
Community Vision

Overview

The information contained in this plan can be divided into two types. The first set of information is based on past and current conditions. The second type is designed to look forward, using the historical context and current conditions as a starting point.

This chapter is forward-looking. It includes a vision statement followed by goals, objectives, and policies. The final sections address future conditions for land use, transportation, and community facilities/utilities.

Using current conditions as a benchmark, it identifies Prairie du Chien's hopes and aspirations for the future. It identifies what the community should look and feel like in 20 years.

The intent of this chapter is to guide decisions and decision-makers in the coming years. It will help to guide the development occurring in the private sector. It will guide capital expenditures made by the City

This entire chapter is focused on future conditions and is intended to guide day-to-day decision-making and avoid the tyranny of small decisions.

Council and the various city departments. It will help give direction to a wide range of non-governmental organizations providing services within the community. It will guide the formation (or revision) of land development regulations, including zoning regulations.

What's Inside ?

- ◆ Vision statement
 - ◆ Goals, objectives, and policies
 - ◆ Maps showing future conditions for land use, transportation, and community facilities/utilities
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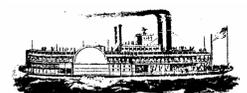
The whole effort of looking toward the future started with a vision statement from which goals, objectives, and policies were written to achieve that vision.

Some of the goals and objectives contained in this chapter can be mapped. The future land use map is one of three maps that are forward-looking. It identifies in broad terms how development should occur in the future. This map once adopted will form the basis for more specific land development regulations. The future transportation map identifies how the transportation network should look by the end of the 20-year planning period. Finally, a map was prepared to identify what community facilities and utilities will be required to accommodate the growing population and their needs.

Taken together, these individual parts, will help avoid the "tyranny of small decisions" which occurs when decisions are made without a view toward the future or without a desired goal.

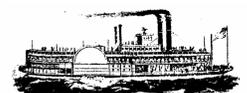
Vision Statement

The way people think about Prairie du Chien depends on their unique perspective. A vision statement has been fashioned to think about Prairie du Chien from the vantage point of different groups. These perspectives, when viewed together, paint an exciting future for the City.



In the year 2024, Prairie du Chien is a place where

- ◆ *Families* can take their children on walks and to the local park. Safe, flexible, and affordable day care is available to those needing it. Community events are commonplace. Public and private schools are a focal point of community activity for families and a source of community pride. Affordable housing is available and families feel safe.
- ◆ *Children* can safely walk or bike to school or to a friend's house. Recreation of all sorts is available throughout the community.
- ◆ *Teenagers* have public places to hang out together and socialize.
- ◆ *Young adults* see Prairie du Chien as a place of opportunity — a place where they can likely find a job in their chosen profession and a place they would like to call home.
- ◆ *The elderly* continue to feel a part of and contribute to the community. They help out in local schools or volunteer their time and life experiences with others. They are able to get around because there is a variety of transportation options.
- ◆ *Special need populations* have facilities, services, and housing to fit their needs.
- ◆ *Visitors* to the City see Prairie du Chien as a vacation destination offering a variety of recreation opportunities that build upon the area's natural beauty and natural resources. Riverboats docked at St. Feriolo Island are a common sight and take riders up and down the Mississippi River. Visitors from throughout the region and beyond are drawn to the City because of its uniqueness and its many historical, cultural, and recreational assets. They find the City visually appealing. Because of these things, they visit the City time and again and financially support a strong and growing tourism sector.
- ◆ *City residents* are proud to call Prairie du Chien home and are involved in civic affairs. They take great pride in the accomplishments they have achieved and are excited about the prospect of future change. They recognize the downtown as the heart of the community and support local businesses. City residents know who their elected officials are and share their ideas with them. City residents enjoy reasonable property taxes and support the level of public services they receive. City residents recognize the importance of conserving the area's natural resources and accept their roles as custodians. People like to get out and walk around the City to see what's going on.
- ◆ *Newcomers* to the City feel welcome and at home here, and are actively engaged in community organizations and events.
- ◆ *Business owners* see Prairie du Chien as a community committed to stable economic growth. They work to retain and attract businesses that fit the character of the community. Small and moderate-sized employers are most common, with a smaller number of larger ones. Business owners understand and support the efforts of the City to maintain the area's quality of life.
- ◆ *Employees* have opportunities for job training and advancement. A variety of job opportunities are available to match different levels of skill and education. Good paying jobs with benefits are the norm, not the exception.
- ◆ *City officials* eagerly work to represent their constituents and the good of the whole community. Thinking about, debating, and making decisions is done in a positive environment even when everyone doesn't agree. City officials are working with other units of government to resolve issues of common concern.
- ◆ *City employees* continue to look for ways to save taxpayers money and provide better, more efficient services. Customer satisfaction is very important to each of them. Civil servants receive recognition for a job well done.
- ◆ *State/federal agencies and elected officials* see Prairie du Chien as a good place to invest public money.



- ◆ *Other communities* in the area and region point to the successes in Prairie du Chien and recognize it as a community to emulate.

Goals, Objectives, Policies and Implementation Actions

Goals, objectives, and policies help to put the vision statement into bite size pieces and provide additional guidance for decision-makers. A goal is a long-term target that may or may not be achieved but describes a desired outcome. Objectives for the most part are measurable and therefore achievable. When an objective is achieved, one can see or sense a difference – something has changed.

In contrast, a policy is a statement describing a predetermined position on a particular issue or opportunity. These policy statements are designed to help achieve one or more objectives. Achieving an objective, in whole or in part, will help achieve a stated goal.

Implementation actions are identified here as specific things that can be done to achieve these goals, objectives, and policies.

The formation of partnerships will be necessary to achieve the vision for Prairie du Chien.

Goals are grouped under general themes for organizational purposes (Exhibit B-1).

The City has a lot to do with the quality of life in the community. It however can not or should not try to do it alone. Many local entities can contribute to achieve the overall vision for the City. Churches, civic organizations, the school district, community leaders, for example, can and do affect the quality of life for city residents. Given the limited resources these entities have, it will become very important to look for public/private partnerships.

Preparation of this plan, and especially the future transportation, facilities, and land use maps, implement a number of the goals, objectives, and policies outlined below.

Exhibit B-1. Listing of Goals

Households

- 1 Housing
- 2 Population Growth
- 3 Child Care
- 4 Health Care

Transportation Network

- 5 Surface Transportation
- 6 Air Transportation
- 7 Water Transportation
- 8 Railroad Transportation
- 9 Pedestrian and Bicycle Travel

Utilities and Waste Management

- 10 Stormwater Management
- 11 Solid Waste and Recycling
- 12 Water and Wastewater Facilities

Development and Redevelopment

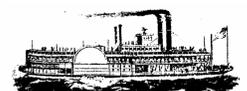
- 13 Land Use
- 14 Annexation
- 15 Telecommunication Towers
- 16 Economic Development
- 17 Brownfields and Redevelopment
- 18 Downtown
- 19 St. Feriole Island Reuse

Community Character

- 20 Residential Neighborhoods
- 21 Community Design
- 22 Natural Environment
- 23 Historic Preservation
- 24 Parks and Recreation

Local Government

- 25 Community Involvement
- 26 Governmental Operations
- 27 Intergovernmental Cooperation
- 28 Plan Monitoring and Evaluation



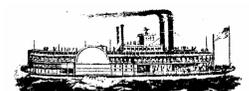
Households

Goal 1 Housing

Develop a housing stock to meet the diverse needs of current and future residents.

