

# PLAN SUMMARY

## CHAPTER 1 INTRODUCTION

Planning is a process that helps a community prepare for change rather than react to it.

Winneconne's plan will include four major components:

- A profile of the demographic, economic, and housing characteristics of the village
- An inventory and assessment of the environmental, community facilities, and natural resources
- Visions, goals, objectives, policies and implementation strategies
- A series of maps that depict existing and future land use patterns in the village

## CHAPTER 2 ISSUES & OPPORTUNITIES ELEMENT

This chapter presents the overall vision for Winneconne to guide future development and redevelopment through 2025.

This began with a SWOT analysis – an assessment of local strengths, weaknesses, opportunities and threats.

In September 2005 the SWOT analysis contemplated –

- Where Winneconne has been
- Where Winneconne is
- Where Winneconne wants to be in the future
- How will Winneconne get to where it wants to be

A community wide survey was done in 2004 to assess resident satisfaction and expectations.

A visioning process to establish a framework from which to make future land use decisions was done in January 2006.

## CHAPTER 3 COMMUNITY PROFILE

The population of the Village of Winneconne has grown by 24% since the 1980 census and is expected to approach 3,000 by 2025. In fact, the village is growing

at a rate faster than that of Winnebago County as a whole. In a community with relatively little undeveloped land, even moderate growth may have a significant impact upon community services and infrastructure. By comparison, the Town of Winneconne is expected to grow by 33.8%, from a 2005 population of 2,270 to 3,039 in 2025. Since the village functions as a “downtown” for the Town of Winneconne, growth in either community must be considered when planning for future commercial and infrastructure needs.

A primary goal of this plan has been to generate a vision for the future of the village and develop a strategy to effectively prepare for the increased residential and commercial development pressures the community will experience in coming decades.

In the community survey, most residents indicated that they favored continued growth in the village. Increased growth at the same rate it occurred over the last 20 years (24%) is desired over the next 20 years. This rate of growth is higher than that predicted by the DOA. The survey results also stressed the importance of protecting natural resources. Accordingly, growth should be in harmony with the village’s natural environment.

#### CHAPTER 4 HOUSING ELEMENT

In 2025, the Village of Winneconne offers quality residential living choices in harmony with the village’s quiet, “small town” atmosphere. Single-family homes are the primary housing choice, with additional choices including townhomes, duplexes and senior housing developments. All housing is well designed and maintained to meet the needs of Winneconne’s singles, seniors, and young families. Village codes, ordinances, and the Comprehensive Plan promote attractive housing with abundant green spaces, walkways, and other amenities in areas identified for residential development.

#### CHAPTER 5 TRANSPORTATION

In 2025, Winneconne provides a well-connected system of local streets and walkways that provide for the safe and efficient movement of people and goods. Residents take advantage of organized transit choices and infrastructure that connect Winneconne with the Fox Valley. Walking, boating and biking are the primary choices for transportation within the Village. Trails and sidewalks are an integral part of the transportation network, providing connections between neighbors, neighboring communities, schools, parks, and the greater region. Beyond trails, Village residents enjoy quiet walks on Village streets and cycling on designated routes in and around the Village. Transportation routes provide easy access to the Village’s business centers and industrial park.

## CHAPTER 6 UTILITIES AND COMMUNITY FACILITIES ELEMENT

In 2025, the Winneconne School District remains a highly valued community asset. Winneconne has utilized alternative housing choices and economic development incentives to attract new residents and businesses to the community. This has resulted in increased funding for the school system. The Village has utilized a mixture of general funds, residential development fees, state and federal grants, and volunteer labor to enhance and expand the park system and improve water supply and sewer service infrastructure throughout Winneconne. The Village's property taxes have been maintained at a stable level by controlling debt, maintaining equipment, and carefully planning expenditures. Shared service agreements with the Town of Winneconne, Town of Poygan, and Winnebago County have retained high levels of police, fire, and rescue services throughout the area.

## CHAPTER 7 AGRICULTURAL, NATURAL, AND CULTURAL RESOURCES VISION

In 2025, Winneconne continues to plan for the future, while recognizing and celebrating its past. The Wolf River remains the backbone of the community. Its waters draw boaters and anglers to the Village bolstering its economy and maintaining its status as an "up North" community just outside the Fox Cities. Winneconne has protected its most important social and cultural landmarks through the development of its *Historical and Cultural Resources Plan*, which has become a model for small communities throughout the state. Winneconne's numerous festivals and events, including Sovereign State Days, draw tourists from around the region to celebrate the community's unique history and culture.

## CHAPTER 8 ECONOMIC DEVELOPMENT

In 2025, Winneconne is a stand-alone community that supports its local businesses that cater to local area residents. The Village relies primarily on residential development to support its tax base. Economic development is in harmony with the Village's historical built environment and park systems.

The Main Street redevelopment project has revitalized the downtown area and strengthened it as the focal point of the Village. Additional redevelopment projects have brought new housing to the city center, including condominiums and senior housing. A variety of small businesses are within walking distance of these residents and provide a thriving downtown atmosphere. The Village has maintained a high level of services including quality schools, parks, police, fire, and recreation facilities.

Tourism has increased as a result of the downtown redevelopment project and increased marketing efforts. Visitors come to enjoy the recreation opportunities, resorts, and relaxing atmosphere of the Village.

## CHAPTER 9 EXISTING LAND USE

An existing land use inventory was created. Winneconne's existing land use includes a mixture of residential, commercial and industrial applications. The key to a healthy small community is a balance of these land use categories.