability.

Habitat for Humanity

Habitat for Humanity is a nonprofit organization that builds homes for low-income families.

Housing Authority of Polk County

Provides low-income families and the elderly with housing.

Community Development Block Grants (CDBG)

The CDBG program provides grants to local governments for housing rehabilitation programs for low- and moderate-income households.

Low Income Energy Assistance Program (LIEAP)

The LIEAP program provides payments to utility companies or individuals to help pay for home heating costs in the winter.

Housing Cost Reduction Initiative (HCRI)

This state program provides funding to local public and non-profit agencies to reduce housing costs for low- and moderate-income households.

Housing Goals, Objectives, and Policies

Once an inventory has been taken of the existing housing stock and conditions, the next logical step is to look at what the community hopes to achieve in the near future regarding housing stock, density and conditions.

Goal 1: Ensure land is available for future housing needs.

Objectives

1. Maintain steady and planned growth in the Village of Clear Lake.

Policies

1. Use proposed land use map to guide residential growth.
2. Explore extra-territorial plat review and zoning with surrounding towns to avoid land use conflicts.

Goal 2: Provide a balance between single family and multi family housing.

Objectives

1. Increase owner-occupied home ownership.
2. Protect property values.

Policies

1. Help residents locate housing programs and agencies that will help them achieve home ownership.
2. Encourage developers to provide a variety of housing sizes and styles to meet the needs of all residents.
3. Encourage R-1, R-2, and R-4 zoning over the full multiple-family zoning of R-3 because they are more compatible and are more easily intermixed.
4. Encourage the use of Traditional Neighborhood Development (TND) that is served by a network of paths, streets and lanes suitable for pedestrians as well as vehicles and includes a variety of housing types and land uses in a designated area.
5. Require 70% of dwelling units in new subdivisions to be single family/owner.
6. Review existing zoning map for rezoning of multiple family areas to single family areas when redevelopment occurs.

Goal 3: Address the aesthetics of new developments and housing.

Objectives

1. Avoid residential development that uses repetitive styles and colors.

Policies

1. Specify housing aesthetics in the developer's agreement.

2. Encourage the use of Traditional Neighborhood Development (TND) that is served by a network of paths, streets and lanes suitable for pedestrians as well as vehicles and includes a variety of housing types and land uses in a designated area.
3. Require developments to use a variety of building footprints, colors, windows, etc...
4. Discuss possible ordinances on property maintenance code.
5. Discourage development which is unsightly or costly to the community.
6. Preserve and improve the quality of existing neighborhoods and assure that the new neighborhoods are well designed.

Goal 4: Encourage infill development on vacant lots within the Village Limits.

Objectives

1. Reduce urban sprawl.
2. Lower the cost of infrastructure expansion.
3. Encourage development adjacent to public utilities.

Policies

1. Allow for the extension of utilities to the vacant lots within the Village.
2. Review stormwater ordinance requirements for infill development.
3. Analyze the potential for incentives to lower costs for those building on infill lots.
4. Promote the housing program to assist lower income families to build.

Goal 5: Support and encourage sustainable design of residential development including “Green Building.”

Objectives

1. Reduce energy consumption.
2. Promote environmental sustainability and responsibility.

Policies

1. Work with local contractors to construct a home that meets the Leadership in Energy and Environmental Design (LEED) Standards.
2. Encourage architects and developers to incorporate LEED Standards and promote “green buildings.”
3. Review ordinances to identify opportunities to provide incentives for green building.
4. Develop standards and incentives for promoting green space and walkability in residential developments.

Goal 6: Maintain and rehabilitate the Village of Clear Lake housing stock.

Objectives

1. Provide housing opportunities for existing and future residents.

Policies

1. Identify local, state, and federal programs to help rehabilitate housing in the Village.
2. Provide housing program information to residents throughout the Village.
3. Undertake municipal improvement to maintain and improve neighborhood conditions, including street reconstruction, sidewalk replacement, sewer and water improvements, and park facilities.

Goal 7: Promote the availability of land for the development or redevelopment of low-income housing.

Objectives

1. Provide housing opportunities for low-income residents.

Policies

1. Identify local, state, and federal programs to help rehabilitate housing in the Village.
2. Provide housing program information to residents throughout the Village.
3. Consider creating blighted TIF District in areas of residential blight.
4. Assist in efforts to provide affordable housing to residents, especially low- and moderate-income families and elderly.

CHAPTER 5

Economic Development

Introduction

This element examines demographic data, existing business and industry, and the tools and programs the Village has at its disposal to encourage economic development. Economic growth in the Village of Clear Lake can determine land use and future development patterns. The economies of neighboring communities and counties influence commuting patterns, job opportunities, and personal incomes of Village residents. Business and industry help diversify the Village of Clear Lake tax base and allows the tax burden to be spread more evenly among property owners. A strong local economic base provides an opportunity for residents to work and live in their community.

Survey Results

Below are the results from the Community Survey:

Are the following shopping facilities adequate?			
		Count	Percent
<u>Food/Groceries</u>	Yes	95	81.9%
	No	21	18.1%
<u>Medicine</u>	Yes	15	13.2%
	No	99	86.8%
<u>Banks</u>	Yes	87	74.4%
	No	30	25.6%
<u>Auto Service/Dealer</u>	Yes	83	79.0%
	No	22	21.0%
<u>Clothing</u>	Yes	8	6.9%
	No	108	93.1%
<u>Restaurants</u>	Yes	72	62.6%
	No	43	37.4%
<u>Medical Facilities</u>	Yes	87	75.0%
	No	29	25.0%
<u>Pharmacies</u>	Yes	5	4.3%
	No	110	95.7%
<u>Hardware Store</u>	Yes	109	94.8%
	No	6	5.2%
<u>Downtown Shops</u>	Yes	30	26.8%
	No	82	73.2%

The majority of the respondents feel the following shopping facilities are adequate:

- Food/Groceries
- Banks
- Auto Service/Dealers
- Restaurants
- Medical Facilities
- Hardware Stores

The following shopping facilities were felt inadequate by the majority of respondents:

- Medicine
- Clothing
- Pharmacies
- Downtown Shops

Is there adequate parking downtown?		
	Count	Percent
I strongly agree	7	6.1%
I agree	77	67.5%
Not sure	11	9.6%
I disagree	18	15.8%
I strongly disagree	1	0.9%
	114	100.0%

Most of the respondents (74%) felt that parking is not a concern downtown.

Is there a need to improve downtown?		
	Count	Percent
Streets	17	14.3%
Store fronts	27	22.7%
Sidewalks	30	25.2%
Lighting	9	7.6%
Benches	31	26.1%
Other (NARRATIVE)	5	4.2%
	119	100.0%

There does not seem to be a consensus of what should be improved in the downtown, but the highest response was benches, closely followed by sidewalks.

What is the importance of more work opportunities?		
	Count	Percent
Very important	72	62.1%
Somewhat important	35	30.2%
Not important	6	5.2%
No opinion	3	2.6%
	116	100.0%

Over 90% of the responses indicated work opportunities are important in the Village.

Does the Village need more industry?		
	Count	Percent
Yes	81	69.8%
No	3	2.6%
Maybe	32	27.6%
	116	100.0%

Nearly 70% of the people responding to the survey feel the Village needs more industry.

Economic activity in the Village of Clear Lake is influenced by many factors. Two significant factors are the Village's proximity and road access to the Twin Cities Metropolitan Area and the ability to attract viable industries to the Village. The Economic Development element will evaluate labor and economic characteristics and determine what opportunities for economic growth exist.

Local Labor Characteristics

An analysis of the labor characteristics of the Village of Clear Lake workforce can help illustrate the relationship between education, income, population, and employment opportunities. The labor characteristics can be used to help assess and plan future economic activities within the Village.

A number of labor characteristics were addressed in Issues and Opportunities Chapter. A summary of the 1990 and 2000 Census findings is listed below:

- Educational attainment of residents 25 and older has risen
- Over 35% of the population 25 and older has completed Some College, Associate, Bachelor's, Graduate, or Professional Degree
- The median household income for Village residents was \$32,269 in 1999. This was a 40.8% increase over the 1989 figure
- Approximately 38% of the population 25 and older is employed in Production, Transportation, and Material Moving occupations
- Approximately 19% of the population 25 and older is employed in sales and office related occupations
- Approximately 18% of the population 25 and older is employed in the Management, Professional, and Related occupations
- Unemployment rates in 2000 was 3.9%; Polk County 2007 unemployment was 5.9%

Place of Employment Characteristics

There are a number of employment opportunities in the Village of Clear Lake. This is due to some of the larger industries in the Village. Employers in Clear Lake are some of the largest employers in Polk County. Table 5-1 shows 2/3 of the workers in the Village live outside the Village.

Table 5-1 - Place of Work 16 Years and Over - State and County Level

	2000	Percent
Living in a place:	458	100.0%
Worked in place of residence	152	33.2%
Worked outside place of residence	306	66.8%

Source: 2000 U.S. Census

Table 5-2 shows 76% of working residents, 16 years of age and older, work in Polk County.

Table 5-2 - Place of Work 16 Years and Over - State and County Level

	2000	Percent
Worked in state of residence:	404	100.0%
Worked in county of residence	306	75.7%
Worked outside county of residence	98	24.3%
Worked outside state of residence	54	13.4%

Source: 2000 U.S. Census

Commuter Characteristics

Over 89% of workers, 16 years of age and older, in the Village of Clear Lake commute to work by car, truck or van (see Table 5-3). Of those workers, 80% drove alone while 10% carpooled. Approximately 10% of residents walked to work or worked at home.

These percentages are likely to change as more people are able to connect to their workplace from home through the internet (telecommute), gas prices continue to climb, and a new commuter bus service, based out of River Falls, gets established. The Wisconsin Department of Transportation is in the early planning stages of assessing the possibility of passenger rail service to the Twin Cities. This could provide area residents with the ability to partially commute to Minneapolis and St. Paul by rail in the future.

Table 5-3 - Commuting to Work 16 Years and Older		
	2000	Percent
Total	458	100.0%
Car, truck, or van - drove alone	364	79.5%
Car, truck, or van - carpooled	45	9.8%
Walked	30	6.6%
Public Transportation	3	0.7%
Worked at home	16	3.5%

Source: 2000 U.S. Census

Travel time to work can indicate how far away from the Village employment opportunities are. Table 5-4 reveals more than 30% of workers, 16 years of age and older, commuted less than ten minutes. Over 63% of all commuters traveled less than 30 minutes. More than 36% of workers commuted over 30 minutes while over 10% traveled an hour or more. Commuting time does not indicate how much of that time was spent in traffic delays.

Travel Time	2000	Percent
Total	442	100.0%
Less than 10 minutes	134	30.3%
10 to 19 minutes	112	25.3%
20 to 29 minutes	36	8.1%
30 to 44 minutes	70	15.8%
45 to 59 minutes	45	10.2%
60 minutes or more	45	10.2%

Source: 2000 U.S. Census

Inventory of Local Businesses and Employers

There are over sixty Village of Clear Lake businesses listed on the Village’s website, though other businesses also exist in the Village. Many of these businesses are typically smaller in size and meet the basic needs of Village residents. The larger, manufacturing businesses employ a significant number of area residents and provide products and services to countries all over the world. Some of the businesses include:

- Bars and eating establishments
- Convenience store
- Auto repair services
- Construction
- Pet hospital
- Grocery Store
- Accounting
- Bank
- Museum

Larger businesses, such as retail chain stores and hotels are found in the City of Amery, New Richmond, or the Twin Cities Metropolitan area.

Possible Business Growth Scenarios

Before we can create a vision for economic growth, the Village of Clear Lake must determine if growth is desirable. Below are three scenarios to consider:

1. The Village will not actively promote commercial and economic growth. Residents will continue to shop outside the Village.
2. The Village will encourage more commercial development along U.S. Highway 63. This development would continue southward if annexation would occur and the highway becomes four lanes.
3. The Village will identify and protect areas for possible commercial or industrial growth. These areas could include any identified contaminated or remediated lands, or look to expand the existing industrial park.

Strengths and Weaknesses for the Retention and Attraction of Businesses

To determine, to what extent, the Village of Clear Lake might grow economically, its strengths and weaknesses for retaining and attracting businesses must be evaluated.

Strengths

- Excellent area schools
- Strong community
- Educated workforce
- Community loyalty
- Future transportation upgrades such as the Stillwater Bridge and the expansion of U.S. Highway 63
- Full downtown shops
- Available undeveloped land within the Village Limits
- A proud heritage
- Parks system
- Recreational opportunities – ATV and snowmobile trails

Weaknesses

- Distance from Interstate 94
- Lack of available space in the industrial park
- Lack of space for more downtown shops
- Southern expansion of industrial park would require lift station and possibly greater well capacity

Location is a major factor when businesses consider where to become established. Locations near major transportation infrastructure are more attractive to businesses because of the proximity to high traffic areas. Although the Village is some distance from the Interstate, U.S. 63 and State Highway 64 is a pretty direct route to the Twin Cities area that expands to four lanes as it gets closer to the Wisconsin/Minnesota border.

Desired Businesses

The results from the community wide survey indicated that some types of businesses would be desired including pharmacies, clothing stores, and fast food restaurants. While other residents feel the Village needs more industry.

Tourism and Recreational Opportunities

The Village of Clear Lake has ample tourism and recreational opportunities. The Village is fortunate to have a local museum and plenty of park space.

The "Clear Lake Area Historical Museum" is hailed as one of the finest in Wisconsin. It features priceless memorabilia from the careers of its two favorite sons: Former U.S. Senator - and Founder of "Earth Day" - Gaylord Nelson and Burleigh Grimes - member of the Baseball Hall of Fame.

Clear Lake can provide numerous recreational opportunities. The centerpiece of these opportunities is the 260 acre Village Park. The park includes two small lakes with an abundant supply of small pan fish and larger big game fish. The larger lake also has a boat launch. Park amenities include picnicking, camping, hiking and a swimming beach. Other amenities include three shelters for large gatherings, archery course, horseshoe course, playground and a lighted softball field. Clear Lake is also home to a challenging nine-hole golf course with dining facilities.

Clear Lake is the trail head for a multi-use trail for ATV/snowmobile riders. This trail can also be used by mountain bikes and motorcycles.

Redevelopment Opportunities

There are opportunities for redevelopment within the Village. The two locations identified by the Plan Commission are U.S. Highway 63 and C.T.H. JJ (Circle C gas station) and the old track and football field on the northwest side of Grimes Road. The Circle C site may have some contamination concerns. The old track and football field site could be an ideal site for a equipment shed for the Village and/or a new fire hall.

Village Tax Incremental Finance Districts

The Village has two active Tax Incremental Finance Districts (TID), TID #2 and #3. TID #2 is an industrial District on the west side of the Village that was created in 1999 and has a 23 year life so it can exist until 2022. The primary purpose of this District was to improve Deposition Drive and extend water and sewer making it available to existing future businesses in the industrial park and along U.S. Highway 63. So far the major improvement that has taken place in the TID is the convenience store.

TID #3 is a blighted District that covers most of the downtown and along 5th Street. This district was created in 2003 and has a 27 year life, so it can be active until 2030. The primary purpose of this TID was to provide façade improvements to downtown businesses. The District was amended in 2004 to include parcels adjacent to the old track along 5th Street. This amendment

allowed the Village to extend water and sewer utilities as well as provide assistance for site improvements. This area has since been developed as housing that provided an increment to the Village's TID.

The Village is allowed to put up to 12% of the Village's equalized value in the creation of new TIDs plus the increment of all their active TIDs. As of 2007, the Village has 6.38% of their equalized value in their active TIDs. Therefore, the Village would have room to create more Districts if they needed without dissolving any of the existing TIDs.

Economic Development Programs

Business owners and prospective business owners have a wealth of programs and assistance available to them to help develop their ideas and visions. Below is a comprehensive list of local, county, state, and federal agencies and incentives for economic development.

Industrial Revenue Bond

All Wisconsin municipalities—cities, villages, and towns—are authorized to issue Industrial Revenue Bonds (IRBs). IRBs are municipal bonds whose proceeds are loaned to private persons or to businesses to finance capital investment projects. The Industrial Revenue Bonds are exempt from federal tax and therefore, are at a low interest rate. The entire project including land, buildings and equipment can all be paid for via IRBs. Communities that issue these bonds, either to retain businesses or to encourage the expansion of new businesses, generally do so to build their economic base and add jobs.

Regional Loan Fund Programs

A seven county region (Barron, Chippewa, Clark, Dunn, Eau Claire, Polk, and St. Croix) have a number of loan programs available to local businesses. Many of the loans are low or no interest. Below is a brief description of those programs:

- Downtown Façade Loan Program – provides financial assistance to encourage property and business owners in core downtowns to revitalize downtown commercial buildings.
- MicroLoan Fund Program – provides small loans to start-up, newly established, or growing small businesses. The key objective is to assist business owners, who have traditionally had difficulty accessing debt financing, by affording them another alternative for obtaining credit.
- Revolving Loan Fund – is a flexible source of loan funds for commercial and industrial projects that create quality jobs and increase tax base.