Objectives	Policies
<ol style="list-style-type: none"> Provide a variety of housing opportunities for a range of income levels, age groups, and needs in terms of styles, densities, and costs. Increase the supply of affordable housing throughout the City at appropriate densities. Increase the supply of independent and assisted housing facilities for special populations (elderly, developmentally disabled, etc.). Decrease the number of housing units in need of substantial repair. Increase the supply of housing units in the downtown area to bolster related redevelopment efforts. For new single-family residential development, create housing densities in approximately the following proportions: low density – 2%; medium density – 45%; high density – 53%. Maintain a mix of housing types in approximately the following proportions: single family units - 66%; duplex units – 11%; multi-family units - 23%. Maintain a mix of housing ownership in approximately the following proportions: owner-occupied – 65%; renter-occupied – 35%. Maintain an occupancy rate in the range of 1 to 3 percent for owner-occupied units and 4 to 6 percent for rental units. Increase the number of mixed-use projects containing a residential component especially in the downtown area. 	<ol style="list-style-type: none"> Provide incentives to encourage housing development in the downtown area. Support and promote state and county-level housing assistance programs available to residents. Locate residential areas and especially higher density development in close proximity to services, schools, and other community facilities. Allow duplex units in some single-family residential areas. Support and encourage the construction of accessible housing for the elderly and physically disabled. Ensure that there is enough vacant land for residential development to accommodate the anticipated development needs for 5 years into the future. Encourage residential development that establishes a variety of lot sizes, dwelling types, densities and price points. Promote mixed-use development to capitalize on existing transportation facilities and other infrastructure, and link jobs with residential areas and commercial uses. Encourage developers to pursue quality infill projects. Use deferred assessments when warranted to help finance infrastructure in the development of vacant land.

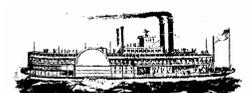
Implementation Action Items	Schedule				Responsible Entity
	2005 to 2009	2010 to 2014	2015 to 2019	2020 to 2024	
1. Seek additional funding to expand the City's home-improvement program.	x				City Administrator
2. Conduct an inventory every 5 years to: <ol style="list-style-type: none"> identify houses in need of substantial repair; and housing characteristics (types, densities, etc.) to determine if the targets established in this plan are being attained. 	x	x	x	x	City Planner, Building Inspector
3. Review the City's land development regulations to ensure that policies contained in this part are implemented.	x				City Planner
4. Study the location and availability of housing that meets the needs of special populations, including the elderly, disabled, low-income.	x				City Planner
5. Periodically review the amount of land available for residential development to determine if it meets the anticipated growth.			Ongoing		City Planner
6. Work with surrounding Towns to allow annexation on a cooperative basis.			Ongoing		City Administrator, City Council



Goal 2
Population Growth

Grow at a sustainable rate that keeps the City vibrant and provides an adequate workforce for continued business growth while not diminishing the quality of life and the small-town character.

Objectives	Policies				
<p>1. Grow at a sustained rate of 0.9 percent per year over the next 20 years. This will result in an additional 1,182 residents and 808 additional dwelling units.</p>	<p>1. Actively recruit a mix of young professionals, families, and recent retirees to live in Prairie du Chien.</p> <p>2. Provide infrastructure to accommodate the desired growth.</p> <p>3. Ensure that there is enough developable land (vacant and redevelopment) to accommodate the anticipated growth.</p> <p>4. If actual growth and development is significantly below the forecasts contained in this plan, amend this plan as appropriate to account for lower than expected growth and/or adjust those factors that may be inhibiting growth.</p> <p>5. If actual growth and development exceeds the forecasts contained in this plan, adopt appropriate growth management strategies to bring growth in line with the desired growth rate or amend this plan to account for the additional growth.</p>				
Implementation Schedule					
Implementation Action Items	Schedule				Responsible Entity
	2005 to 2009	2010 to 2014	2015 to 2019	2020 to 2024	
<p>1. Monitor the rate of growth on a yearly basis, and submit this information to the Plan Commission and City Council in a timely manner.</p>	x	x	x	x	City Planner
<p>2. Annually review the capital expenditure budget to ensure that infrastructure will meet the anticipated growth.</p>	x	x	x	x	Finance Committee
<p>3. Periodically review the amount of developable land available to determine if it meets the anticipated growth.</p>	x	x	x	x	City Planner
<p>4. Develop and distribute materials promoting Prairie du Chien as a great place to live and work.</p>	Ongoing				City Planner, Chamber of Commerce



**Goal 3
Child Care**

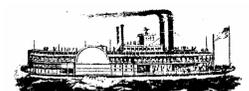
Develop high-quality child care opportunities in close proximity to home and work.

Objectives	Policies				
1. Increase opportunities for child care.	1. Work with the private sector to create additional child care facilities to meet the needs of city residents. 2. Encourage larger employers to provide on-site day care.				
Schedule					
2005 2010 2015 2020 to to to to 2009 2014 2019 2024					
Implementation Action Items	Schedule				Responsible Entity
1. Review the City's zoning code to ensure that child care facilities can occur in residential areas and commercial areas and amend the code as may be necessary.	x				City Planner, City Council
2. Conduct a market analysis to further define child care needs and opportunities.	x				City Planner working in concert with child care providers, larger employers, and others

**Goal 4
Health Care**

Maintain the area's high quality health care sector.

Objectives	Policies				
1. Maintain the current level of health care currently offered in the City. 2. Increase those medical specialties which may be lacking.	1. Work with the private sector to create additional health care facilities in the City, especially those specialties which are currently lacking.				
Schedule					
2005 2010 2015 2020 to to to to 2009 2014 2019 2024					
Implementation Action Items	Schedule				Responsible Entity
1. Conduct a market analysis to further define health care needs and opportunities.	x				City Council working in concert with health care and child care providers
2. Meet with hospital staff and other interested parties to define their needs and provide input in solving deficiencies.	x				City Planner, Plan Commission



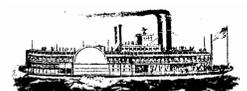
Transportation Network

Goal 5

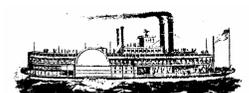
Surface Transportation

Develop a diversified, safe, efficient, and environmentally sound transportation network to move people and goods within the community and to connect Prairie du Chien with other population centers in the region.