Community Development Block Grant-for Economic Development (CDBG-ED) – Department of Commerce

Any city, village or town with a population of less than 50,000 and is located outside Milwaukee or Waukesha Counties, is eligible for this program. These grants are to be used to assist businesses that will invest private funds and create jobs as they expand or relocate into the state.

Revolving Loan Fund (RLF)

Polk County has a revolving loan fund where monies are obtained by a CDBG program and borrowed by local businesses at a low interest rate. As the loan is being paid back, the fund is built up again and other new or expanding businesses will be able to borrow from the fund.

Tax Incremental Financing (TIF)

Tax Increment Financing (TIF) districts are established to improve and revitalize blighted areas or extend new development for industrial purposes. Taxes on the improved value of the land because of redevelopment pay for the extension of the infrastructure and raise the Village's tax base on an area that would otherwise stay undeveloped.

Business Improvement District (BID)

A Business Improvement District (BID) allows business owners to create a BID, develop an operating plan, and assess fees to businesses within the district to implement this plan. At least 61% of the assessed businesses within the district must agree to be part of the BID. Operating plans can be the creation of promotional materials or making aesthetic improvements. The fees that are collected to implement the operating plan can be assessed per business or as a percentage of assessed value.

Economic Development Group

An Economic Development Group (EDG) assists new and existing businesses. It can be comprised of local business owners, bankers, and citizens that have expertise in an area valuable to the economic development of the community. An EDG is often the first point of contact within a community for a prospective business.

UW-Extension Office

UW-Extension Offices provide educational tools in land use and economic matters for residents and businesses. They custom fit their knowledge and provide research to communities with whom they are assisting.

<http://www.uwex.edu/ces/cty/stcroix/>

West Central Wisconsin Regional Planning Commission

The Planning Commission is responsible for planning for the physical, social, and economic development of the region.

<http://www.wwrpc.org>

Wisconsin Small Business Centers

An organization dedicated to assisting businesses in education, training and other initiatives. <http://www.uwex.edu/sbdc>

Forward Wisconsin

The State of Wisconsin offers a wide array of financial resources available to businesses. <http://www.forwardwi.com/assist/>

Department of Workforce Development

The Wisconsin Department of Workforce Development (DWD) is the state agency responsible for building and strengthening Wisconsin's workforce. <http://www.dwd.state.wi.us>

Wisconsin Department of Commerce

A number of grants and assistance are available through this state agency. <http://www.commerce.state.wi.us/MT/MT-COM-2000.html>

Wisconsin Department of Transportation

The Disadvantaged Business Enterprise (DBE) Program's goal is to increase participation of firms owned by disadvantaged individuals in all federal aid and state transportation facility contracts. <http://www.dot.wisconsin.gov/business/engrserv/dbe-main.htm>

Interstate 94 Corridor Technology Zone Program

The State of Wisconsin has designated a tax credit zone along Interstate 94. The counties included in this zone are: Chippewa, Dunn, Eau Claire, Pierce, Polk, and St. Croix. Eligible businesses within the zone must have the ability to create new jobs and be a new or expanding technology firm. The State has allowed \$5 million in tax cuts for these businesses.

Economic Development Goals, Objectives, and Policies

Goal 1: Support and guide future economic growth in the Village of Clear Lake.

Objectives

1. Ensure economic growth and development is compatible with the Village's desire to retain its small town atmosphere.
2. Increase the Village's tax base.

Policies

1. Support small, locally owned businesses.
2. Encourage potential business owners to research available resources for financial and professional advice for creating new businesses.
3. Require new commercial and retail construction to fit into neighboring residential areas.

4. Continue to support the local history museum.
5. Establish a committee to investigate the need to expand the industrial park for future development.
6. Work with the Polk County Information Center on promotion of the recreational opportunities in the Village.
7. Encourage covenants for the industrial park.
8. Require design standards for downtown businesses.
9. Create recommendations/guidelines for landscaping, parking, and architecture that would apply to the industrial park.
10. Establish an historic district in the Village.
11. Create a committee to review Downtown Façade Loan Program, MicroLoan Fund Program, and Regional Loan Fund requests.

Goal 2: Develop aesthetic guidelines for new commercial/retail development that support the small town feel of the Village.

Objectives

1. Create and maintain a unique identity for the Village of Clear Lake.
2. Preserve the aesthetic qualities of the Village and ensure they are applied to new development in the community.

Policies

1. Create recommendations/guidelines for landscaping, parking, and architecture that would apply to downtown of the Village.

CHAPTER 6

Transportation

Introduction

A quality transportation system is essential to the development of the Village of Clear Lake. An excellent road network makes the Village a desirable place to live because it allows residents to have access to other communities, commodities, and job opportunities. High traffic areas, such as highways, provide good locations for industry and businesses. Trucking transportation can provide the movement of goods to and from the Village. Trail systems provide recreation opportunities for people throughout the area and add to the livability and attractiveness of the Village.

The Transportation Element will inventory and evaluate local modes of transportation and identify possibilities for future development and improvement.

Survey Results

The Community Survey included a question related to different modes of transportation. According to the responses, when asked what the Village should support, "sidewalks to key areas" was the highest selected answer.

Village should support...	Count	Percent
Bike lanes/paths	60	31.3%
Sidewalks to key areas	71	37.0%
Area car pool/"park and ride"	50	26.0%
Other (NARRATIVE)	11	5.7%
Total	192	100.0%

There were also a number of written responses to this question. The most common written response was to implement four-wheeler/ATV trails within the Village and permit residents to drive them in the Village.

Modes of Transportation

The movement of people and goods is accomplished through a variety of transportation modes. These modes include car, truck, rail, public transportation, ship, air, bicycle and pedestrian. For the most part, each mode fits a particular need. Automobiles function as the dominant mode for the movement of people. Trucking provides for the rapid movement of goods and products over the highway network. Air travel helps to move people and lightweight products quickly over long distances. The railroad functions primarily for the movement of bulk commodities over long distances while bicycle paths and sidewalks provide

for the movement of people. The most dominant mode of transportation in the Village of Clear Lake (and nearly all communities) is the automobile and for that reason the majority of the Transportation Element will focus on local streets and highways.

Functional Road Classification and Jurisdiction

The road system is composed of four levels of government jurisdiction. These levels include the local road system, and county, state, and federal highways. Each roadway within the county can also be classified by function. The function that the road serves in relation to existing traffic patterns, the adjacent land use, land access needs, and the average daily traffic volumes determine its functional classification. There are both urban and rural classification systems, both of which are detailed below. The Village of Clear Lake falls in the Rural Functional Road Classification System.

The Wisconsin Department of Transportation uses population figures, land uses, spacing between classified roads, and average daily traffic counts to determine the functional classification. Classifications are updated every 10 years after census information becomes available. The Village can request a review of their classifications but would be required to collect the data needed.

Functional Road Classification System (Rural <5000 Population)

Principal Arterials: Serve interstate and interregional trips. These routes generally serve all urban areas greater than 5,000 people. The rural principal arterials are further subdivided into:

- Interstate highways.
- Other principal arterials.

Minor Arterials: In conjunction with the principal arterials, they serve cities, large communities, and other major traffic generators providing intra-regional and inter-area traffic movements.

Major Collectors: Provide service to moderate sized communities and other intra-area traffic generators, and link those generators to nearby larger population centers or higher function routes.

Minor Collectors: Collect traffic from local roads, and provide links to all remaining smaller communities, locally important traffic generators, and higher function roads. All developed areas should be within a reasonable distance of a collector road.

Local Roads: Provide access to adjacent land and provide for travel over relatively short distances. All roads not classified as arterials or collectors are local function roads.

Map 6-1 shows the functional road classifications and jurisdiction of the Village and includes traffic counts for some of the roads. U.S. Highway 63 is classified as a Principal Arterial (other) and serves the West Central Wisconsin Area from Red Wing, Minnesota to Spooner, Wisconsin. County Trunk Highway A is classified as a Major Collector and County Trunk Highway JJ and 60th Street are classified as Minor Collectors. All other roads are considered Local Roads.

Traffic volume information is a useful tool in determining transportation needs of the future. The volumes can be used to measure and establish trends, justify expenditures, prioritize street and highway improvements, and measure present use and traffic flow relative to the capacity of the existing system. Of the roads that were used to count traffic volume, only U.S. Highway 63 had an increase in traffic volume between 1998 and 2006.

Commuter Patterns

An efficient road network is critical to the needs of area residents and economic growth. Table 6-1, reveals that in 2000, 409 workers (89%) in the Village of Clear Lake, 16 years of age and older, commute to work by car, truck or van. Of those workers, 364 (or 79%) drove alone while 45 carpooled. Almost 10% of residents walked to work or worked at home. Between 1990 and 2000 there was a significant drop in the number of residents that chose to car pool, walk, or take public transportation.

Table 6-1 - Commuting to Work 16 Years and Older

	1990	2000	Numerical Change	% Change
Total	411	458	47	11.4%
Car, truck, or van - drove alone	240	364	124	51.7%
Car, truck, or van - carpooled	57	45	-12	-21.1%
Walked	68	30	-38	-55.9%
Public Transportation	31	3	-28	-90.3%
Worked at home	15	16	1	6.7%

Source: 2000 U.S. Census

Over 33% of working residents worked in the Village of Clear Lake while 67% worked in Polk County and approximately 12% of the workforce is employed outside of Wisconsin.

Table 6-2 - Place of Work 16 Years and Over

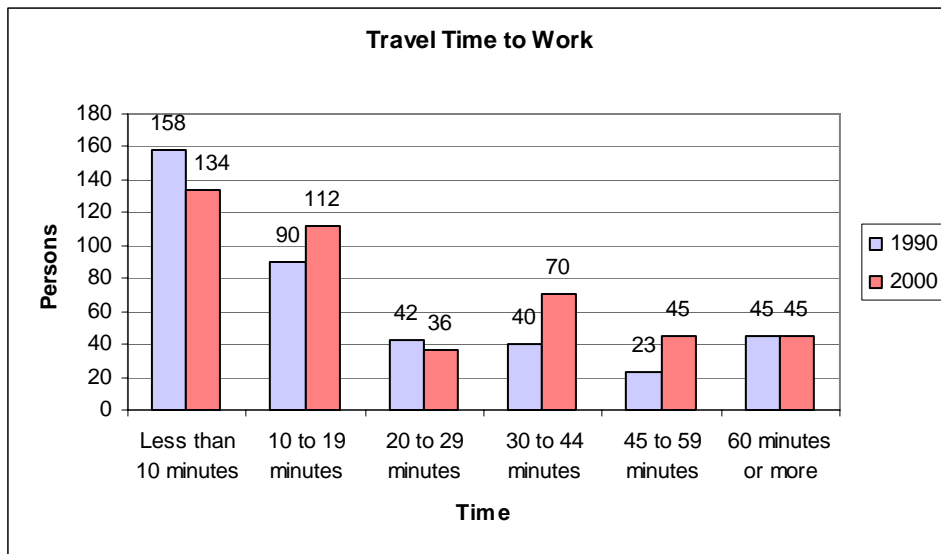
	2000	Percent
Living in a place:	458	100.0%
Worked in place of residence	152	33.2%
Worked outside place of residence	306	66.8%
Worked in county of residence	306	66.8%
Worked outside county of residence	98	21.4%
Worked outside state of residence	54	11.8%

Source: 2000 U.S. Census

At this time, there are no WDOT regulated van and carpool lots located in the Village of Clear Lake or in Polk County. The nearest carpool lot is only 8 miles away in St. Croix County at the corner of U.S. Highway 63 and State Highway 64. Also, residents use “unofficial” parking areas such as vacant gravel or asphalt parking lots for car pooling. The Village could benefit greatly from developing carpool lots in the future.

The number of residents traveling over 30 minutes to work has increased from 1990 to 2000 (Figure 6-1). The largest decrease happened in the group traveling less than 10 minutes. This indicates that more residents are traveling longer distances to their jobs.

Figure 6-1 – Travel Time to Work



Source: U.S. Census 2000

Air Transportation

The Village of Clear Lake is served by a number of airports, Minneapolis-St. Paul International Airport, Amery Municipal Airport, New Richmond Regional Airport, and Menomonie Municipal Airport.

The Minneapolis-St. Paul International Airport, approximately 70 miles away, provides major commercial air service for Western Wisconsin and Village of Clear Lake residents. The airport consists of the Humphrey and Lindberg Terminals. This airport will continue to be the main provider of passenger and commercial service in the area.

The City of Amery has a publicly owned airport that has two runways. Each runway is 4,001’ in length and 75’ in width. The Amery Municipal Airport is located on the southern tip of the City of Amery approximately 5 miles from the Village.

The New Richmond Regional Airport (NRRA) is the only public use airport in St. Croix County and is approximately 20 miles from the Village of Clear Lake. The airport has two runways. Runway 14-32 is 5,507'x75' and is has an asphalt surface. Runway 4-22 is 2,110'x75' and has a turf surface. Over 180 aircraft are based in privately owned hangars. NRRA is also home to ten aviation related businesses and several business aircraft. The airport contributes over nine million dollars per year to the New Richmond area economy. NRRA will continue to provide private aircraft service for area residents.

The Menomonie's Municipal Airport has recently completed improvements to increase the accessibility to the City by air travel. The airport improvement project included the construction of a new primary east/west runway 5,040 feet in length by 75 feet in width. The project also included the upgrading of navigational aids with the installation of new medium intensity runway lights (MIRLS), runway end identifier lights (REILS), and a visual approach decent indicator (VADI/PAPI). The improvements enable the community to better accommodate business travel on corporate owned aircraft, as well as personal travel on privately owned aircraft. The Menomonie Municipal Airport is approximately 45 miles from the Village.

Sidewalks

Sidewalks provide a safe alternative route for people move throughout the community. They connect residential areas to traffic generators such as parks, schools, downtown, churches, and other community facilities. Currently, the Village of Clear Lake does have an extensive sidewalk system, but lacks connectivity with some of the recreational areas. Map 6-2 shows that most of the sidewalks are concentrated near the downtown area and extends to adjacent residential areas.

Trail Routes

The area surrounding the Village of Clear Lake has a number of ATV and snowmobile trails that are maintained by local area clubs. The Clear Lake - Clayton Trail is on an abandoned railroad bed on the western side of the Village and is used by ATV and snowmobile riders. According to the survey, many residents would like to see four-wheelers and ATV trails developed within the Village. Although the Village doesn't have ATV trails, it does have designated routes that the ATV riders can use to get through the Village and connect on to the Clear Lake – Clayton Trail. The route also permits golf carts.

Developing a trail system will take cooperation with surrounding municipalities and local groups to determine location and funding options. When considering trails, it is best to separate motorized and non-motorized trails for safety reasons.

Transportation Facilities for the Disabled

The Polk County Aging Program provides transportation services for the elderly and handicapped in the Village of Clear Lake. Transportation services are run by volunteers who will take residents to medical appointments, grocery shopping, or for personal appointments. The services are available to Polk County senior citizens aged 55 and older.

Wheelchair bound senior citizens and handicapped residents of any age can contact Polk County Aging Programs to arrange lift-equipped transportation that is provided by Polk County Transportation for the Disabled & Elderly, Inc.

Trucking

Buhr Brother's Transport is a trucking service in the Village of Clear Lake. They provide transit services to companies throughout the nation as well as other companies in the industrial park.

Other Modes of Transportation

There are no rail (passenger or freight) or water transportation services in the Village of Clear Lake. It is unlikely that any of these services would be available over the next 10 to 20 years.

State and Regional Plans

The Wisconsin Department of Transportation has several state and regional transportation plans that were reviewed to ensure consistency. The plans reviewed are:

- Connections 2030
- Polk River Crossing Project
- West Central Regional Freeway System
- Wisconsin Rail Issues and Opportunities Report
- Midwest Regional Rail System
- Wisconsin State Highway Plan 2020
- Wisconsin State Airport System Plan 2020
- Wisconsin Bicycle Transportation Plan 2020
- Wisconsin Statewide Pedestrian Policy Plan 2020
- US 63/WIS 64 Environmental Assessment

US 63/WIS 64 Environmental Assessment

This environmental assessment covers the corridor of State Highway 64 between State Highway 65 in the City of New Richmond then 12.2 miles east to just past the intersection with County Highway "D" in the unincorporated hamlet of Forest.

It also includes a 4-mile long section of U.S. Highway 63 from its intersection with State Highway 64 north to the Polk County line. Growth in St. Croix County, the anticipated St. Croix River Crossing project, and the increasing use of this highway for tourism are driving forces in this assessment. For the short-term, the Environmental Assessment recommends corridor preservation, intersection improvements, and the addition of passing lanes. Future improvements would be to expand State Highway 64 to a four-lane facility with at-grade, direct-access intersections. Then, farther into the future, the U.S. Highway 63 intersection would become grade-separated with no direct access to the west.

The results of this assessment will impact on the Village of Clear Lake. If U.S. Highway 63 becomes a four-lane highway, access and future commercial opportunities will be important to the future of the Village.

Future Considerations

There are a number of things to consider when planning future roads and improvements to the transportation network. When reviewing existing infrastructure and future site plans, the Village should ask the following questions:

- Are there existing dead ends and stub roads that proposed roads could be connected to?
- Is there a need for a “park and ride” facility?
- Can a proposed road increase/improve east-west, north-south corridors?
- Do proposed roads follow and preserve the natural features and topography of the land?
- Are there dangerous intersections that could be made safer?
- Are there existing regulations that cost/policy prohibitive for future road and trail network projects?

Future Improvements

As the Village grows, the transportation infrastructure will need to be upgraded and expanded. Below are descriptions of some of the possible future upgrade and expansion projects of the transportation system. Map 6-3 identifies the locations of those future corridors.

Intersections

Most automobile accidents occur at intersections. If there are visibility speed issues at an intersection, there may be higher accident rates at that location. Steps can be taken to reduce the factors contributing to some of the accidents. For example, two intersections that were considered dangerous and had a high rate of accidents are County Trunk Highway JJ and U.S. Highway 63, and County Trunk Highway F and U.S. Highway 63. Both areas were considered problem areas and had significant accident rates. A few years ago, the speed

limit was reduced to 45 mph on U.S. Highway 63 just north of County Trunk Highway JJ to just south of South Avenue W. This has significantly reduced traffic accidents at those two intersections.

One intersection that is still considered hazardous is the intersection where Grimes Road meets 5th Street and 6th Avenue. The intersection circled on Map 6-3 should be considered for realignment if accidents continue to be a problem.

Roads

Future roads will depend greatly on future development. There are some current locations the Village has identified as possible road corridors in the future. These corridors are identified on Map 6-3. Primarily these future roads provide transportation to areas likely to be developed as well as provide connectivity to the existing road network.

Sidewalks and Trails

There are a couple of areas that the Village would like to connect to the existing sidewalk network. One is linking the downtown area to Clear Lake Park. This would provide a safe route for park users to visit the park without having to drive there. The other one is connecting the residential area south of downtown with the convenience store at the corner of U.S. Highway 63 and South Avenue W. This route would provide a safe route to walk to the convenience store as well as future development that is likely to take place in that area. These future sidewalk and trail routes are identified on Map 6-3.

Road Maintenance Planning

Road maintenance is vital to keeping the road system safe and functioning properly. Because of the local climate and recent oil prices, road maintenance is a significant cost of a municipality's budget. A sound transportation plan should be able to foresee and plan for upcoming expenses. The two primary ways of planning for future road projects are by using the Pavement Surface Evaluation and Rating (PASER) program and devising a long-range Capital Improvement Plan (CIP).

PASER allows for better allocation of resources by identifying pavement conditions and those areas in need of repair and allows for long term planning. CIPs list, prioritize, and provide cost estimates for public infrastructure improvements over a five-year period.

Possible Funding Sources

Local multi-modal transportation projects can be funded through different sources. Some of the most common sources that are or could be used are:

- State Shared Revenue

- Local General Funds
- Community Development Block Grants
- DNR Stewardship Grants
- Enhancement Grants
- Private Foundations
- Corporate Foundations
- Local Volunteer Groups
- Local Organizations (Boy/Girl Scouts)

Transportation Goals, Objectives, and Policies

Goal 1: Create and maintain a safe pedestrian and bicycle network within the Village of Clear Lake.

Objectives

1. Provide opportunities for residents to move throughout the Village by means other than automobiles or trucks.
2. Encourage walking and biking as ways of experiencing one's neighborhood and community.
3. Reduce the use of fossil fuels.
4. Promote the health benefits of walking and biking.
5. Provide safe routes for people to enjoy the Village's parks.

Policies

1. Require a Bike/Pedestrian Plan in new subdivisions and redevelopment to concentrate on connectivity.
2. Visit and evaluate accident sites for signage and visibility.
3. Utilize signs and striping to ensure safe crosswalks for residents.
4. Coordinate with surrounding municipalities, including the Town of Clear Lake, Town of Black Brook, City of Amery, and Village of Clayton in developing a biking and walking trail network.
5. Evaluate street reconstruction projects to see if road widths can be narrowed creating more space between potential sidewalks and resident's homes.
6. Identify a safe pedestrian route/path from the downtown area to Clear Lake Park.

Goal 2: Support the development of public transportation in the area.

Objectives

1. Reduce vehicle traffic.
2. Provide safe conditions for pedestrians and bicyclists.
3. Reduce the use of fossil fuels.
4. Provide transportation options for the elderly and disabled.

Policies

1. Support local transportation options such as bus and carpooling.
2. Participate in local and regional transit planning with surrounding communities, the Wisconsin Department of Transportation and Polk County.
3. Identify, map, and preserve potential lands in the Village of Clear Lake that could be used for public transportation in the future.
4. Encourage the use of local groups, such as the Boy and Girl Scouts, to help develop walking and bicycle trails.

Goal 3: Provide cost effective maintenance and safe transportation network.

Objectives

1. Reduce the tax burden of Village residents.
2. Maintain safe roads in and around the Village.

Policies

1. Research and apply for grants to offset the costs of sidewalks, trails, and road reconstructions.
2. Utilize the PASER pavement evaluation system to efficiently plan future infrastructure expenditures.
3. Use a Capital Improvements Plan to plan and budget for future road maintenance.
4. Communicate with the County to adequately maintain and repair as needed County Trunk Highways JJ, A, and F.

Goal 4: Promote a road system that provides connectivity where possible.

Objectives

1. Create transportation that promotes the smooth flow of traffic and preserves road corridors.

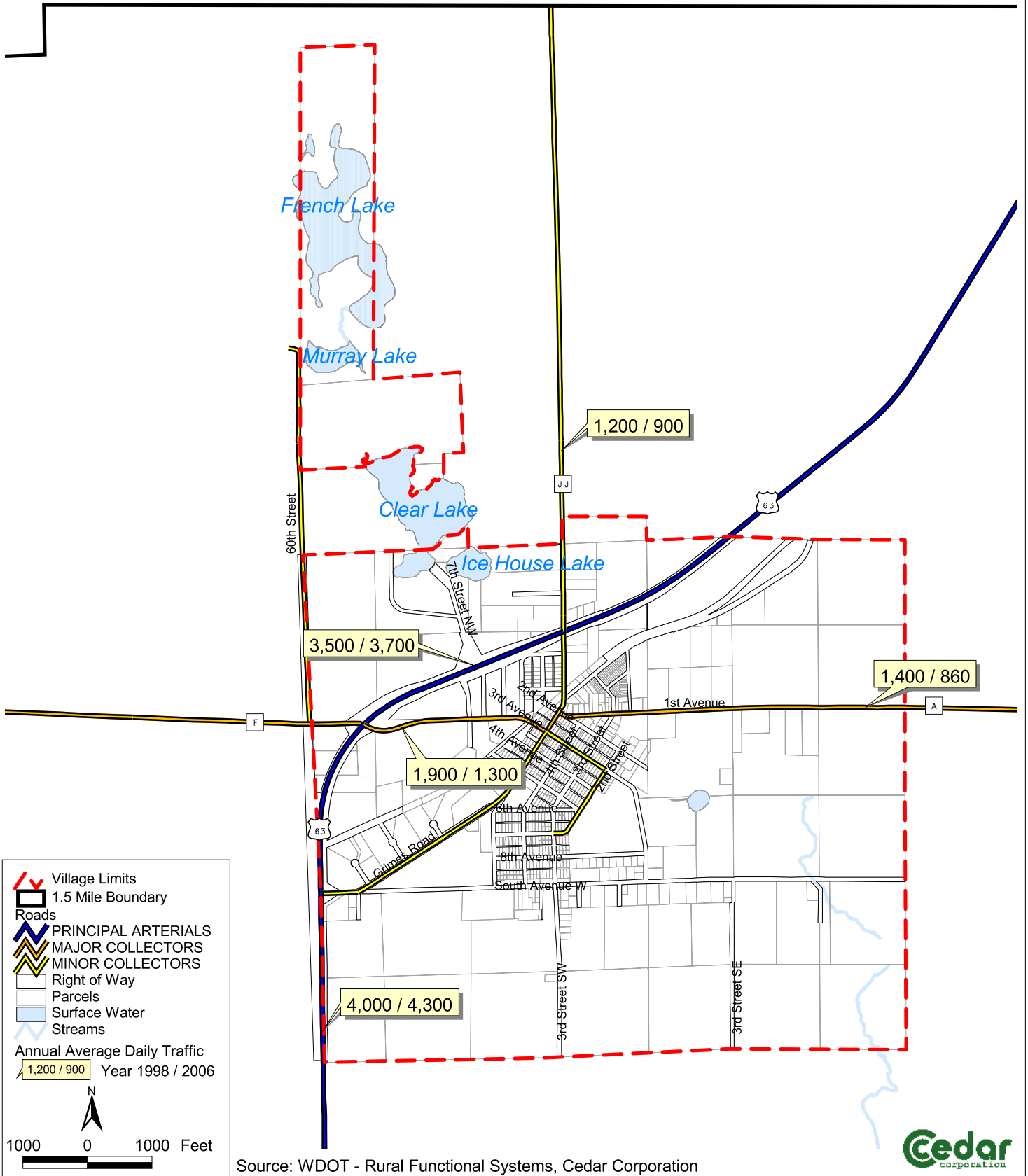
Policies

1. Review site plans to ensure future right-of-way space is preserved to extend roads to existing roads if possible in the future.
2. Provide multiple access points to subdivisions where possible.
3. Investigate the effects and opportunities of U.S. Highway 63 becoming a four-lane highway.

ROAD FUNCTION & JURISDICTION

Village of Clear Lake

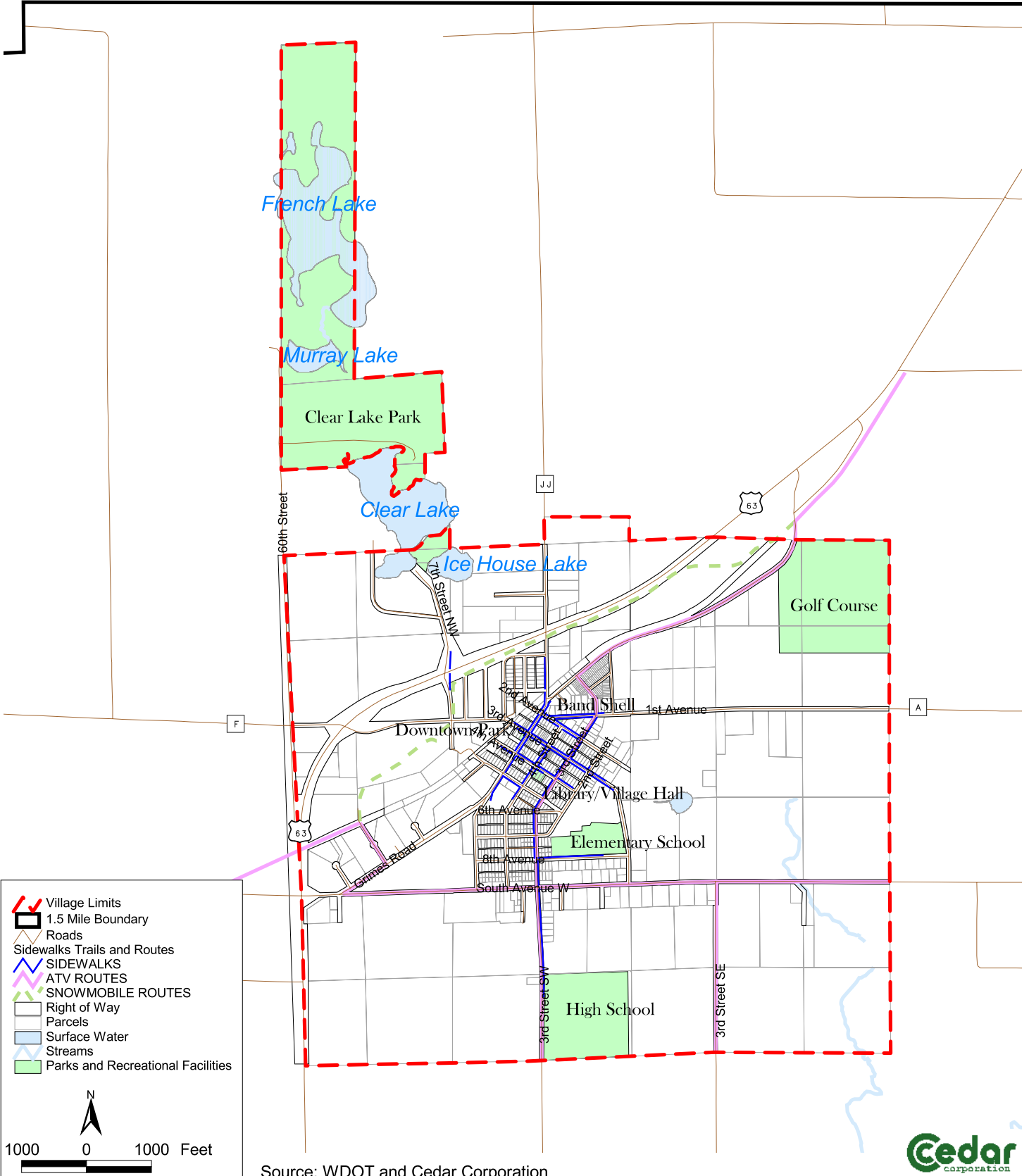
Map 6-1



SIDEWALK AND TRAIL SYSTEM

Village of Clear Lake

Map 6-2



Legend

- Village Limits
- 1.5 Mile Boundary
- Roads
- Sidewalks Trails and Routes
- SIDEWALKS
- ATV ROUTES
- SNOWMOBILE ROUTES
- Right of Way
- Parcels
- Surface Water
- Streams
- Parks and Recreational Facilities

1000 0 1000 Feet

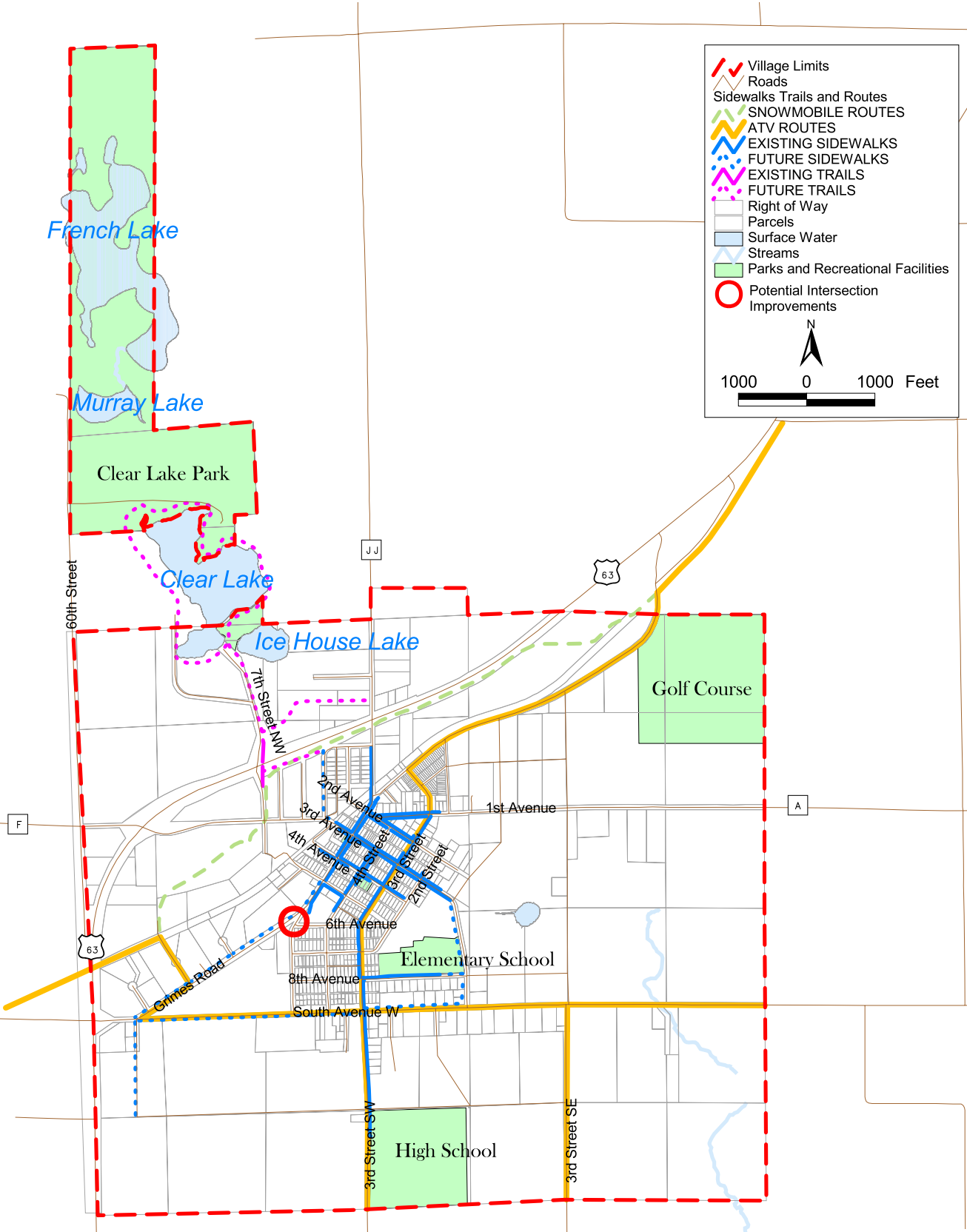
Source: WDOT and Cedar Corporation



FUTURE SIDEWALK AND TRAIL CORRIDORS

Village of Clear Lake

Map 6-3



Source: WDOT and Cedar Corporation



CHAPTER 7

Utilities and Community Facilities

Introduction

The provision of adequate public utilities and facilities is essential for the development of any community. It is important that public utilities and public facilities be available to meet the needs of citizens, businesses, industry, and government entities.