Objectives	Policies
<ol style="list-style-type: none"> 1. Reduce the potential for traffic accidents and provide for safe transportation throughout the City. 2. Increase the number of transportation options available in the City. 3. Coordinate land use and transportation facilities so they support one another. 4. Minimize the negative impacts of future transportation projects to the greatest extent possible. 5. Reduce the amount of non-local traffic passing through residential areas. 6. Continue the existing grid street pattern when developing new areas within the City. 7. Reduce truck traffic in residential areas. 8. Establish trolley service within Prairie du Chien and between Prairie du Chien and Marquette and McGregor, Iowa. 	<ol style="list-style-type: none"> 1. Ensure that local road improvement projects are implemented consistent with Wisconsin's transportation plan. 2. Install traffic calming devices and designs to slow traffic down to safe speeds, especially in residential neighborhoods. 3. Develop new portions of the transportation system to be compatible with existing and future land use patterns. 4. Support the installation of roundabouts as a cost-effective and safe means of controlling traffic at high volume intersections that warrant the installation of traffic signals. 5. Locate and design transportation projects to minimize negative impacts on agricultural, natural, cultural, and historic resources and neighborhoods. 6. Encourage land development patterns that foster pedestrian activity and minimize the reliance on the automobile as the sole means of transportation. 7. Require that new subdivisions have multiple access points to encourage an interconnected road network. 8. Identify locations where traffic calming could be developed. 9. Limit the number of access points onto major roadways while providing appropriate levels of access to private property. 10. Reduce road widths in new developments where practical to reduce impervious surfaces and development costs, and provide a more pedestrian-friendly environment. 11. Install/upgrade bicycle and pedestrian paths in conjunction with road improvement projects. 12. Provide safe and efficient movement of truck traffic through the City. 13. Promote multi-modal transportation systems that meet the short- and long-term land use and transportation plan goals. 14. Locate truck routes so as to minimize the impacts of through truck traffic on city residents. 15. Encourage the establishment of bus and taxi services.



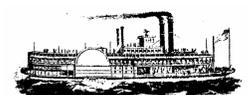
Implementation Action Items	Schedule				Responsible Entity
	2005 to 2009	2010 to 2014	2015 to 2019	2020 to 2024	
1. Adopt and use an official map.	x				City Council
2. Revise road standards to allow narrower streets in residential areas.	x				City Council
3. Plan for and budget for new roads as identified in the comprehensive plan.	x	x	x	x	City Council
4. Amend the City's land development regulations to require multiple access points to new subdivisions.	x				City Council
5. Conduct a study of traffic and safety within the City.	x				City Planner
6. Examine the feasibility of using roundabouts with consideration for railroad tracks.	x				City Planner, street department
7. Develop and revise the routing plan for hazardous materials every 5 years.	x	x	x	x	City Planner working with the LEPC and Transportation Committee
8. Review and revise the City's truck routes every 5 years.		x	x	x	City Planner
9. Initiate a pilot program to identify locations where traffic calming could be developed	x				City Planner
10. Conduct an annual review of the City's streets using the PASER system as required by state law and use the results in developing a work program for improving the City's streets.	x	x	x	x	Street Department
11. Establish a Transportation Committee.	x				City Council
12. Study the one way streets in the City to determine their function and need.	x				Transportation Committee
13. Create a public sign policy	x				Transportation Committee



Goal 6
Air Transportation

Support the maintenance/development of the Prairie du Chien Airport to serve the City's and region's economic development and transportation needs.

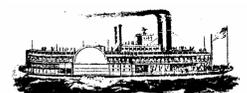
Objectives	Policies				
<ol style="list-style-type: none"> 1. Minimize the conflicts between the airport and other land uses. 2. Increase the number of aircraft that use the airport. 3. Increase the number of aircraft based at the airport. 	<ol style="list-style-type: none"> 1. Ensure that new development adjacent and near the airport is compatible with airport activities. 2. Ensure that the airport has good access to the water transportation and surface transportation networks. 3. Prohibit tall structures around the airport consistent with Federal Aviation Administration standards. 4. Develop a long-term strategy to potentially relocate the airport to a more suitable location in the area and allow development and redevelopment of the current airport site. 5. Encourage commercial services at the airport. 				
Schedule					
Implementation Action Items	2005 to 2009	2010 to 2014	2015 to 2019	2020 to 2024	Responsible Entity
1. Study the feasibility of and support for relocating the airport to another suitable location in the area.			x	x	Airport Commission, Plan Commission
2. Review the City's airport zoning ordinance to ensure it meets current requirements of the Federal Aviation Administration	x				City Planner
3. Develop a marketing plan for the airport.	x				Airport Commission



Goal 7
Water Transportation

Support the maintenance/development of water transportation service to the City.

Objectives	Policies				
<ol style="list-style-type: none"> 1. Maintain the viability of barge service to Prairie du Chien. 2. Increase the number of pleasure craft docked at the marina. 3. Increase the number of pleasure craft that use one of the City's boat ramps. 4. Minimize conflicts between barge traffic and other river uses. ("St. Feriole Island Re-Use Plan") 5. Increase opportunities for non-boat owners to experience the river. 	<ol style="list-style-type: none"> 1. Locate barge facilities in areas designated for industrial uses. 2. Deepen the channel between St. Feriole Island and the shore to allow access by larger pleasure craft. 3. Support pleasure craft use of the Mississippi River originating from, or stopping at, Prairie du Chien. 4. Encourage the formation of excursion boat services. 				
Schedule					
Implementation Action Items	2005 to 2009	2010 to 2014	2015 to 2019	2020 to 2024	Responsible Entity
1. Deepen the channel to the north of Washington Street.		x			Board of Harbor Commissioners
2. Deepen the channel from Blackhawk Avenue to the south.			x		Board of Harbor Commissioners
3. Study the feasibility and support for developing additional boating facilities at the marina and for developing additional boat landings.	x				Board of Harbor Commissioners
4. Install river signage (directional indicators) for larger boats.	x				Board of Harbor Commissioners
5. Develop new and improve existing boat ramps.	x				Parks Department
6. Conduct a study to determine the feasibility of, and support for, developing excursion boat services in Prairie du Chien.	x				Chamber of Commerce, Board of Harbor Commissioners

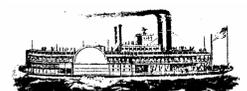


**Goal 8
Railroad Transportation**

Support the maintenance/development of a safe and efficient rail transportation network that serves the community's economic and transportation needs.