This section discusses existing systems and planned projects in the areas of water, sanitary sewer, storm sewer, solid waste, recycling, recreation, and public facilities and services. Each utility will be discussed separately.

Survey Results

Need for more green space?		
	Count	Percent
Yes	21	17.9%
No	81	69.2%
Not sure	14	12.0%
If yes, where (NARRATIVE)	1	0.9%
	117	100.0%

Almost 70% of respondents don't feel there is a need for more green space in the Village.

Improve following park amenities:	
	Count
Playground equipment	37
Benches & picnic tables	19
Soccer fields	5
Baseball/softball fields	8
Football fields	1
Shelters	21
Tennis courts	9
Basketball courts	16
Volleyball courts	8
Horseshoe pits	4
Parking	18
Ice skating rink	23
Skate park	12
Trails	35
	216

More people felt that playground equipment and trails were the most needed improvement of the Village's parks amenities.

Do you have flooding issues?		
	Count	Percent
Yes	12	10.2%
No	97	82.2%
Not sure	9	7.6%
If yes, where (NARRATIVE)	0	0.0%
	118	100.0%

Over 10% of the respondents to the survey have flooding issues.

Community Facilities and Services

The Village of Clear Lake has a wide variety of community facilities and services. The following services are available within the Village of Clear Lake or can be found in the vicinity. It is likely the Village and surrounding area will continue to provide these services in the future.

Library

Library services are found in the Village. The Clear Lake Public Library is part of the Indianhead Federated Library System. The library is open to Village and surrounding area residents and has a total service population of over 3,000. The Clear Lake Public Library is part of the MORE system which allows the users to browse materials at other libraries within the MORE system and reserve books through an interlibrary loan. The library was constructed in 2004 and is meeting current needs. There is no need or plan for future expansion in the foreseeable future.

Health Care Facilities

The Amery Regional Medical Clinic is located in the Village of Clear Lake. Additional nearby health care facilities are the Amery Regional Medical Center in the City of Amery and Westfields Hospital in New Richmond. It is likely that these facilities, and the many others throughout Polk and St. Croix Counties and the Twin Cities Metropolitan Area, will continue to provide health care for residents. Clear Lake residents also have access to a local eye doctor and two chiropractic care services.

Veterinary Service

The Village is also fortunate to have a local veterinary clinic to treat and provide health services to area pets and animals.

Childcare Facilities

There are a variety of certified childcare facilities in the Village of Clear Lake and neighboring communities. Little Lambs daycare is a large daycare facility in the Village where the majority of the local daycares are private and run out of homes. The current available care is meeting the current and projected future needs of the community.

Fire/Rescue

The Clear Lake Fire Department provides protection for the Village and covers over 85 square miles, which consists of the Village of Clear Lake and the Towns of Black Brook and Clear Lake, and portions of the Towns of Forest, in St. Croix County, Vance Creek, in Barron County, and New Haven, in Dunn County. It is a volunteer fire department with approximately 30 firefighters that averages 45 calls per year. Vehicular equipment for the fire department includes:

- 2 pumper
- 2 tankers
- 1 equipment van
- 1 “Quick Attack” truck
- 1 pick up/brush rig
- 6x6 ATV
- Trailer with rescue equipment.

The Clear Lake Fire Hall is located across from the municipal building in the middle of the Village. Future needs include replacing the existing “JAWS” equipment.

Emergency Medical Services

Clear Lake Ambulance Service, which consists of the Villages of Clear Lake and Clayton and the Towns of Black Brook and Clear Lake, and portions of the Towns of Forest, in St. Croix County, Vance Creek, in Barron County, and New Haven, in Dunn County, provides EMS protection for the Village. The EMS service consists of 15 EMTs and 10 first responders that work on a volunteer basis. They receive an average of 200 calls per year and have one ambulance. Currently, they have one ambulance and when that ambulance is out on a call, the City of Amery provides backup services if needed. Future equipment needs include a computerized reporting system and a new ambulance.

Post Office

Village of Clear Lake residents use the Clear Lake Post Office which provides all postal services for Village residents. The Post Office is located downtown at 438 3rd Avenue.

Cemeteries

There are two cemeteries in the Village of Clear Lake. One is the Swedish Congregational Cemetery, and the other is the Clear Lake Village Cemetery. The Clear Lake Village Cemetery includes the All Veteran's Memorial that commemorates 1700 local veterans on six granite monuments. One monument commemorates those that have made the ultimate sacrifice. The current facilities are adequate to meet current and future needs.

Radio

The Village of Clear Lake is within listening distance of a wide variety of radio stations.

Internet

Currently, in the Village of Clear Lake, there is a variety of ways to access the internet including dial-up, satellite, and DSL. Village residents have expressed a desire for cable internet.

Website

The Village of Clear Lake has a website that can be accessed at the following address: www.clearlakewi.com. This website provides valuable information regarding local businesses and points of interest.

Newspaper

Several local and regional newspapers are in circulation in the Village of Clear Lake including the Amery Free Press and the Clear Lake Museum Chronicle. The Amery Free Press is the official newspaper for the Village where legal notices are posted.

Telephone

Clear Lake Telephone Company provides the Village area with local phone, and long distance services are provided by a choice of most major long distance carriers and will continue to do so for the foreseeable future.

Cellular Phones

The Village of Clear Lake is within the service area of most major and local area cell phone companies.

Solid Waste Disposal

Current solid waste disposal needs are handled by Waterman's Sanitation out of Amery, Wisconsin. They offer weekly curbside pickup on Tuesdays. The service provided meets the current needs and will continue to meet the future solid waste disposal needs of the Village.

Recycling Facilities

Waterman's Sanitation also provides recycling curbside pickup on the 1st and 3rd Tuesdays. The service provided meets the current needs and will continue to meet the future recycling needs of the Village.

Parks

Clear Lake Village Park consists of over 170 acres of the northern most portion of the Village. The park includes portions of three lakes that split the park into three different parts. The southern piece of the park is developed and used by local residents and visitors. Park equipment includes the following:

- 2 shelters
- Chalet
- 10 – site campground w/ electrical and water hookup
- Bathroom/shower facilities
- Swimming area
- Playground equipment
- Horseshoe courts
- Fishing docks
- Boat launch
- Ball field

Future development of the park may include expansion of the north park area and development of a trail system throughout the park.

Village Hall

The current Village Hall was built in 2004 and is located at 350 4th Street. The Village Hall has ample space for existing and future needs. The Board and Plan Commission meetings are held in a board room shared with the library and police department.

Police Department

The Clear Lake Police Department is also located at 350 4th Street in the Village Municipal building with the Village Hall and public library. The Clear Lake Police Department consists of four officers: two are full time and two are part time. Future needs include adding manpower as future growth occurs.

Public Works

The Clear Lake Public Works Department works on the local utilities in the Village. They have office space in the Village Hall, the waste water treatment plant, and in the Public Works Garage. There are also two primary storage facilities, at 360 5th Street – Public Works Garage, and at 531 4th Avenue.

Schools

The Village of Clear Lake is located in the School District of Clear Lake. There are two schools in the District: Gaylord Nelson Education Center Elementary School and Clear Lake Junior-Senior High School.

The Gaylord Nelson Education Center Elementary School is located at 138 8th Avenue. Enrollment is approximately 330 students. The school teaches grades K – 6th grade.

The Clear Lake Junior-Senior High School is located at 1101 3rd St. SW and has an enrollment of approximately 95 students in Junior High (grades 7-8) and 225 in the high school (grades 9-12).

Both school facilities are adequate to meet the needs of the current and future population.

Wastewater Treatment Plant / Sanitary System

The sanitary system in the Village of Clear Lake consists of sanitary sewer mains, lift stations, forcemains, and a wastewater treatment plant (WWTP). The sanitary sewer system collects wastewater from homes, businesses, and industries and uses gravity mains and lift stations to convey it to the WWTP where it is treated. Sanitary sewer mains within the Village are maintained by the Village.

There are three lift stations in the Village of Clear Lake. Lift stations are used when the topography does not allow for gravity mains. The wastewater is pumped to a chamber so it can then either use gravity mains or be pumped to the WWTP.

Some of the issues of the existing sanitary system include a sharp bend in the system at the manhole at 5th Avenue and 2nd Street. Because the turn is sharp, during times of peak flow, there could be potential backups. The other issues relate to future development south of 3rd St. SE, and 3rd Place. Currently, there are just 3" and 4" lines and if future development were to occur to the south, sewer mains would have to be used.

The current capacity of the WWTP is 327,000 gallons per day. Currently, the Village is using approximately 220,000 to 230,000 gallons per day of that capacity. At this time, the Village does not have a need to expand the WWTP. Weekly monitoring and testing shows that the WWTP is functioning properly as the test results meet the requirements and are below the state limits.

There are also some Private Onsite Wastewater Treatment Systems (POWTS) in the Village of Clear Lake. These are primarily located in the southern portion of the Village. POWTS are commonly referred to as septic systems and are permitted and monitored by Polk County.

Sanitary Sewer Service Area

In order to gauge where development can occur within the existing sanitary and water infrastructure, it is important to identify the existing and future extent of the sanitary sewer service area. Map 7-1 shows the areas that could be developed without addition of lift stations or significant upgrades to the infrastructure.

Water System

The water system of the community is made up of wells, water towers, hydrants, and watermains that help draw, store, maintain pressure, and distribute water to homes, businesses, and industries in the Village.

The Village of Clear Lake is served by two wells. Well #2 is located at 3rd Avenue and 3rd Street. It has a pumping capacity of 425 gallons per minute. Only typical maintenance is planned at this time.

Well #4 is located at 3rd Avenue and 6th Street Northwest. It has a pumping capacity of 845 gallons per minute. Only typical maintenance is planned at this time. Both wells have more than enough capacity to meet the water needs of the Village.

The Village has one water tower built in 1980. The water tower is located at 3rd Avenue and 6th Street Northwest and has a capacity of 200,000 gallons. The tower is used for water storage and to pressurize the water system. The tower adequately meets the needs of the Village. It was last inspected in the fall of 2007. The inspection revealed that the tower is structurally sound, but interior coating needs to be redone.

The Village also has one booster station at U.S. Highway 63 and 5th Street intersection. The Village is responsible for the maintenance of the watermains, hydrants, wells and booster stations within the Village.

There are also a number of private wells in the rural area of the Village. Private wells must comply with all statutes, ordinances, regulations, and rules of the State and Polk County.

The Village's water supply has to meet all specifications set by the Safe Drinking Water Act established by the Environmental Protection Agency in 1974. Copies of the Village's testing results are mailed to Village residents each year.

Overall, the water system is in good condition. In 2001 a Water System Distribution Study was completed. The study evaluated the existing water supply system, conducted fire flow testing, determined system requirements, and identified areas of proposed improvements and future improvements for developing areas.

Water pressure plays a role in future development. In areas of low pressure (35 psi or less) a booster station may be needed to provide adequate water pressure. Map 7-2 shows the different pressures in the two pressure zones throughout the Village. Pressure Zone A is located north of U.S. Highway 63 and east of Clear Lake Park. It has a booster station to the south. The rest of the Village falls in Pressure Zone B and is based on the gravity from the water tower.

Stormwater

The Village's stormwater system is made up of outfalls, inlets, and storm sewer pipes. The stormwater system is designed to collect stormwater and snowmelt runoff and move it away from existing development. Today, an emphasis is put

on stormwater quantity, quality, and infiltration in an effort to protect the natural resources within watersheds and basins.

There are several challenges to stormwater management in the Village of Clear Lake. First, the topography makes some areas susceptible to erosion due to steep slopes and unstable ground cover. Second, sand washing off the streets can clog outfalls. Holding ponds are commonly used to catch sediment and allow it to settle before the water passes through or infiltrates. At this time, the Village does not have any holding ponds, but will have to consider maintenance issues if and when ponds are constructed.

Other methods the Village can use to reduce sediment and related contaminants are to reduce the amount of sand used on streets in the winter and to encourage rain gardens to capture runoff in resident's yards.

During significant storm events, the corner of 3rd Street and 4th Avenue does flood. This could eventually lead to washout problems if not addressed in the near future. The large culvert on Golf Road will also crest and flood the road during significant storm events.

Telecommunications Facilities

Cellular Service and Towers

New technologies are rapidly advancing, and cellular phone service is a vital component to communication in today's society. While cell towers are a necessary component to this form of communication, there can become an eyesore on the landscape and the environment. The Village does have a section in their zoning code that regulates the placement of signal receiving antennas (including cell towers). Methods are used to incorporate these towers into the environment. Included in these methods are innovative ideas such as placing antennas on already existing structures like silos, water towers, street lights, and buildings. Using the existing structures minimizes the impact of towers. However, these alternative antenna placements are not ideal for every situation. Currently, Alltel has an antenna on top of the water tower.

Internet

The availability of high-speed internet service is an important factor for attracting new business and residents. Many businesses count on reliable services such as high-speed internet in order to be competitive and operate efficiently. Residents, especially those moving from an urban area, are used to amenities such as high-speed internet service. Dial up and High-speed internet service is available through Clear Lake Telephone.

Phone

Local residents can get local and long distance phone service through Clear Lake Telephone.

Cable

Clear Lake residents have access to cable and satellite television service. The cable infrastructure exists throughout the central commercial and residential areas of the Village. Cable is not available to the residential areas on the edges of the Village Limits. Clear Lake Telephone Company is the major cable service while the two major satellite service providers are Dish Network and DirecTV.

Energy Sources

Transmission / Distribution Lines

The Village of Clear Lake has both distribution lines and transmission lines running throughout the Village. Currently, most power lines in the Village are overhead lines. Also, there is a sub station located in the Village Limits on the west side of the Village. Future expansion will be determined by the market and will be supplied by private sources.

Electricity

The electricity provider for the Village is Xcel Energy. Xcel Energy serves areas in 11 states throughout the U.S. and covers most of Northwestern Wisconsin. Residential, business, commercial, and industrial are all sectors that are serviced by Xcel Energy. Xcel Energy generates electric power from a mix of fuel sources, and distributes natural gas and electricity over transmission and distribution lines throughout our service area. Future expansion will be determined by the market and will be supplied by private sources.

Windmills

With the cost of energy rising, interest in windmills to supplement electricity is becoming more common. Polk County regulates windmills under its Small Wind System Energy Ordinance. A windmill (small wind energy system) is used to generate electricity. No transmission facilities are allowed in major subdivisions created for residential purposes. Small energy wind systems must be setback an equal distance to 100% of its height, is less than 75 feet tall, and not within 3,000' of the ordinary high watermark. There are currently no windmills in the Village.

Utility Gas

Utility gas is available to some residents in the Village of Clear Lake from We Energies. Utility gas is being used for residential and farm applications.

Future Utility Projects

The Village of Clear Lake maintains a Capital Improvements Plan (CIP) to identify future utility and facility projects and provide projected costs over the next five years.

Utility and Community Facilities Goals, Objectives, and Policies

Goal 1: Provide quality community services and facilities at a reasonable cost to taxpayers.

Objectives

1. Make sure the demand doesn't exceed capacity.
2. Minimize the cost of repairing and replacing existing utilities and infrastructure.
3. Reduce the negative impacts of stormwater runoff to infrastructure and water quality of surface waters.

Policies

1. Design new community buildings that can accommodate future growth needs.
2. Continue to explore opportunities to share services with the surrounding communities.
3. Develop recommendations or standards for community facility design and aesthetics.
4. Explore grants such as Community Development Block Grants or DOT Transportation Economic Assistance, DNR Stewardship or create a TIF District to help offset utility improvements.
5. Analyze and assess existing utility infrastructure system and capacities to determine potential "smart growth" areas.
6. Investigate replacing the existing "JAWS" equipment for the fire department.
7. Explore upgrading the ambulance reporting system to a computerized one.
8. Replace the ambulance of the Clear Lake Ambulance Service in the near future.
9. Continue to contract out the solid waste disposal and recycling service needs of the Community.
10. Continue to support existing and future telecommunication infrastructure as long as new facilities maintain the rural character and can be developed in an environmentally friendly way.