Objectives	Policies
<ol style="list-style-type: none"> Maintain the viability of rail service to and through the City. Minimize the negative effects of the rail line through the community. Increase safety at rail crossings. Maintain the number of rail spurs serving local business and increase the number as opportunities arise. Reduce the amount of time drivers are stopped at railroad crossings. 	<ol style="list-style-type: none"> Work cooperatively with local jurisdictions, businesses, and railroad operators to protect all rail spurs from abandonment that currently serve businesses or have the potential to serve freight rail uses. Not endorse any activities that would diminish existing rail service to the City and the surrounding area. Endorse the abandonment of any rail lines only after the corridor has been considered for conversion to trails through the Federal "Rails to Trails" program or similar program. Support the construction of grade-separated road crossings at locations as shown on the future transportation map. Support the construction of a pedestrian overpass at the location as shown on the future transportation map. Encourage efforts to maintain and improve the condition of rail lines throughout the area in order to retain the safety, effectiveness, and competitiveness of freight rail. Support efforts to maintain or increase freight rail activity by encouraging expanded use by agricultural, commercial, and industrial interests. Encourage redevelopment of vacant properties near the rail line to commercial, industrial, or green space uses. Encourage use of the rail to help achieve the vision of Prairie du Chien as a vacation destination by promoting excursion rail services. Enforce train speed limits. Limit the use of train horns through the City.

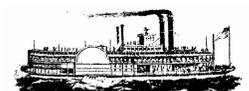
Implementation Action Items	Schedule				Responsible Entity
	2005 to 2009	2010 to 2014	2015 to 2019	2020 to 2024	
1. Develop and maintain an inventory of vacant properties near the rail line.	x				City Planner
2. Review the City's land development regulations to ensure that businesses that use rail are permitted uses, and allowed to locate near the railroad.	x				City Planner
3. Work with the railroads, the state, and others to encourage excursion rail service from Madison.	x				Transportation Committee
4. Develop (and maintain) relationships with railroad personnel.	x				Transportation Committee, City Administrator
5. Periodically monitor the speed of trains passing through the City to ensure compliance.	x	x	x	x	Police Department
6. Develop a proposal to control when train horns can be used in the City.	x				Transportation Committee, City Administrator
7. Meet with Railroad Commissioner to talk about issues affecting the City and the railroads passing through.	x				Transportation Committee
8. Conduct a study to determine the feasibility of and support for converting the short line rail on St. Feriole Island to pedestrian uses when it no longer is used for rail transportation.	x				Transportation Committee, Reuse Committee
9. Conduct a study to determine the feasibility of and support for developing excursion train services.	x				Chamber of Commerce, City Planner
10. Investigate the construction of overpasses (grade-separated crossing) in the center of the City.	x				Transportation Committee



Goal 9
Pedestrian and Bicycle Travel

Develop a complete network of pedestrian and bike ways throughout the entire community and with other areas in the region.

Objectives	Policies				
<ol style="list-style-type: none"> 1. Increase opportunities for pedestrian and bike travel within the City. 2. Increase pedestrian and bicycle safety. 3. Increase the number of miles of sidewalks and bikeways in existing neighborhoods. 	<ol style="list-style-type: none"> 1. Advocate the addition of bike lanes on state and county roads where appropriate. 2. Require the inclusion of bike racks in new commercial, industrial, institutional, and larger multi-family projects. 3. Require sidewalks in all new developments, including residential, commercial, and industrial projects. 4. Support transportation programs that meet the special needs of the elderly, children, and disabled persons. 5. Work to install sidewalks in established neighborhoods and encourage bike paths in appropriate areas. 6. Work to install street lighting in established neighborhoods. 7. Support the construction of a pedestrian overpass over Marquette Road. 8. Explore opportunities to connect City bike paths with those in the region. 9. Ensure that all new sidewalks are handicapped accessible and that existing inaccessible sidewalks are retrofitted in the coming years. 				
Schedule					
Implementation Action Items	2005 to 2009	2010 to 2014	2015 to 2019	2020 to 2024	Responsible Entity
1. Update the pedestrian and bike plan that was adopted in 2004.		x			Plan Commission
2. Review the pedestrian and bike plan every 5 years.		x	x	x	Plan Commission
3. Adopt a policy outlining when sidewalks, bike paths, and street lighting will be constructed in established neighborhoods.	x				City Council
4. Make recommendations to the county and state Department of Transportation regarding bike lanes on state and county roads.	x				City Council
5. Promote a Citywide pedestrian/bicycle transportation campaign.	x	x	x	x	Mayor, City staff
6. Review zoning map/ future land use map to ensure that land development patterns provide opportunities for pedestrian transportation.	x	x	x	x	Transportation Committee, City Planner

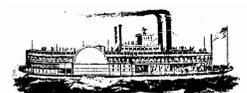


Utilities and Waste Management

Goal 10 Stormwater Management

Maintain and improve existing stormwater infrastructure.

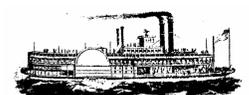
Objectives	Policies																																																																
<ol style="list-style-type: none"> Minimize the amount of impervious surfaces in new development to the extent practicable. Eliminate damage to public infrastructure and private property resulting from stormwater events. 	<ol style="list-style-type: none"> Allow the use of grass swales, especially in lower density subdivisions as a means to enhance stormwater quality and reduce runoff volumes. Require the use of on-site stormwater management facilities when needed to control stormwater runoff. Actively plan for, fund, and manage public stormwater management facilities as may be needed. Encourage residential rain gardens. 																																																																
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Goal 11
Solid Waste and Recycling

Ensure that residents have cost-effective solid waste and recycling services.

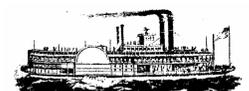
Objectives	Policies				
1. Increase the amount of recycling on a per capita basis. 2. Decrease the amount of waste generated on a per capita basis that enters the waste stream.	1. Continue to support waste reduction and recycling efforts. 2. Support the county's "Clean Sweep Program" to collect and safely dispose of household hazardous waste. 3. Encourage City residents to reduce the amount of household waste they generate, recycle more of their household waste and yard waste, and properly dispose of household hazardous waste.				
Schedule					
Implementation Action Items					
	2005 to 2009	2010 to 2014	2015 to 2019	2020 to 2024	Responsible Entity
1. Periodically include information in the City's newsletter about waste reduction, recycling, and proper disposal methods for household hazardous waste.	x	x	x	x	City Planner
2. Implement City purchasing policies to reduce the amount of waste generated.	x				City Administrator
3. Establish and require recycling practices within City departments.	x				City Administrator
4. Design and implement a "Keep the City Clean" campaign.	x		x		City Council, Chamber of Commerce
5. Improve City composting operations.	x				Public works
6. Conduct a Citywide clean sweep program to collect and properly dispose of household hazardous wastes.	x				Public works



Goal 12
Water and Wastewater Facilities

Provide an efficient water and wastewater system that meets existing and projected demand, promotes orderly growth and development, and protects the public health of the community.