Goal 2: Maintain historical aspects of public buildings.

Objectives

1. Preserve the Village's past.

2. Give the Village its own unique identity.
3. Draw people to the area/make Clear Lake a destination.
4. Increase economic activity.

Policies

1. Require additions or remodeling to match the existing structure and materials.

Goal 3: Support and improve the quality of schools, health care, parks, museums and library, etc.

Objectives

1. Maintain and improve the quality of life for Village and surrounding residents.
2. Make the Village more attractive to business and industry.

Policies

1. Ensure that learning institutions are adequately funded.
2. Improve communication between the Village, emergency services, and businesses.
3. Facilitate various activities in community parks.
4. Repair existing fencing, picnic shelters, and restrooms at park facilities when necessary.

Goal 4: Support long-range planning that addresses the existing populations and future growth of local and regional populations.

Objectives

1. Meet the long-term needs of residents.
2. Reduce long-term costs associated with area growth.
3. Analyze facilities to determine expansion needs.

Policies

1. Design buildings for future expansion that fits the original design.
2. Analyze trends for facility development and capacity.
3. Ensure adequate land for anticipated growth.
4. Update equipment and emergency plans for safety and cost-effectiveness as appropriate.
5. Maintain and update parks and recreation plan.
6. Acquire land that is necessary for expansion.

Goal 5: Provide quality utilities at a reasonable cost to taxpayers.

Objectives

1. Meet the long-term needs of residents.
2. Reduce long-term costs associated with area growth.

3. Analyze facilities to determine expansion needs.

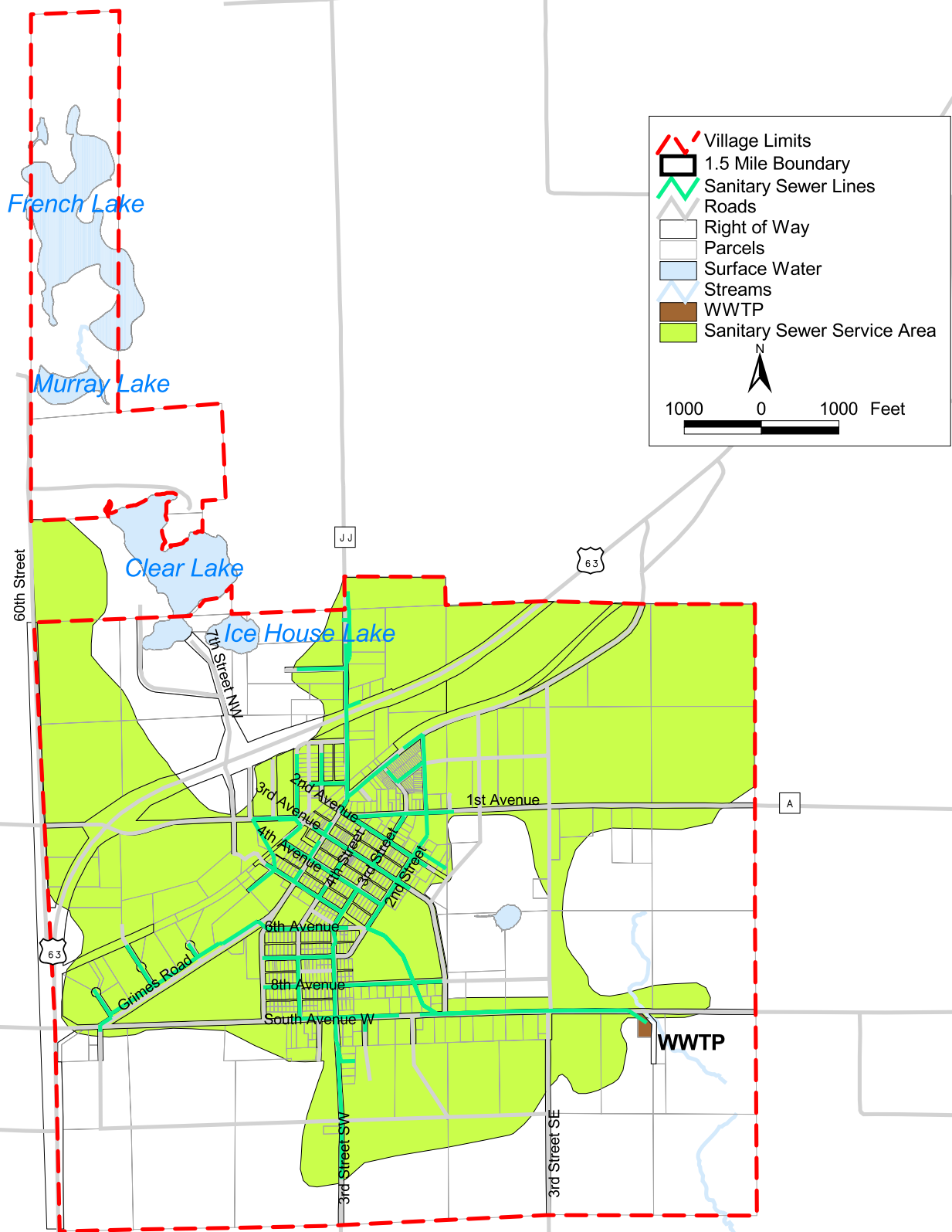
Policies

1. Upgrade utilities services as needed.
2. Analyze trends for future utility capacity of the WWTP, sanitary sewer service, and water supply.
3. Ensure adequate utility service needs for anticipated growth.
4. Update equipment for safety and cost-effectiveness as appropriate.

SANITARY SEWER SERVICE AREA

Village of Clear Lake

Map 7-1



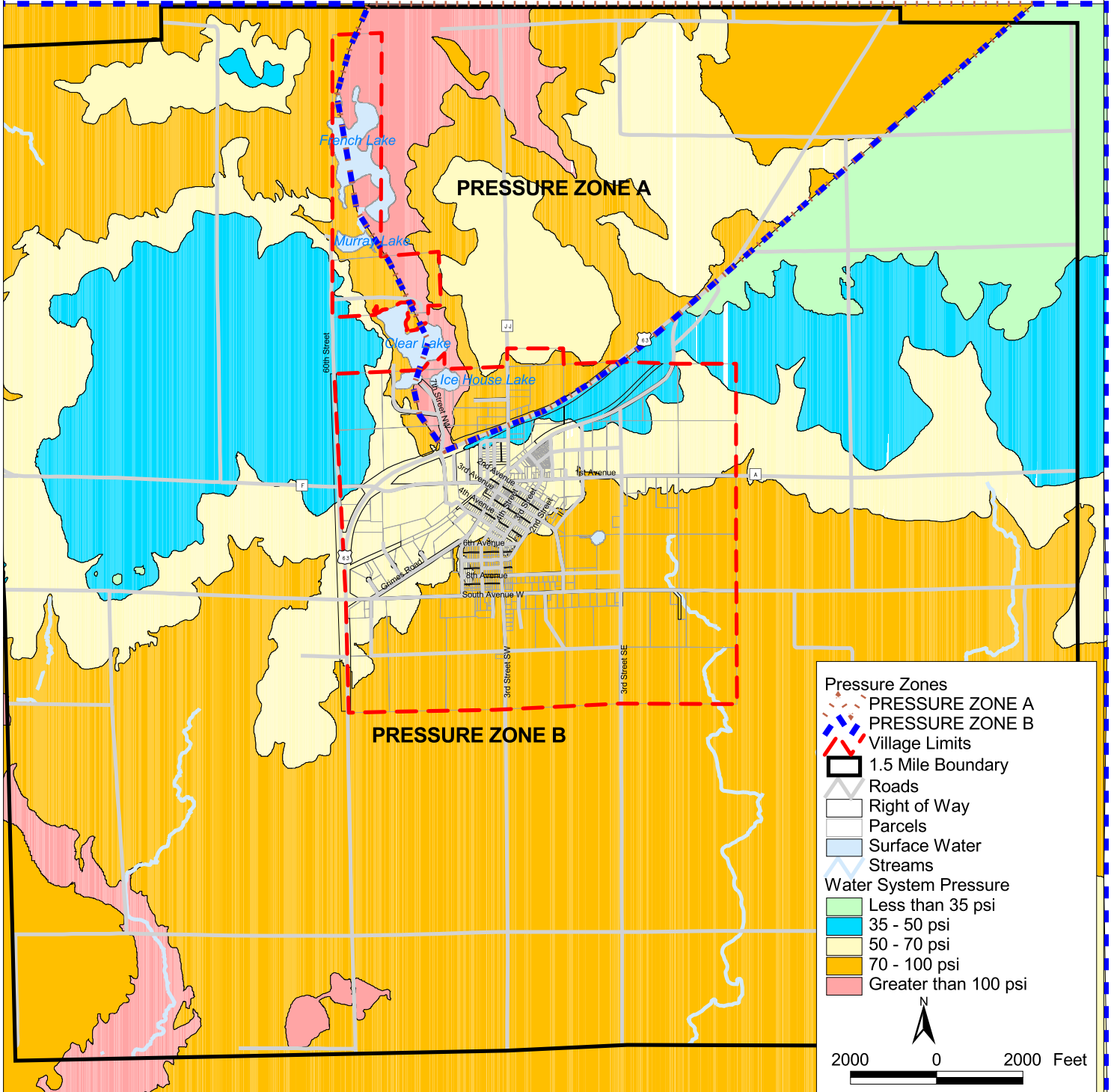
Source: Cedar Corporation



WATER PRESSURE ZONE

Village of Clear Lake

Map 7-2



CHAPTER 8

Intergovernmental Cooperation

Introduction

Intergovernmental communication, coordination and cooperation can make a significant difference in the implementation and administration of a comprehensive plan. Intergovernmental cooperation can be developed over time. This section explores the relationships between the Village of Clear Lake and other municipalities, agencies and others; identifies existing and potential conflicts and offers processes to resolve conflicts and build cooperative relationships.

Survey Results

Residents were asked if they felt crisis planning was a priority. The responses indicate that most of the residents (67%) feel that crisis planning is a priority.

Crisis planning a priority		
	Count	Percent
I strongly agree	22	19.0%
I agree	56	48.3%
Not sure	28	24.1%
I disagree	9	7.8%
I strongly disagree	1	0.9%
	116	100.0%

Considerations for Cooperation

It is estimated that 75% of governmental units engage in some sort of cooperation with at least one other governmental unit. Intergovernmental cooperation provides the Village an opportunity to work with adjacent and other influential governmental units on a number of issues. The Village of Clear Lake may want to take the opportunity to do the following:

- Identify areas of common interest
- Consider the impacts of Village actions on adjacent Towns
- Anticipate the effects on your community of actions taken by neighbors
- Minimize potential conflicts before they arise
- Make the Comprehensive Plan consistent with Zoning Code, Shoreland and Wetland Zoning, Official Map, and Subdivision Code.

There are a number of benefits when considering cooperative efforts between municipalities. Intergovernmental cooperation benefits may include the following:

cost savings through economy of scale, availability of additional services, ability to address regional issues, and meet the consistency requirements.

Units of Government Influence on Clear Lake

The first step in coordinating cooperation between various municipalities is to identify the adjacent municipalities and some of their existing plans. The Village of Clear Lake is surrounded by a number of municipal units of government. The following is a list of towns, that border the Village and the various plans those units of government may have or are working on:

Polk County

- Town of Clear Lake
 - Comprehensive Plan (in progress)
- Town of Black Brook
 - Comprehensive Plan (in progress)
 - Park Plan

School Districts

The Village of Clear Lake lies within the School District of Clear Lake. Both the District and the schools within the District were discussed in this Comprehensive Plan in the Utility and Community Facilities Chapter.

Indianhead Technical College

The Wisconsin Indianhead Technical College (WITC) provides educational programs resulting in Associate Degrees and Certificates throughout Polk County and parts Western Wisconsin. The nearest campus is in New Richmond.

University of Wisconsin System

The Village of Clear Lake is fortunate to have ample higher education opportunities nearby. Both UW – Stout and UW – River Falls only 40 miles away and are part of the University of Wisconsin System.

University of Wisconsin - Stout

UW-Stout was founded as an experiment in industrial education back in 1891. Subjects taught include business, industrial management, technology, education, human development, and art and design. Average class size is 29 students for lecture sessions and 21 for laboratory sessions. Faculty and academic staff teach more than 99% of the course sections. Less than 1% of classes are taught by teaching assistants.

University of Wisconsin - River Falls

The University of Wisconsin – River Falls (UWRF) provides undergraduate, graduate and continuing education courses which support the fine arts, liberal studies, technology, business and industry.

County and Regional Government Units

- Polk County
- West Central Wisconsin Regional Planning Commission

Polk County has a number of plans that may have an influence on future growth in the Village of Clear Lake. Some of the plans below were a coordinated effort between Polk County and West Central Wisconsin Regional Planning Commission. The following is a list of the various plans developed by Polk County:

- Polk County Land Use Plan
 - This Plan was written to assist officials with decisions concerning how the various communities in the County should preserve its desired characteristics and make positive changes in an orderly fashion.
- Polk County Land and Water Management Plan
 - This Plan was written to identify and rank concerns that affect the County's Natural Resources as well as identify options for improvement implementations.
- Polk County Forest Comprehensive Land Use Plan
 - This Plan is intended to serve as a guide for the sustainable use and protection of the County's Forestlands.
- Polk County Outdoor Recreation Plan
- Polk County Hazard Mitigation Plan

State Agencies

- Wisconsin Department of Natural Resources
- Wisconsin Department of Transportation

The Wisconsin DNR is often the regulatory agency that is responsible for the protection and sustained management of woodlands, waterways, animal habitat and other natural resources.

The Wisconsin Department of Transportation is responsible for maintaining and improving U.S. Highway 63, the main potential commercial growth corridor in the Village. For this reason, cooperation and communication between the Village of

Clear Lake and the Wisconsin DOT are extremely important for the development of the Village.

Existing Village Plans

Although this document is a Comprehensive Plan, the Village of Clear Lake does have an existing Comprehensive Plan (1991) and Code of Ordinances (1990). Both are currently being revised. The Village also has a Park Plan developed in 2006 that describes future plans for the Village park system.

Current Agreements

Intergovernmental agreements can be as simple as sharing information to something more complex such as entering into contracts to provide services. The Village of Clear Lake recognizes the benefits of working with the surrounding communities and government agencies and is currently engaged in the following agreements:

School District: The School District of Clear Lake does provide schooling to the Village of Clear Lake, as well as the Towns of Clear Lake and Black Brook.

Emergency Medical Services: The Village also has agreements to provide fire, ambulance and EMS service to the Villages of Clear Lake and Clayton and the Towns of Black Brook and Clear Lake, and portions of the Towns of Forest, in St. Croix County, Vans Creek, in Barron County, and New Haven, in Dunn County (Map 8-1).

Polk and St. Croix Counties also have mutual aid agreements with the Village so the Village can support neighboring jurisdictions and neighboring jurisdictions can support the Village with emergency services if the situation occurs where additional services are needed. There are also mutual aid agreements that the Village has with the DNR and U.S. Department of Interior – Fish and Wildlife Service. Through these agreements there are grant funding opportunities for the Clear Lake Fire Department.

The Fire Department currently has a DNR Forest Fire Prevention Grant that has provided equipment and training to increase the forest fire protection and suppression capabilities of the Clear Lake Fire Department.

Clear Lake Public Library: The Clear Lake Public is open to Village and surrounding area residents and has a total service population of over 3,000. The library is also part of the MORE System which is a service of the Indianhead Federated Library System that allows residents of over 40 libraries to access and order materials with each other.

Future Cooperative Opportunities

Being bordered by the Towns of Clear Lake (east) and Black Brook (west) the Village may want to consider extraterritorial authority for portions of both Towns in the future. The Village has the ability to plan out 1.5 miles from their municipal boundary limits. That is why it is important to work together now so that in the future, extraterritorial zoning and plat review.

The Village strives for harmonious relationships with all neighboring communities and has a generally positive relationship with them. The Village may want to consider developing cooperative boundary agreements with both Towns so future growth and development can be directed and agreed upon in a cooperative effort.

There may be tasks in the future that will require collaboration between the Village of Clear Lake and its adjacent municipalities. Some of these efforts will cross multiple boundaries because they are related to environmental conditions in the area:

- Watershed Studies
- Stormwater Management Plans
- Farmland Preservation
- Multi-modal Transportation Planning
- Natural Resource Plans

Potential Future Cooperative Efforts

As the Village of Clear Lake grows, the potential exists to have an impact on the Towns of Clear Lake and Black Brook. It is important for the Village to work with these communities so future development will be acceptable to all entities involved. One way to achieve agreeable results for future planning is to develop a joint committee, members from each municipality, that meet on a quarterly or semi-annual basis to discuss these issues. Any potential future conflicts should be presented at the joint meeting.