Objectives	Policies				
<ol style="list-style-type: none"> 1. Maintain the high quality of water provided to City residents. 2. Reduce existing threats to the City's ground water. 3. Maximize the return on investment by promoting infill development and higher density compact development on the City's periphery. 4. Maintain the existing wastewater system and extend service in to underserved areas. 5. Reduce the amount of inflow and infiltration entering the wastewater and stormwater system. 	<ol style="list-style-type: none"> 1. Provide new water and sanitary sewer service only within the municipal limits of the City, or within the established urban service area. 2. Require all new development within the City to connect to the City's water and sewer utility. 3. Design new public infrastructure with enough capacity to serve the land uses identified on the future land use map. 4. Maintain enough capacity in the water system and wastewater treatment facility for at least 4 to 5 years into the future. 5. Locate public water and wastewater infrastructure to promote the efficient provision of services, minimize the cost of construction and maintenance and minimize the impact on the natural environment. 6. Prohibit inappropriate development near public wellheads that could potentially contaminate the City's drinking water. 7. Protect the area's ground water from pollution. 8. Attempt to reduce the amount of energy used by the City's utilities. 9. Eliminate septic systems within the City limits as City services are provided. 10. Eliminate private wells within the City limits as City services are provided. 				
Schedule					
Implementation Action Items	2005 to 2009	2010 to 2014	2015 to 2019	2020 to 2024	Responsible Entity
1. Adopt a wellhead management program to protect each of the City's wellheads.	x				City Council
2. Review the City's capital expenditure budget to ensure that planned infrastructure will meet the needs of new development within the City limits, and the anticipated development identified on the future land use map.	x	x	x	x	City Administrator
3. Periodically project the anticipated future demand on the water system and wastewater treatment facility.	x	x	x	x	City Planner, Public Works
4. Meet with adjoining towns to discuss the need for agreements on future services, and cooperative annexation.	x	x	x	x	City Administrator, City Planner
5. Refer to the future land use map and community facilities maps when planning for new public facilities and facility upgrades.	Ongoing				Water Department, Wastewater Department
6. Prepare an inventory of existing septic systems within the City and a set of recommendations for getting them replaced by connecting to the City's wastewater system.	x				Wastewater Department
7. Prepare an inventory of existing private wells within the City and a set of recommendations for getting these systems replaced by connecting to the City's water system.	x				Water Department
8. Investigate options for reducing energy consumption and submit a set of recommendations to the City Administrator.	x				Water Department, Wastewater Department
9. Continually monitor the condition of the existing water and wastewater systems to identify deficiencies and those areas in need of reconstruction/rehabilitation.	x	x	x	x	Water Department, Wastewater Department
10. Continue I&I (inflow and infiltration) program every 3 years.	x	x	x	x	Wastewater Department

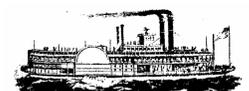


Development and Redevelopment

Goal 13 Land Use

Create a development pattern that includes a variety of land uses and that minimizes potential conflicts between incompatible land uses.

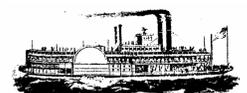
Objectives	Policies																																
<ol style="list-style-type: none"> 1. Minimize the preponderance of strip development. 2. Minimize the negative effects of incompatible land uses that adjoin each other. 3. Maintain a good mix of land uses (primarily residential and commercial) within the community to foster a well-balanced tax base. 4. Play an increasing role in land development in the surrounding towns consistent with state law. 	<ol style="list-style-type: none"> 1. Ensure that new development occurs in areas, and in a manner, that can be efficiently served by City services. 2. Use parks and open space areas as buffers between incompatible land uses, to protect environmentally sensitive lands, or to compliment other land development. 3. New commercial development adjacent to residential developments shall provide adequate buffers and screening. 4. Promote land uses, densities and regulations that result in the protection of valued resources and recognize existing physical limitations (e.g., slope, woodlands, water). 5. Encourage development on vacant parcels (“infill development”) to maximize the efficient use of existing services and facilities. 6. Locate schools, churches, libraries, parks, and other community facilities in strategic locations that provide safe and convenient access to residential neighborhoods. 7. Avoid linear strip commercial development. 8. Promote compact development patterns. 9. Preserve lands identified as environmental corridors. 10. Protect scenic vistas from inappropriate development. 11. Work to preserve lands that help to create a distinct open space corridor between the City and surrounding communities. 12. Rezoning proposals shall be consistent with this plan. 13. The cost of land development shall be the responsibility of the developer. (Also see the description of the Bluff Resource Area (Exhibit B-1.) 14. Encourage the location of community facilities (e.g., municipal offices, libraries, post offices, schools, etc.) in the heart of the City rather than locating them on the periphery in the best interest of the community. 15. Require buffers between incompatible land uses to minimize potential negative effects. 16. Fully exercise the City’s extraterritorial plat review authority. 																																
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<ol style="list-style-type: none"> 1. Revise the City’s current land development regulations to ensure that relevant policies contained in this plan are implemented. 2. Send a letter to the adjoining jurisdictions indicating the City’s decision to fully exercise its extraterritorial plat review authority. 3. Adopt design guidelines that avoid linear strip development and encourage compact development patterns. 4. For each rezoning proposal, ensure that it is consistent with the future land use map contained in this plan. 5. Consistently enforce the City’s zoning regulations. 	<table border="1" style="width: 100%; border-collapse: collapse; font-size: small;"> <tbody> <tr> <td style="width: 50%;"></td> <td style="width: 50%; text-align: center;"> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 12.5%; text-align: center;">x</td> <td style="width: 12.5%;"></td> <td style="width: 12.5%;"></td> <td style="width: 12.5%;"></td> <td style="width: 12.5%;"></td> <td style="width: 12.5%; text-align: center;">City Planner, City Council</td> </tr> <tr> <td style="text-align: center;">x</td> <td></td> <td></td> <td></td> <td></td> <td style="text-align: center;">City Council</td> </tr> <tr> <td style="text-align: center;">x</td> <td></td> <td></td> <td></td> <td></td> <td style="text-align: center;">City Council</td> </tr> <tr> <td></td> <td></td> <td></td> <td style="text-align: center;">Ongoing</td> <td></td> <td style="text-align: center;">Plan Commission, City Council</td> </tr> <tr> <td></td> <td></td> <td></td> <td style="text-align: center;">Ongoing</td> <td></td> <td style="text-align: center;">City Council</td> </tr> </table> </td> </tr> </tbody> </table>		<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 12.5%; text-align: center;">x</td> <td style="width: 12.5%;"></td> <td style="width: 12.5%;"></td> <td style="width: 12.5%;"></td> <td style="width: 12.5%;"></td> <td style="width: 12.5%; text-align: center;">City Planner, City Council</td> </tr> <tr> <td style="text-align: center;">x</td> <td></td> <td></td> <td></td> <td></td> <td style="text-align: center;">City Council</td> </tr> <tr> <td style="text-align: center;">x</td> <td></td> <td></td> <td></td> <td></td> <td style="text-align: center;">City Council</td> </tr> <tr> <td></td> <td></td> <td></td> <td style="text-align: center;">Ongoing</td> <td></td> <td style="text-align: center;">Plan Commission, City Council</td> </tr> <tr> <td></td> <td></td> <td></td> <td style="text-align: center;">Ongoing</td> <td></td> <td style="text-align: center;">City Council</td> </tr> </table>	x					City Planner, City Council	x					City Council	x					City Council				Ongoing		Plan Commission, City Council				Ongoing		City Council
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Goal 15
Telecommunication Towers

Control the location, number, design, and height of telecommunication towers to protect the visual quality of the City and the region as a whole.

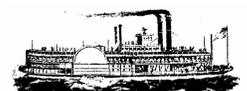
Objectives	Policies					
<ol style="list-style-type: none"> 1. Minimize the visual impact of telecommunication towers on the aesthetics of the City. 2. Minimize the number of telecommunication towers. 	<ol style="list-style-type: none"> 1. Locate wireless communication towers in areas that are less developed or not intended for residential purposes and in areas that do not significantly detract from the scenic qualities of the area. 2. Require that new communication towers are designed to support multiple communication systems of different companies (colocation). 3. Allow private companies to lease space on municipal facilities. 4. New communication towers should be camouflaged to blend in with the surrounding area. 					
Schedule						
Implementation Action Items						
		2005 to 2009	2010 to 2014	2015 to 2019	2020 to 2024	Responsible Entity
1. Work with other local governments in the area to develop a regional master plan for siting new communication towers.		x				City Planner
2. Revise the City's zoning code to address telecommunication towers.		x				City Planner
3. Work with other governmental jurisdictions in the region to prepare a telecommunications master plan to identify preferred areas for wireless communication tower.		x				Plan Commission
4. Adopt a City ordinance regulating the use and placement of communication towers.		x				City Council, Airport Commission (in relation to height of towers near the airport)



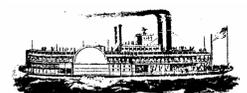
**Goal 16
Economic Development**

Foster a local economy that is sustainable, where the economy grows, the community is enhanced, and unique and important resources are respected and protected.

Objectives	Policies
<ol style="list-style-type: none"> 1. Increase the number of jobs that pay more than the county average wage rate. 2. Decrease the unemployment rate. 3. Increase the number of full-time jobs. 4. Increase the number of jobs that offer health care benefits. 5. Increase coordination and integration of regional economic development activities. 	<ol style="list-style-type: none"> 1. Encourage development of small to medium-sized businesses. 2. Actively recruit new employers that pay more than the average wage rate in the City. 3. Promote the growth and expansion of existing businesses (business retention). 4. Encourage the development and growth of the City's tourism economy. 5. Maintain and provide appropriate "traditional" municipal infrastructure and technology based infrastructure such as high speed Internet connections. 6. Encourage continued downtown revitalization to enhance economic activity. 7. Promote redevelopment of brownfields/ contaminated sites. 8. Allow home occupations in residential areas provided they fit into the character of the neighborhood. 9. Promote the creation and expansion of small and medium-sized companies. 10. Provide developers financial assistance when it can be shown that the project is not financially feasible without City assistance and that the project would in fact benefit the City. 11. Utilize tax incremental financing to the fullest extent allowed by state law to promote economic development and revitalization. 12. Expand joint effort marketing programs. 13. Promote economic development and redevelopment opportunities that fit into the community's vision. 14. Use development agreements to ensure that businesses locating within new tax increment financing districts create quality jobs that benefit area households. 15. Partner with Southwest Wisconsin Technical College to establish education classes locally. 16. Promote the expansion of educational opportunities at the Prairie du Chien campus of Upper Iowa University. 17. Support the establishment of satellite campuses in the City. 18. Encourage state offices to locate satellite offices or regional offices in the City. 19. Encourage the development of businesses that will work toward continual education of their employees. 20. Encourage retail and service businesses that require less than 5,000 square feet to locate downtown. 21. Encourage manufacturing and warehousing to locate in business parks. 22. Encourage larger scale retail to locate along major transportation corridors. 23. Locate complimentary land uses together to maximize overall economic function.



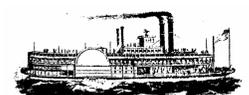
Implementation Action Items	Schedule				Responsible Entity
	2005 to 2009	2010 to 2014	2015 to 2019	2020 to 2024	
1. Conduct a strategic planning effort with appropriate public and private economic development partners to develop a three to five-year economic development plan and update it every year.	x	x	x	x	City Planner
2. Conduct a tourism assessment with assistance of staff from the Wisconsin Department of Tourism.	x		x	x	Tourism Council
3. With the assistance of UW-Extension, facilitate a "first impressions" survey of Prairie du Chien.	x		x		City Administrator
4. Conduct a survey of businesses to identify how City policies/services limit expansion of businesses, and what the City can do to facilitate expansion.	x				City Planner
5. Review the City's land development regulations to ensure that home based businesses are allowed in residential districts where appropriate.	x				City Planner
6. Encourage business development by offering incentives in the industrial park (tax increment financing redevelopment grants, subsidies).	x	x	x	x	City Council
7. Assist downtown renovation by offering low interest redevelopment loans and/or property tax protection on improvements.	x				City Council



Goal 17
Brownfields and Redevelopment

Facilitate the clean up of contaminated sites (brownfields) to protect the environment and recapture economic activity.

Objectives	Policies				
1. Minimize the amount of time that sites are classified as a brownfield. 2. Increase the tax base by redeveloping brownfield sites. 3. Reduce the blighting influences of neglected properties.	1. Use tax increment financing when appropriate to help fund clean up at brownfield sites. 2. Work with the private sector to create strategies to redevelop brownfield sites. 3. Work to assemble blighted properties for redevelopment purposes. 4. Work with state and federal agencies to redevelop existing brownfields and future sites.				
Schedule					
Implementation Action Items	2005 to 2009	2010 to 2014	2015 to 2019	2020 to 2024	Responsible Entity
1. Apply for federal and state grants that can be used to help finance clean up and redevelopment of brownfield sites.	As necessary				Redevelopment Authority; City Planner
2. Create a community development authority consistent with state statutes.	x				City Council
3. Develop an inventory of brownfield and blighted properties and keep it up to date.	x	x	x	x	Redevelopment Authority; City Planner

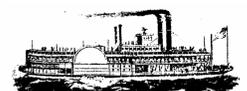


**Goal 18
Downtown**

Create a dynamic and economically viable downtown to serve as the focal point of the community.