Benefits to Agreements

The Village of Clear Lake has a lot to gain by being actively involved in intergovernmental cooperation. Some of the benefits are cost savings, consistency, reduction in litigation, addressing regional issues, and having foresight in understanding future needed services.

Possible Conflicts

At this time the Village does not foresee any conflicts with either adjacent Town.

Conflict Resolution

When conflicts arise, it is important to address them in a manner that produces mutual understanding of the issues and creates an atmosphere under which the conflicts can be resolved successfully. The Village should hold joint meetings with neighboring governments and agencies to resolve future conflicts. Initial guidance may come from the Village's Plan Commission or Village Board.

Intergovernmental Cooperation Goals, Objectives and Policies

Goal 1: Encourage adjacent government units to work together to achieve the goals of this Comprehensive Plan.

Objectives

1. Share services when it is possible and feasible for both the Village of Clear Lake and neighboring municipalities.
2. Establish agreements with adjacent municipalities that will benefit all parties involved.
3. Encourage adjacent government units to adopt and implement consistent residential development standards, policies and review practices.
4. Provide services in a cost effective manner.

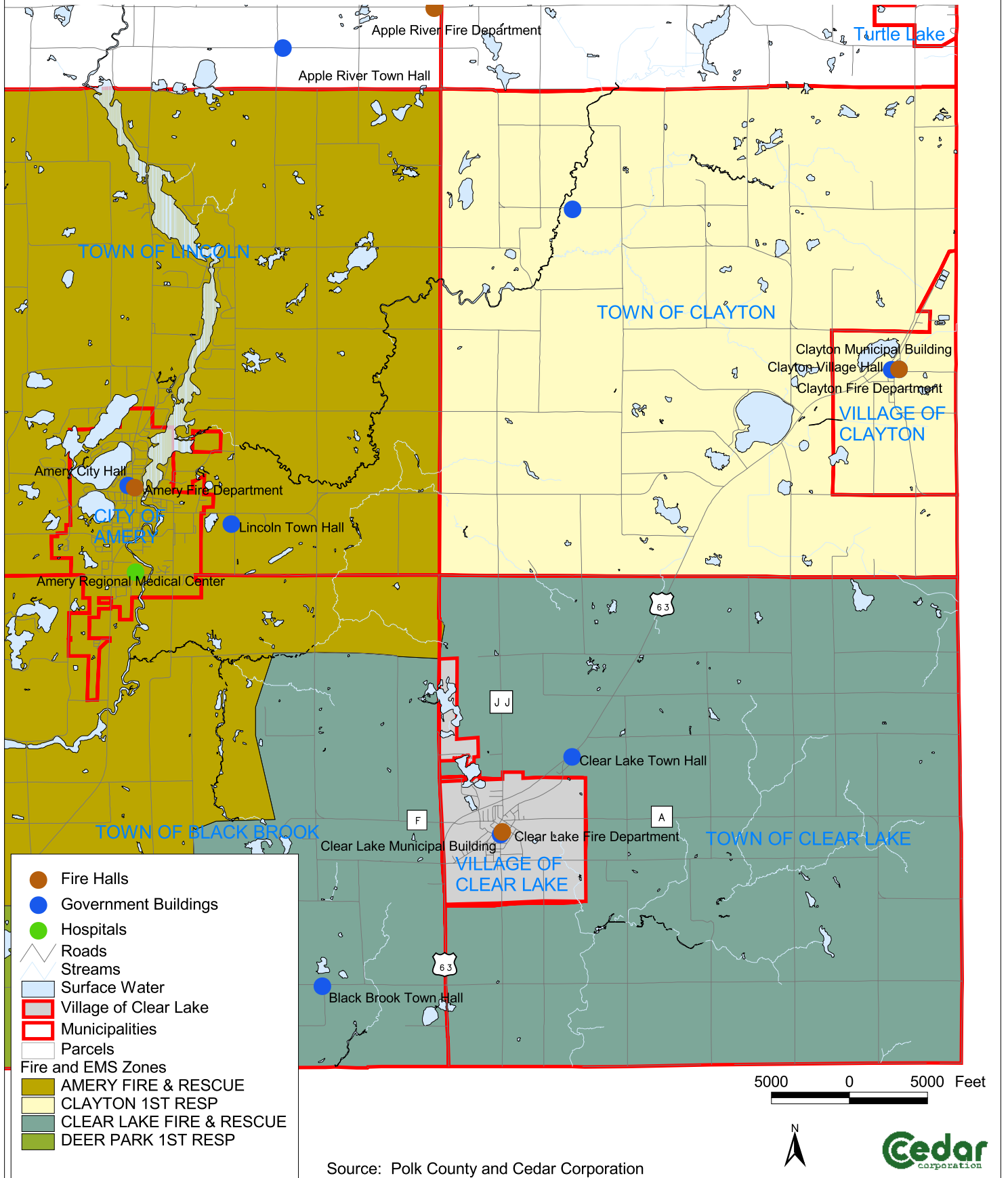
Policies

1. Promote open communication with adjacent government units.
2. Develop a consistent Park Plan among the neighboring municipalities in order to get the most efficient use out of the existing facilities.
3. Investigate opportunities for future cooperative agreements.
4. Update and maintain Village of Clear Lake website.
5. Develop a joint meeting committee with the Towns of Clear Lake and Black Brook.
6. Work cooperatively with the Clear Lake School District sharing public buildings.
7. Consider participation in the Western Wisconsin Intergovernmental Collaborative (WWIC).
8. Provide a copy of this comprehensive plan to all surrounding or nearby local governments.
9. Create a cooperative understanding with adjoining towns for road maintenance.
10. Apply for available grants to provide equipment and training to reduce costs of providing Village services.

EMERGENCY RESPONSE AREAS

Village of Clear Lake

Map 8-1



CHAPTER 9 Land Use

Introduction

The purpose of the Land Use element is to promote orderly growth by balancing the needs of residents and property owners, while maintaining the Village’s natural resources. The Land Use Chapter is to identify and analyze how land within the Village of Clear Lake is being used at a specific point in time and to help recommend appropriate uses for the land in the future.

The information in the Land Use Chapter act as a guide for future public and private land use decisions. The chapter inventories and maps existing land use patterns and helps in analyzing and understanding the influences on these patterns.

A well thought-out land use plan will help the Village to make zoning decisions, evaluate development proposals, and provide a vision that provides the necessary background information for local government, residents, business owners, and developers to make consistent and informed decisions.

Survey Results

The Village should grow in land area...		
	Count	Percent
I strongly agree	11	9.6%
I agree	37	32.5%
Not sure	53	46.5%
I disagree	10	8.8%
I strongly disagree	3	2.6%
	114	100.0%

More respondents were in favor (42.1%) of the Village growing in land area than were against it (11.4%).

The Village should approve annexation and future growth...		
	Count	Percent
I strongly agree	9	7.8%
I agree	48	41.7%
Not sure	47	40.9%
I disagree	9	7.8%
I strongly disagree	2	1.7%
	115	100.0%

Approximately half (49.5%) of the respondents feel the Village should approve annexation requests for future growth.

Should the Village purchase land for future growth?		
	Count	Percent
I strongly agree	5	4.4%
I agree	40	35.4%
Not sure	41	36.3%
I disagree	23	20.4%
I strongly disagree	4	3.5%
	113	100.0%

Nearly 40% of the residents responding to the survey feel the Village should purchase land for future growth. Whereas 24% feel they should not.

Development should be limited...		
	Count	Percent
I strongly agree	17	14.8%
I agree	59	51.3%
Not sure	25	21.7%
I disagree	12	10.4%
I strongly disagree	2	1.7%
	115	100.0%

The majority of the respondents (65%) feel that development should be limited.

Village needs more parks		
	Count	Percent
I strongly agree	5	4.4%
I agree	16	14.0%
Not sure	25	21.9%
I disagree	53	46.5%
I strongly disagree	15	13.2%
	114	100.0%

Most people (59.7%) feel the Village does not need anymore parks.

Land Use vs. Zoning

Both land use planning and zoning are important elements in land use management efforts of local governments because an effective zoning decision should be based on a sound plan that is supported by the community. The Land Use Chapter focuses on the future and establishes community goals and objectives regarding how land will be used in the next 20 years. Zoning on the other hand, is only one tool that can help communities achieve their respective goals and objectives through land use regulation.

The Land Use Chapter identifies where and how citizens would like to see the physical development of the community take place. Planning is a process that helps a community prepare for change, rather than react to it.

Zoning is a tool that gives the government the power to intervene in the lives of private citizens for the protection of public health, safety, and welfare. It does this by separating conflicting land uses and ensures development is directed in certain areas that can accommodate that particular land use. Under zoning, communities are divided into different districts, (or zones) which impose different land use controls or specific restrictions on each district. A local government comprehensive plan will likely be more successful if the plan and zoning ordinance are well integrated and if they accommodate the interests and needs of neighboring communities.

In summary, zoning is a regulatory tool used to regulate and enforce comprehensive plans. The development of a comprehensive plan ensures effective and consistent zoning decisions at the local level. The Land Use Chapter is a useful tool for decision makers to guide growth and development of the community and should be consistent with future zoning decisions.

Existing Land Use Analysis

The purpose of the existing land use analysis is to identify existing land uses and land use patterns (see *Map 9-1*). Creating an existing land use map will help determine future land uses and identify existing and/or potential land use conflicts. Below is a brief description of land use patterns for the following categories.

Table 9-1 - Current Land Use

Current Land Use	Acres	Percent
Single Family Residential	286	17.2%
Multiple Family Residential	14	0.8%
Commercial	43	2.6%
Industrial	53	3.2%
Institutional	183	11.0%
Parks	218	13.1%
Agricultural	554	33.4%
Undeveloped	310	18.7%
Total	1,661	100.0%

Source: Village of Clear Lake Plan Commission, Cedar Corporation

Single Family Residential: The majority of housing options in the Village of Clear Lake are single family homes. Single family homes occupy approximately 286 acres (17.2% of total acreage) within the Village and can be found throughout the Village.

Multiple Family Residential: The Village of Clear Lake has 14 acres of land (0.8% of total acreage) devoted to multi-family housing. Multi-family homes

consist of apartments, twin homes, and condominiums and typically are higher density developments compared to single family. Most of this type of land can be found in the northern portion of the Village.

Commercial: Commercial properties create employment opportunities within the Village and provide residents with goods and services. In general, they are less expensive to provide services for than residential properties. The Village of Clear Lake has a mix of downtown commercial and highway commercial properties. The Village has 43 acres of commercial businesses (2.6% of total acreage). These properties are mainly located along 3rd Avenue and 5th Street as well as along U.S. Highway 63.

Industrial: Industrial development offers job opportunities and a significant source of tax revenue for municipalities. Like commercial properties, they also require fewer services. The Village of Clear Lake has an extensive industrial base for a community this size. Most of the industrial land is located on the west side of the Village. There are approximately 53 acres of industrial land (3.2% of total acreage) in the Village. An Industrial Tax Incremental Finance District has been established by the Village to provide assistance/incentives for industrial businesses within the District.

Institutional: Institutions provide valuable services to a community. There are 183 acres of institutional land in the Village of Clear Lake (11.0% of total acreage). These properties include the schools, churches, museums, community center, Village Hall, Police Department, golf course, cemetery, and water tower. Typically, institutional land uses are scattered throughout a community.

Parks: Park land provides valuable passive and active recreational opportunities for area residents and is considered a measure of the quality of life a community has to offer. The Village has 218 acres of park land (13.1% of total acreage). The park land consists of open space with lakes, playground equipment, parking, restrooms, and a beach area that is located in the northwestern part of the Village.

Agricultural: Agricultural land is land that is being actively farmed. The Village has 554 acres of agricultural land (33.3% of total acreage). Most of this land occupies a good portion of the southern and eastern portion of the Village.

Undeveloped: There are approximately 310 acres of undeveloped parcels (18.7% of total acreage) within the Village. Undeveloped lands are important to a community as they provide a “land bank” for future growth needs. Most of the undeveloped properties in the Village of Clear Lake are lands that would be considered open space and aren’t used for farming, but may include wetlands, slopes, or other undevelopable lands.

Existing Land Use Patterns and Influence on Patterns

Land use patterns in the Village of Clear Lake have been influenced by two main conditions. First, the railroad tracks (now abandoned) that used to go through the Village provided a transportation system in the past for goods and services. This was a major influence on how the Village grew. This has allowed a number of industries such as canning and logging to start up in the area.

Second, the Village is split by U.S. Highway 63, a main north and south transportation corridor in Northwestern Wisconsin. This provides a transportation route for the Village to attract workers that can commute to the Village and for industries and businesses for shipping their goods.

Land Value

One of the most important costs associated with development is the price of land. Land values vary greatly depending on the current use that they have or use that it may have in the future. Generally, an acre of rural farmland won't have the same value as an acre of commercial land in the Village. An analysis of price per acre based on how it is taxed is done by the Wisconsin Department of Revenue each year (Statement of Assessment). The latest that this information is available is 2008.

Table 9-2 2008 Land Values

Land Use Category	2008 Land Value per Acre	2008 Improvement Value per Acre	2008 Total Value per Acre	2008 Total Land Value - Entire Village
Residential	\$39,481	\$252,419	\$291,900	\$39,406,500
Commercial	\$33,636	\$139,889	\$173,525	\$9,717,400
Manufacturing	\$9,578	\$132,666	\$142,244	\$5,832,000
Agricultural	\$196	\$0	\$196	\$127,200
Undeveloped	\$765	\$0	\$765	\$55,100
Ag Forest	\$814	\$0	\$814	\$11,400
Forest	\$1,578	\$0	\$1,578	\$58,400

Source: 2008 Statement of Assessment - Wisconsin Dept. of Revenue

Overall property values have begun to decline slightly from the 2007 values. Residential property values increased by about \$590,000 between 2007 and 2008 whereas commercial and manufacturing property values of dipped slightly by a combined \$740,000. Considering the latest national market trends, unless new development occurs, future improvement values will likely continue to decline in the short term, and then begin appreciating again in the long term.

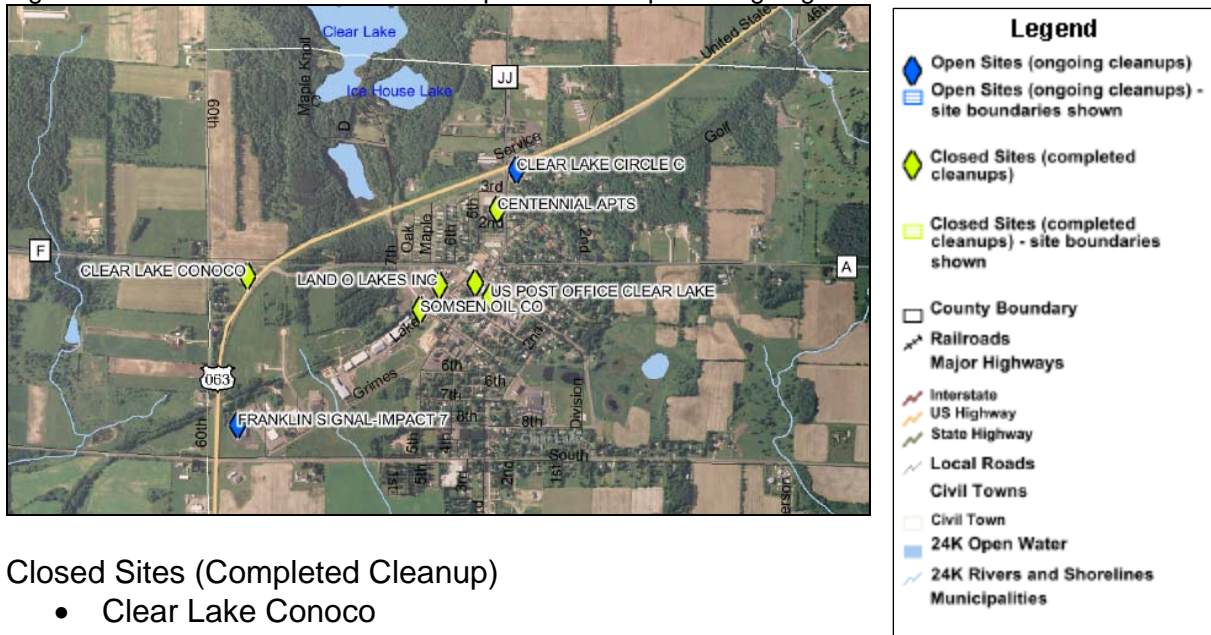
Limitations for Development

The primary issues that could impact further growth and development of the Village of Clear Lake are natural limitations such as topography, slopes, wetlands, and floodplains. These natural limitations can restrict some areas in and around the Village, making them unbuildable.

Redevelopment Opportunities

Redevelopment opportunities typically occur in Brownfield areas or locations that have been previously contaminated. The Village of Clear Lake has few known sites that have some environmental groundwater or soil contamination, often caused by underground storage tanks. For those property owners that are interested in cleaning up their property there are a number of Brownfield cleanup grants available through the DNR and EPA.