Objectives	Policies
<ol style="list-style-type: none"> 1. Decrease the amount of time that downtown buildings are vacant. 2. Increase the number of residential units within and near the downtown. 3. Increase the variety and mix of retail stores in the downtown. 4. Increase the aesthetics of building facades. 5. Increase the number of businesses that are open during evening hours. 6. Create a complete mix of uses, including offices, retail and services, government, arts, entertainment, housing, parks, and visitor attractions. 7. Increase the amount of landscaping in the downtown. 8. Establish trolley service within the City and also between Prairie du Chien and Marquette and McGregor, Iowa. 9. Improve the signage along Marquette Road that points people to the downtown. 	<ol style="list-style-type: none"> 1. Create incentives to encourage storefront renovations. 2. Develop and implement design standards to guide development. 3. Allow residential dwelling units on the upper floors of buildings in the downtown. 4. Explore and promote ways to encourage businesses to choose a downtown location. 5. Address any parking deficiencies in the downtown business area in a timely fashion. 6. Diversify the retail business mix in the downtown business district. 7. Encourage downtown revitalization to enhance community character and the downtown business climate. 8. Promote the downtown as the hub of the City. 9. Encourage business owners to exploit niche markets not served by chain stores. 10. Promote the construction of a performing arts facility in the downtown area.

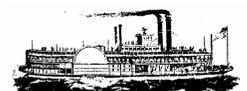
Implementation Action Items	Schedule				Responsible Entity
	2005 to 2009	2010 to 2014	2015 to 2019	2020 to 2024	
1. Establish tax increment financing in the downtown (when feasible) to help finance needed infrastructure improvements and to fund a façade improvement program.	x	x			City Council
2. Create a façade renovation program.	x				Joint effort between the City and downtown businesses
3. Work with downtown businesses to establish a business improvement district.	x				Chamber of Commerce, City Planner
4. Conduct periodic surveys of local businesses to understand existing strengths and concerns and to take a proactive approach to providing assistance and offering solutions.		x			Chamber of Commerce
5. Develop a marketing plan to aid in the recruitment of downtown businesses.	x				Business owners, Chamber of Commerce, and the City
6. Periodically conduct an inventory of downtown parking availability.	x	x	x	x	City Planner
7. Identify potential funding sources to assist with planning and implementing downtown improvements.	x				City Planner
8. Utilize development funds for blight renovation.	x				City Council
9. Develop a detailed initiative in the downtown to provide more landscaping and public amenities including improved lighting, seating, and bike parking.	x				City Planner
10. Plan and budget for public improvements in the downtown.	x	x	x	x	City Administrator
11. Study the feasibility of and support for building a performing arts facility in the downtown area.	x				City Planner, Chamber of Commerce
12. Create a mural program for the downtown area.	x				City Planner, Chamber of Commerce



Goal 19
St. Feriole Island Reuse

Develop St. Feriole Island as a recreational and cultural asset, while recognizing constraints to development.

Objectives	Policies				
<ol style="list-style-type: none"> 1. Increase the number of special events held on St. Feriole Island. 2. Decrease the number of privately owned properties on the island. 3. Decrease the number of public roads bisecting the island. 4. Increase the economic benefit of the island to local businesses. 5. Increase the number of people who visit or otherwise use the island 6. Strengthen the working relationship among all those who have a vested interest on the island. 	<ol style="list-style-type: none"> 1. Work to purchase all privately held properties on the island. 2. Support the closure of unneeded public roads on the island that do not serve private properties. 3. Promote the use of the island as a steamboat junction and stopping place. 4. Link the island to the mainland by appropriate pedestrian and bike trails. 5. Continue to provide a large area of open ground and associated facilities that can be used for multiple purposes such as festivals, concerts, and other similar public events. 6. On the island or on the mainland near the island, provide recreational experiences that relate to the water resources of the island (e.g., improved and expanded marina, canoe and boat rental, new and improved boat ramps and landings, floating restaurants, sand beach, river front park, fishing piers, and excursion rides). 7. Redevelop the lower portion of Blackhawk Avenue to reflect positively on St. Feriole Island. 8. Ensure that all development occurring on the island is consistent with floodplain management objectives. 9. To the greatest extent practical, preserve structures and sites of historic value and preserve and protect areas of natural resource value. 10. Conduct appropriate research on all sites of archaeological value before ground disturbing activities take place and preserve those sites of archaeological value. 11. Develop an educational/recreational based system based on the history of St. Feriole Island, Prairie du Chien, and the Upper Mississippi River Valley. 12. Ensure that land uses and activities around Villa Louis are sensitive to this special historic resource. 13. Protect the natural and historical resources of the island. 				
Schedule					
Implementation Action Items	2005 to 2009	2010 to 2014	2015 to 2019	2020 to 2024	Responsible Entity
1. Review the St. Feriole Island Re-Use Plan and revise as appropriate every 5 years.	x	x	x	x	Reuse Committee, City Planner
2. Develop a detailed work program to implement the St. Feriole Island Re-Use Plan and keep it up to date.	x	x	x	x	Reuse Committee, City Planner
3. Seek funding to purchase privately held properties on the island.	Ongoing				Reuse Committee, City Planner
4. Develop a traffic and parking policy for the island.	x				Reuse Committee, City Planner
5. Create a single entity representing all island interests that is solely responsible for the care, development, and operation of the island.	x				City Council



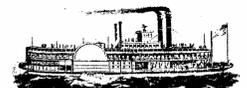
Community Character

Goal 20 Residential Neighborhoods

Preserve the character and aesthetic qualities of existing neighborhoods and create new neighborhoods based on the best qualities of existing ones.

Objectives	Policies
<ol style="list-style-type: none"> 1. Decrease the number of blighted properties in established neighborhoods. 2. Maintain the quiet nature of neighborhoods. 3. Enhance the quality of existing neighborhoods. 4. Increase the level of street lighting to enhance pedestrian safety. 	<ol style="list-style-type: none"> 1. Replicate and adapt the most desirable aspects of the City's traditional neighborhoods when designing new neighborhoods. 2. Prevent the incursion of incompatible non-residential land uses into residential neighborhoods. 3. Protect the most desirable aspects of established neighborhoods from negative impacts of traffic and incompatible land uses. 4. Work to establish and reinforce the identity of neighborhoods and districts by supporting neighborhood organizations and events; creating neighborhood parks; supporting gateway signs, banners, and streetscapes. 5. Develop new neighborhoods in a manner that fosters a sense of community and interaction among neighbors, provides a sense of identity, and creates a sense of security. 6. Identify neighborhood character and take steps to ensure that further development is consistent with it. 7. Promote continuous reinvestment in neighborhoods to ensure they remain attractive places to live. 8. Encourage major institutions to work closely with affected neighborhoods in resolving parking and traffic issues. 9. Continue to work with major institutions (e.g., hospitals, schools) to develop expansion plans that are compatible with both the goals of surrounding neighborhoods and the City's economic development goals. 10. Local residential streets should be relatively narrow so as to reduce the speed of traffic and increase safety and enjoyment of local residents. 11. Require buffers between incompatible land uses to minimize potential negative effects.