Figure 9-1 – Contaminated Sites of Completed Cleanups or Ongoing



Closed Sites (Completed Cleanup)

- Clear Lake Conoco
- Land O' Lakes Inc.
- Centennial Apartments
- Somsen Oil Co.
- U.S. Post Office

Open Sites (Ongoing Cleanup)

- Clear Lake Circle
- Franklin Signal Impact 7

Influences on Land Demand and Supply

The proximity of the Village of Clear Lake to the Twin Cities has been a draw for decades. Residents have access to higher paying jobs and greater job variety while being able to live in a smaller community. This is one of the main reasons western Wisconsin has seen a large amount of growth over the past few decades. Because of this, land prices have risen. The available undeveloped land in the Village offers a variety of opportunities for future residential and other commercial development.

Potential Land Use Conflicts

Land use conflicts occur when incompatible land uses cause a negative effect. Currently, no land use conflicts are identified. One example of potential future conflict would be if the industrial zoned area evolved into a manufacturing center and created noise and traffic problems.

Future Land Needs Analysis

The Village of Clear Lake future land needs analysis will be based on potential residential needs.

Table 9-3 shows the amount of additional households which would be needed based on population and household projections by the Wisconsin Department of Administration. If the projections are accurate, the Village will have an additional 104 households between 2005 and 2025.

Table 9-3 - Housing Forecasts

Year	2000	2005	2010	2015	2020	2025
Population	1,051	1,082	1,160*	1,176	1,224	1,265
Persons Per Household	2.32	2.16	2.25*	2.14	2.10	2.08
Total Occupied Housing Units	453	501	516	550	582	609
Additional Units Needed	-	-	15	34	32	27

Source: Wisconsin Department of Administration, *Adjusted to reflect recent population estimates

Current zoning requires a new single family lot to be a minimum of 15,000 square feet in size. This results in approximately three lots per acre. For our projections we will assume a half acre per lot (factoring in roads, parks, etc.). So if 104 lots or households are needed, 52 additional acres of residential land will be needed.

Currently, the Village has about 313 acres of undeveloped land plus 554 acres of agricultural land. Some of this undeveloped and agricultural land is unbuildable due to natural limitations, being located on a closed landfill, or not being zoned for residential development.

Smart Growth Areas

The term Smart Growth Areas means “an area 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.” (WI Statute: 16.965)

It is important for the Village of Clear Lake to consider areas that are ideal for growth. One way to do that is to look at factors such as wetlands and steep slopes that limit where growth can go and areas that are cost effective for expanding infrastructure. Map 9-2 shows the areas that should be protected as well as areas that would require a lift station. Due to these conditions and availability of land, there is not a need to annex land in the foreseeable future, but there will likely be a need to expand the sanitary service area especially in the southern portion of the Village. The southwest area of the Village would require a lift station for future development to occur, however this is the area most likely to develop because of the proximity to U.S. Highway 63 and that it is currently in a Tax Incremental Finance District.

Future Land Uses

Table 9-4 projects the future land use acres based on the zoning at full build-out within the current Village Limits (see Map 9-3).

The future land use map should be consulted when addressing future rezoning requests and land use issues. It is not meant to be a tool for a mass rezoning of Village properties in order to match the Future Land Use map. Based on the available land within the Village Limits, there is plenty of land to take on growth for the foreseeable future

Table 9-4 - Future Land Use

Future Land Use	Acres	Percent
Single Family Residential	665	40.04%
Multiple Family Residential	50	3.01%
Commercial	114	6.86%
Industrial	109	6.56%
Institutional	215	12.94%
Parks	218	13.12%
Agricultural	194	11.68%
Undeveloped	96	5.78%
Total	1,661	100.00%

Source: Clear Lake Plan Commission and Cedar Corporation

Trends in Land Supply and Demand

Table 9-5 shows projected land use needs in five year increments in the Village of Clear Lake. Overall, there is plenty of vacant land available for future growth in the Village.

The largest need for land in the future will be for residential development. The Village will need roughly 15 acres of land every 5 years for residential use based on the Household Forecasts in Table 9-3 and assuming the lot sizes will average approximately one-half acre.

Table 9-5 - Projected Land Use Needs in Acres

Year	*2008	2010	2015	2020	2025	Total
Residential	286	288	305	321	335	
• Acres		2	17	16	14	49
Commercial	43	44	47	49	51	
• Acres		1	3	2	2	8
Industrial	53	54	58	61	64	
• Acres		1	3	3	3	10
Agricultural/Undeveloped	864	860	837	816	797	
• Acres		-4	-23	-21	-19	-67

Source: * 2008 is Existing Land Use calculations.

There are approximately 55 acres of undeveloped land in the northern portion of the Industrial Park available to future industrial type businesses.

In the past 30 years, more and more agricultural and forestland has been lost as development increased and sprawled into the rural areas. In recent history, however, development has begun to slow. It is important for the Village of Clear Lake to establish a land use strategy or plan to protect them from undesirable land use activities in the future.

Land Supply

The amount of land in the Village may increase over time if land is annexed from adjacent municipalities in the future. Currently, there is approximately 1,661 acres of land including portions of the road right of way, of which about 48% of the land is considered developed (795 acres). This leaves a significant amount of land that is currently not developed within the Village Limits; although some of the undeveloped land is undevelopable due to environmental limitations (wetlands/steep slopes). Under the Current Land Use, the Village has approximately 867 acres of developable land within the Village Limits.

Land Demand

There is an occasional land division within the Village. The Village desires future growth, but considering the state of the national housing and job market, it is

difficult to predict how much growth can be expected in the next 20 years. Currently, the supply outweighs demand.

Options to Annexation

Although unlikely, it is possible that the Towns of Black Brook and Clear Lake could be developed up to the Village of Clear Lake's legal boundary. This would greatly decrease the chance that land would be annexed in the future. The Village could support two actions that would increase the amount of residential land in the Village if desired. First, the Village could create a residential zoning classification that reduces the minimum lot size. Second, the Village may encourage redevelopment of some areas to accommodate higher residential densities.

Land Use Goals, Objectives, and Policies

Goal 1: Ensure orderly growth within the Village of Clear Lake.

Objectives

1. Avoid land use conflicts that may decrease the value of properties.
2. Preserve neighborhoods.

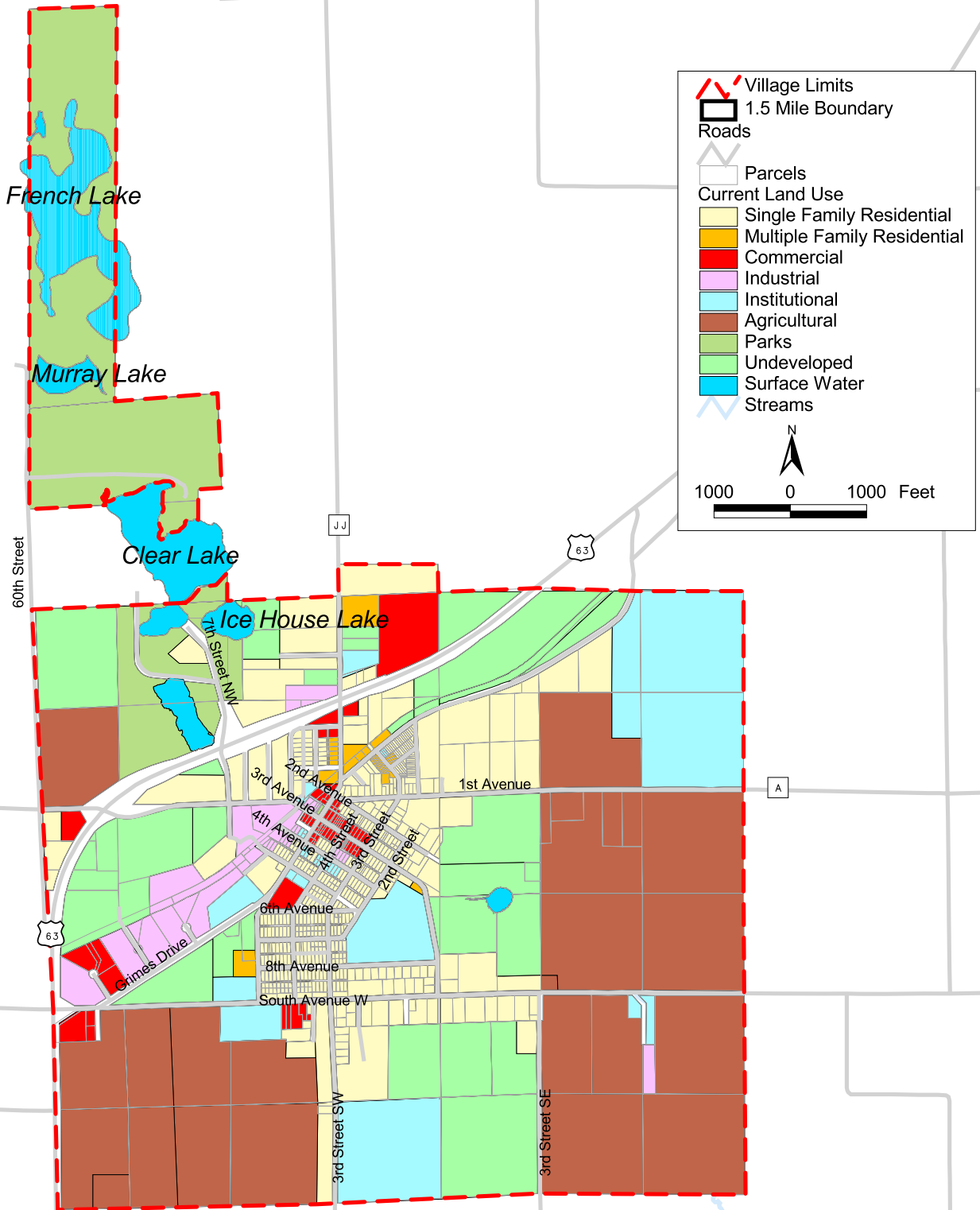
Policies

1. Use the Village's Land Use Plan as a guide for decision making.
2. Utilize "Smart Growth" areas for cost efficient growth.
3. Ensure the look and scale of redevelopment is consistent with the neighborhood it is in by allowing variances to existing subdivision and zoning codes such as in the original platted area of the Village.

CURRENT LAND USE

Village of Clear Lake

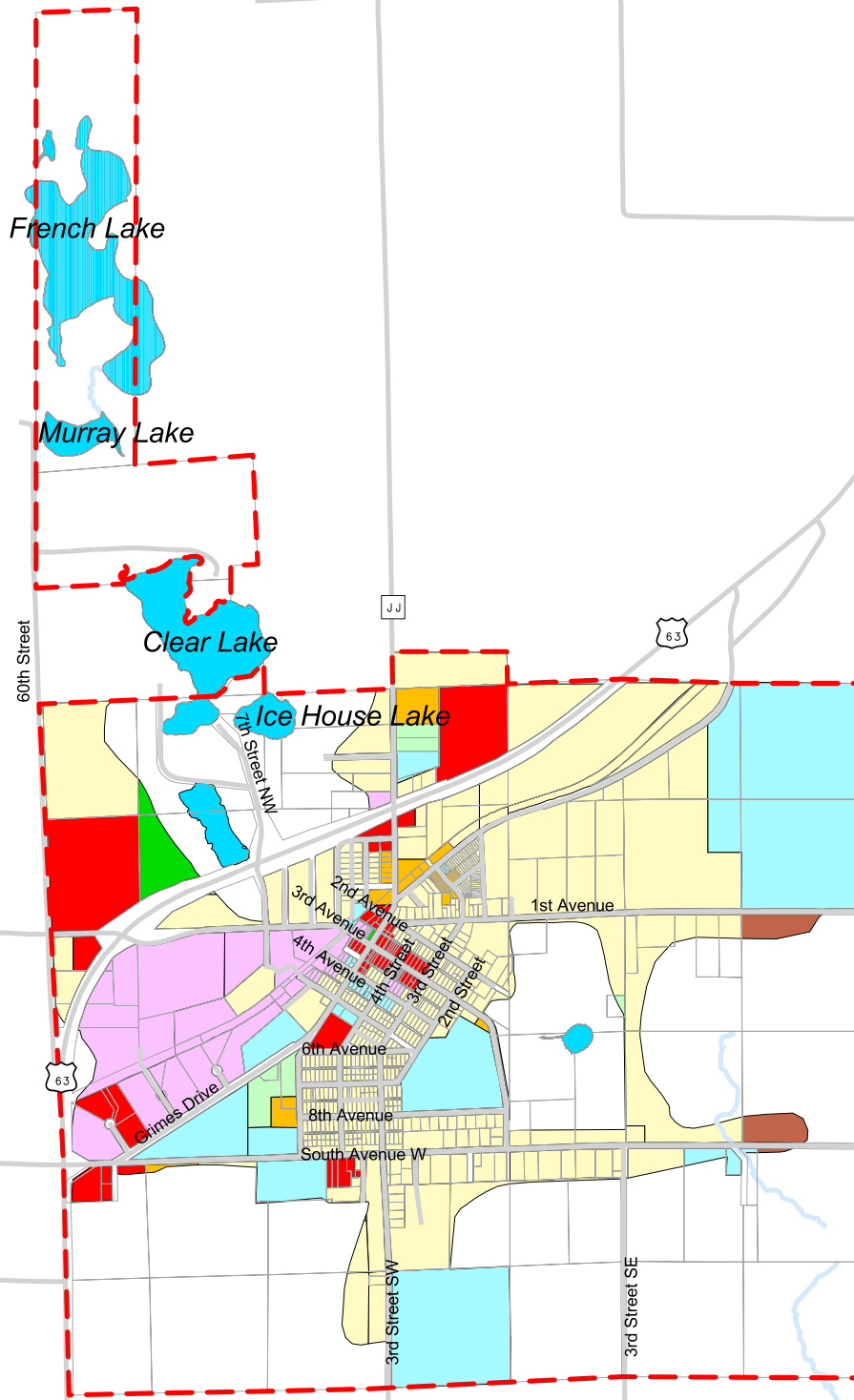
Map 9-1



FUTURE SMART GROWTH AREAS

Village of Clear Lake

Map 9-2



Village Limits

Roads

Parcels

Surface Water

Streams

Future Land Use

- Single Family Residential
- Multiple Family Residential
- Commercial
- Industrial
- Institutional
- Agricultural
- Parks
- Undeveloped

1000 0 1000 Feet

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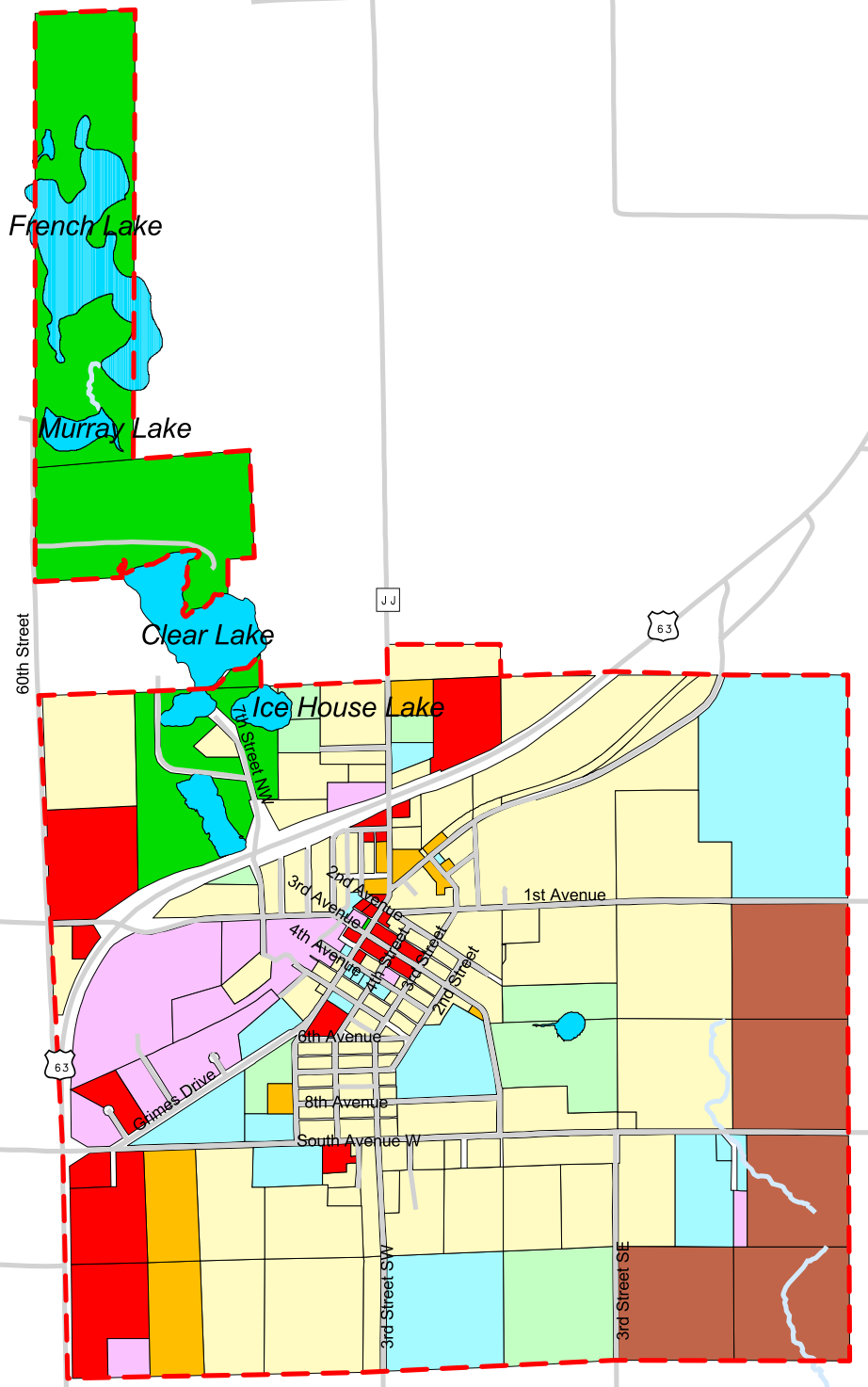
Source: Clear Lake Plan Commission, Cedar Corporation



FUTURE LAND USE

Village of Clear Lake

Map 9-3



Village Limits
 1.5 Mile Boundary
 Roads

Surface Water
 Streams

Land Use

- Single Family Residential
- Multiple Family Residential
- Commercial
- Industrial
- Institutional
- Agricultural
- Parks
- Undeveloped

N

1000 0 1000 Feet

Source: Clear Lake Plan Commission, Cedar Corporation



CHAPTER 10

Plan Implementation

Introduction

The development and adoption of a Comprehensive Plan becomes meaningful only if the Plan is implemented. The Plan is best implemented when it is used as a guide for future decisions and kept current with new information, as it becomes available. Beyond the maintenance of the Plan itself, the Plan can be used to guide the Village’s development decisions for zoning, subdivision regulations and intergovernmental relations.

Survey Results

Only about one third of the respondents felt that the Village communicates adequately with the Village.

Communication from the Village is adequate		
	Count	Percent
I strongly agree	2	1.7%
I agree	38	32.5%
Not sure	40	34.2%
I disagree	28	23.9%
I strongly disagree	9	7.7%
	117	100.0%

The top two preferred methods of communication from the Village are newsletters (83) and newspaper notices (59).

Best way to communicate	
	Count
Website	18
E-mail announcements	9
Newsletters	83
Newspaper notices	59
Public meetings	55
Other (NARRATIVE)	224

Available Implementation Tools

Zoning Ordinances

Zoning Ordinances control the use of the land. They are used to ensure that land uses are compatible with one another with regard to type and spatial layout. Zoning can also direct growth in appropriate areas and protect existing property against zoning conflicts.

Subdivision Ordinances

Subdivision Ordinances control the development of land. They enable a community to control the subdivision of land by a developer. A community can specify lot sizes, density, design features, infrastructure, etc. They can also help guarantee that sufficient existing and planned public utilities and facilities such as schools, parks and emergency services will be there for future growth.

Building and Housing Codes

Building codes control the construction of buildings. The codes are put in place so that newly constructed and remodeled buildings conform to state building, plumbing, and electrical codes. Housing codes are passed to discourage housing from becoming dilapidated and blighted.

Official Map Ordinances

The official map is a legal document. It shows existing and future streets, right-of-ways, parks, school sites, and other public facilities. It ensures that future development does not infringe on planned streets and public facilities. In conjunction with the Comprehensive Plan, the Official Map can be a very effective implementation tool.

Sign Ordinances

A sign ordinance controls the placement of signs within a community and contributes to the community's aesthetics and character. The ordinance restricts the size, location, and types of signs. As well as the material a sign can be made of.

Site Plan Review

A Site Plan Review is mostly concerned with residential land use, commercial and industrial properties. It is in place to make sure storm drainage, parking, and setback requirements are met.

Historic Preservation Ordinances

A Historic Preservation Ordinance aims to protect historic buildings, structures, and districts. The Village may address historical accuracy when designated buildings, structures, or districts are rehabilitated or redeveloped. It is designed to protect communities from development that would detract from its appearance and character.

Access Control Ordinances

An Access Control Ordinance provides for safe and efficient movement of traffic and provides safe access to land adjacent to roadways. Through this, land development along roadways can be managed. State, county, and local governments often use this to implement roadway traffic, access, and development issues.

Flood Plain Ordinances

Flood Plain Ordinances control the use of land within a flood plain. This type of ordinance is used to minimize expenditures for flood control projects, business interruptions, and damage to public facilities. The Flood Plain Ordinance can also be used as a tool to discourage the victimization of unwary land and homebuyers.

Transportation Plans

A transportation plan is the document to follow when new subdivisions are developed. Existing and future road corridors are mapped and should be followed to form continuity between existing and future development. The State requires that a PASER Study be completed every three years. Updating the PASER Study would be a component of a Transportation Plan.

Code of Ordinances

A Code of Ordinances covers a wide variety of regulations to help protect the Village. Some of the issues covered in the Code include: Building Construction, Citations, Emergency Management, Impact Fees, Parks, Subdivision of Land, and Zoning.

Transfer of Development Rights (TDR)

A TDR Program allows land owners to transfer development rights from a sending area (area to be protected in perpetuity) to a receiving area (land to be developed). This program would allow the land owners in the Village to permanently preserve the best farmland and still be able to get an equitable value for the development rights on their land.

Design Review Ordinance

A Design Review Ordinance protects property rights and values, enhances important environmental features of the Village and ensures that the general appearance of buildings and site improvements are consistent with the goals of the Village. A Design Review Ordinance could achieve the following: require adequate landscaping, ensure proper circulation within parking areas, provide sidewalks to meet pedestrian needs, and encouraging architecture that responds to the needs of the users and presents an attractive exterior to the public and adjoining property owners.

Financial Tools

Capital Improvements Program (CIP)

A CIP allows you to prioritize and budget monies for future improvements to public buildings, roads, parks, and utilities. It examines available tax dollars and future revenues to predict expenditures for the future.

Tax Increment Financing (TIF)

A TIF program allows the Village to use the taxes collected on the increase in the value of taxable property for financing additional property improvements. This tool is used by communities to capture future increases in property tax revenue and make these dollars available as a development incentive, subsidy or investment. Villages can create TIF districts to encourage economic development in distressed or underdeveloped areas where development would not otherwise occur.

Community Development Block Grants (CDBG)

CDBGs are used to improve local housing and public buildings. Several state and federal programs are available for various housing needs.

Impact Fees

Impact Fees can be used to offset the cost of infrastructure needs in a community. New developments will be charged impact fees per dwelling. In turn, that money is used to upgrade wastewater treatment plants, libraries, parks, police departments, utilities, and roads. This shifts much of the financial burden of these upgrades to the people that initiate them.

Regional Loan Fund Programs

Once the Village creates a committee to locally review requests for grant dollars, they can participate in the Regional Loan Fund Program. Funds from this program can be used to help local businesses improve their facades, startup, and create more jobs. Below is a brief description of those programs:

- Downtown Façade Loan Program – provides financial assistance to encourage property and business owners in core downtowns to revitalize downtown commercial buildings.
- MicroLoan Fund Program – provides small loans to start-up, newly established, or growing small businesses. The key objective is to assist business owners, who have traditionally had difficulty accessing debt financing, by affording them another alternative for obtaining credit.
- Revolving Loan Fund – is a flexible source of loan funds for commercial and industrial projects that create quality jobs and increase tax base.

Existing Implementation Tools

There are a number of implementation tools already in place for the Village of Clear Lake. Some of these tools are already implemented and enforced by Village of Clear Lake, such as the zoning code.

- Comprehensive Plan
- Zoning Code
- Parks Plan
- Driveway Ordinance
- Code of Ordinances
- Shoreland and Floodplain Zoning
- Subdivision Ordinance

Comprehensive Plan

The Plan is meant to be a guide for all types of community development decisions. With adoption by the Village Board and County Board, the Plan becomes the official policy of the Village for planning and development issues in Clear Lake. Development of a community happens incrementally, one development, and sometimes, one parcel at a time. In addition, decision-making committees and boards responsible for making development decisions change over time. Therefore, using the Plan as a guide for overall development decisions will build consistency, continuity and legal protections into the development process.

Zoning Code

The Village of Clear Lake is in the process of revising their Zoning Code and Zoning Map. Zoning classifications are currently in place to generally carry out the land use provisions of the Plan. Once again, the Village should use the goals, objectives and policies of the Plan as a guide for decisions for rezonings, special exceptions and variances under the Zoning Ordinance. Currently, the Future Land Use map does not match the revised Zoning Map.

This does not mean that rezonings cannot take place, but should make the following considerations when reviewing a potential rezoning:

- A rezoning would make the use of the property more compatible to adjacent uses.
- Not rezoning would cause an unnecessary hardship on the property owner.
- A variance or conditional use is not permitted under the requirements of the existing zone of the land of the property owner requesting the rezoning.

Parks Plan

The Village of Clear Lake currently has a Park Plan. This plan will be updated and become the guidance document regarding park and recreation issues for the

Village of Clear Lake. It is important to include the neighboring towns because they can assist in estimating the recreation needs for the area residents such as capacity, number of facilities and location of facilities.

Driveway Ordinance

Driveway Ordinance provides for safe and efficient movement of traffic and provides safe access to land adjacent to roadways. The Village of Clear Lake does have a Driveway Ordinance in place as part of their Code of Ordinances.

Code of Ordinances

The Village of Clear Lake's Code of Ordinances covers a wide variety of regulations to help protect the Village. Some of the issues covered in the Code include: Building Construction, Citations, Emergency Management, Impact Fees, Parks, Subdivision of Land, and Zoning.

Shoreland and Floodplain Zoning

The purpose of shoreland and floodplain zoning regulations is to insure the proper management and development of the shoreland of all navigable lakes, ponds, flowages, rivers and streams and the surrounding floodplain in the Village of Clear Lake. The Village has adopted Polk County Shoreland and Floodplain Zoning regulations.

Subdivision Ordinance

Developments that create new parcels in the Village of Clear Lake are subject to the Village's subdivision regulations. Regulations in the Village of Clear Lake Subdivision Ordinance are made with a reasonable consideration of the character of the Village with a view of conserving the value of the buildings placed on the land, providing the best possible environment for residents, and encouraging the most appropriate use of land throughout the Village in accordance with this Comprehensive Plan. One of the requirements of these ordinances is that proposed subdivisions are to be consistent with adopted local plans and ordinances. Therefore, the review of subdivisions by the Village should include a comparison of the proposed subdivision to the goals, objectives and policies of the Plan. The Village of Clear Lake's subdivision regulations include a variety of development standards that apply to new developments.

Local Action

Local Citizens

The Village of Clear Lake encourages ideas from its citizens that will result in the betterment of the community. Throughout the planning process, public participation has been encouraged through several means including a Community Development Survey, newspaper notices, and monthly Planning Commission meetings. This process does not end with the adoption of the Comprehensive Plan. Situations change and new ideas evolve and with this, the

Comprehensive Plan will need to be updated. Therefore, public participation will always be needed and welcomed.

Planning Commission

The Village of Clear Lake's Plan Commission's role in the planning process is to review all pertinent information, give input, and act as advisory to the Village Board. The recommendations of the Plan Commission that are presented in this Comprehensive Plan will guide the future direction of growth and development in the Village of Clear Lake in a manner which benefits its citizens and minimizes the Village's costs.

Village Board

In order for the Comprehensive Plan to be implemented, the Village Board must formally adopt the Plan. Upon this happening, the Comprehensive Plan becomes the official guide for decision-making by Village officials. As chief policy makers, the board is also responsible for establishing and actively supporting a continuing planning program.

Element Integration/Consistency

Any inconsistencies among Elements of this Comprehensive Plan have been addressed during the development of said Plan. All of the goals, objectives and policies within this Comprehensive Plan as well as any maps, analysis and appendices have been presented and reviewed by members of the Village of Clear Lake's Plan Commission. Policies from each element were assessed to ensure they would address the goals and objectives of each element. Future revisions of this Plan shall take the same considerations during the updating process.

Plan Amendments and Updates

Comprehensive Plans are meant to be very dynamic. The Village of Clear Lake will also require updates and changes when it is necessary. Wisconsin State Statute section 66.1001(2)(i), states that the comprehensive plan shall be updated no less than once every 10 years. Because this plan was adopted in 2008, a complete update will be required of all nine elements in 2018. Revisions or amendments to the plan can be addressed at any time by following the procedures for adopting a comprehensive plan under Wisconsin Statutes and the adapted public participation procedures. It is recommended that the Comprehensive Plan be reviewed yearly. Village Board members should be willing to address minor changes at any time when the situation is warranted.

On-going evaluation and monitoring is important to maintain the integrity of the Comprehensive Plan. The needs of the community today may not match the needs 20 years from now. Therefore, the Plan Commission will need to monitor the progress of the Plan implementation. A potentially large update may be needed after reviewing 2010 census data.

Communication

The Village does strive to communicate with local residents on community activities, Village Board and Plan Commission activities, and provide easy access to information. The Village does have a website that can be viewed at www.clearlakewi.com. Typically, all meetings held by the Village Board and Plan Commission are open to the public.

Potential Implementation Tools

- Transportation Plan
- Building Codes
- CIP Program
- Sidewalk/Trail Ordinance
- Historic Preservation
- Official Map
- TDR Program
- Design Review Ordinance
- Regional Loan Fund Programs

Implementation Goals, Objectives and Policies

Goal 1: Continue the ongoing implementation of the Village's Plans including the Comprehensive Plan and make sure it is updated accordingly.

Objectives

1. Establish a set schedule of when to review and update each plan.
2. Upon review of each Plan, amend them when necessary.
3. Look at other possible types of plans that could be beneficial to the Village.

Policies

1. Update Comprehensive Plan every five years. Compare data such as housing and demographics information to make sure they follow the Plan; if not, adjust the Comprehensive Plan to coincide with the new data.
2. Develop an Official Village of Clear Lake Map.

Goal 2: Consider new implementation tools to guide future growth.

Objectives

1. Look at other possible types of plans that could be beneficial to the Village.
2. Consider other possible types of ordinances that could be implemented.

Policies

1. Create a committee to review Downtown Façade Loan Program, MicroLoan Fund Program, and Regional Loan Fund requests.
2. Develop Implementation Task List and Schedule.

APPENDIX A

Public Participation Plan

RESOLUTION 2007-04

VILLAGE OF CLEAR LAKE, POLK COUNTY, WISCONSIN

RESOLUTION ESTABLISHING PUBLIC
PARTICIPATION PROCEDURES FOR COMPREHENSIVE PLAN

WHEREAS, the Village of Clear Lake has decided to prepare a comprehensive plan under the authority of and procedures established by Sec. 66.1001 Wis. Stats; and

WHEREAS, Sec. 66.1001, Wis. Stats, requires that the governing body of the local governmental unit adopt written procedures designed to foster public participation at every stage of comprehensive plan preparation, and that such written procedures shall provide for wide distribution of draft plan materials, an opportunity for the public to submit written and oral comments on the plan materials, and a process for the governing body to respond to such comments; and


WHEREAS, the Village of Clear Lake believes that regular, meaningful public involvement in the comprehensive plan process is important to assure that the resulting plan meets the wished and expectations of the public; and

WHEREAS, the "Agreement for Professional Services" between the Village and Cedar Corporation, a consulting firm, includes written procedures to foster public participation, ensure wide distribution of draft plan materials, provide opportunities for written comments on such materials, and provide mechanisms to respond to such comments.

NOW, THEREFORE, BE IT RESOLVED that the Village of Clear Lake hereby adopts the written procedures included in the "Public Participation Plan" meeting the requirements of Sec. 66.1001, Wis. Stats. A copy of said procedure is attached as Exhibit A.

Adopted this 6th day of November, 2007.

VILLAGE OF CLEAR LAKE


Jeffrey Johnson, President

ATTEST:


Al Bannink, Village Clerk

EXHIBIT A

PUBLIC PARTICIPATION PLAN

The following methods will be used, when practical, to foster public participation and input for the Village of Clear Lake Comprehensive Plan.

- **Opinion Surveys:** The Village of Clear Lake will conduct an opinion survey of all residents and property owners.
- **Press Releases:** Press releases will be sent periodically to the Clear Lake Museum Chronicle.
- **Websites:** The Village will update its website that to post information and drafts of the Comprehensive Plan.
- **Open Houses:** An open house will be used to educate and gather input on the more important issues. This will likely be done during the spring elections.
- **Public Meetings:** The public is invited to attend all Plan Commission meetings.
- **Public Hearing:** A public hearing is a legal requirement of the Comprehensive Planning Law. It allows residents to express their views and offer comments before adoption of the comprehensive plan.

The Village of Clear Lake is not limited to the public participation methods listed above and may engage in other methods not identified here as the planning process moves forward.