Implementation Action Items	Schedule				Responsible Entity
	2005 to 2009	2010 to 2014	2015 to 2019	2020 to 2024	
1. Prepare individual neighborhood plans as time and resources allow.	x	x			City Administrator
2. Seek additional funding for the City's home-improvement grant program.	x				City Planner
3. Plan for and budget resources as appropriate for neighborhood organizations (money, technical assistance, materials).			Ongoing		City Planner, City Council
4. Identify the desirable aspects of existing neighborhoods.	x				City Planner, Plan Commission
5. Review the City's land development code to ensure that incompatible uses are not established in residential neighborhoods.	x				City Planner
6. Revise road standards to allow narrower streets in residential neighborhoods.	x				City Council

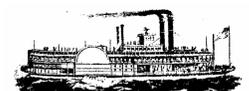


**Goal 21
Community Design**

Create a visually appealing community.

Objectives	Policies
<ol style="list-style-type: none"> 1. Minimize outdoor lighting and avoid excessively tall light standards while providing public safety. 2. Improve the appearance and design of commercial and multi-family projects. 3. Minimize the amount of land dedicated to parking lots. 4. Reduce the visual dominance of signs within the City. 5. Improve the appearance of the entry corridors leading into the City. 6. Increase the number of, and variety of, trees planted within the City. 	<ol style="list-style-type: none"> 1. Limit large, box-like commercial buildings and large, monotonous walls by adopting design guidelines. 2. Continue to avoid excessive signage. 3. Develop standards for coordination of multiple signs on a development site to ensure compatibility of size, colors, graphics, and materials. 4. Locate parking lots behind, or to the side of, commercial buildings wherever possible to reduce the visual impact of surface parking. 5. Incorporate amenities such as bike racks, public art, benches, and fountains into larger commercial projects, whenever possible. 6. Locate loading areas out of the public view and the view of adjacent properties. Use appropriate screening, when needed. 7. Require screening (e.g., fences, hedges, landscape planting) between commercial and industrial properties and non-commercial and non-industrial parcels. 8. Require adequate covered parking for occupants of multi-family projects, whenever possible. 9. Establish design review guidelines for commercial and multi-family projects. 10. Allow land uses with different demands for peak parking (e.g., church and offices) to share parking areas. 11. Continue to enforce the City's building code. 12. Encourage the adaptive reuse of older structures especially in the downtown. 13. Promote visually appealing development projects. 14. Use signs, monuments, and interpretive displays to acknowledge features unique to the region. 15. Preserve and enhance important views and landmarks in order to maintain visual character and reinforce civic identity. 16. Maximize visual and physical linkages between adjoining land uses that are similar or compatible. 17. Require underground utilities in new development.

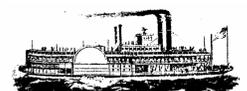
Implementation Action Items	Schedule				Responsible Entity
	2005 to 2009	2010 to 2014	2015 to 2019	2020 to 2024	
	1. Revise the City's current zoning code and other regulations to ensure that policies listed in this section are promoted.	x			
2. Adopt design guidelines for reviewing commercial and multi-family projects.	x				City Planner, Community Development Committee
3. Undertake a streetscape improvement program	x				City Planner, Street Dept.
4. Adopt a landscaping ordinance.	x				City Council
5. Adopt and enforce a building maintenance code to ensure that existing buildings and properties meet minimum standards to promote public health, safety, and welfare.	x				City Council



Goal 22
Natural Environment

Protect natural resources and environmentally sensitive land from inappropriate use and/or development.

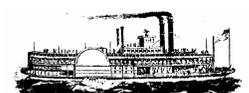
Objectives	Policies				
<ol style="list-style-type: none"> 1. Minimize disruption to environmentally sensitive lands (wetlands, floodplains, riparian habitat, etc.). 2. Maintain the aesthetic beauty of the bluffs within and near the City. 	<ol style="list-style-type: none"> 1. Restrict development along river corridors to protect riparian habitat and river quality and aesthetics. 2. Restrict development in designated floodway areas within floodplains. 3. Protect rare and endangered species and maintain their habitat. 4. Protect wetlands from development for their ecological and hydrological functions. 5. Support efforts to limit development on the bluffs rising above the City. 6. Support the efforts of landowners to keep natural areas from being developed by using conservation easements or other means. 				
Schedule					
Implementation Action Items					
	2005 to 2009	2010 to 2014	2015 to 2019	2020 to 2024	Responsible Entity
1. Develop a map of environmentally sensitive areas.	x				City Planner
2. Adopt development restrictions for environmentally sensitive areas.	x				City Council
3. Initiate the formation of a local land trust as one mechanism to protect the bluffs from inappropriate development.	x				City Planner



Goal 23
Historic Preservation

Protect, preserve, and capitalize on the City's historic and archaeological resources.

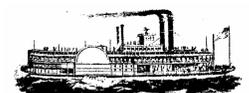
Objectives	Policies																																																														
<ol style="list-style-type: none"> Increase the number of historic buildings and districts in the City, which are nominated for the National Register of Historic Places and/or on the State Register of Historic Places. Increase the awareness for and protection of historic and archaeological resources. 	<ol style="list-style-type: none"> Encourage the preservation, rehabilitation, and adaptive reuse of historic buildings. Coordinate closely with and support state and federal agencies working to protect historic resources. Support the identification and designation of eligible national, state, and local historic properties. Create incentives to help encourage property owners to preserve historic resources Interpret and highlight the early cultural heritage of the region with signs, interpretive monuments, and use of historic place names. Educate the public about historic places and archaeological sites. 																																																														
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Goal 24
Parks and Recreation

Develop a range of park facilities and programs to meet the current and anticipated needs of city residents.

Objectives	Policies				
<ol style="list-style-type: none"> 1. Increase opportunities for passive recreational opportunities such as bike trails. 2. Maintain the City's high standards for park development and maintenance. 3. Increase use of existing facilities and new ones that may be developed in the future. 4. Increase the number of organized activities for children at City parks. 5. Upgrade the facilities at Hoffman Hall, including accessibility for disabled individuals. 6. Increase the recreational opportunities for teenagers and young adults who typically are not involved in organized sports. 	<ol style="list-style-type: none"> 1. New community/neighborhood parks should front on at least one public road to increase visibility, accessibility, and safety. 2. Residents should be involved in the design and management of public park areas. 3. Before new parks, trails, and open spaces are created ensure that existing facilities are properly maintained. 4. As the opportunity arises, work with the school district to develop joint recreational facilities to benefit both the school district and community residents. 5. Support the development of a skateboard park to meet the recreational and social needs of area youth. 				
Schedule					
Implementation Action Items					
	2005 to 2009	2010 to 2014	2015 to 2019	2020 to 2024	Responsible Entity
1. Review and update the City's outdoor recreation plan every 5 years.		x	x	x	City Planner
2. Prepare an annual conditions report to identify maintenance needs for the City's parks.	x	x	x	x	Parks Department
3. Develop a park, trail, and open space maintenance schedule.	x				Plan Commission/ Parks Dept.
4. Plan and budget for needed park facilities	x	x	x	x	Parks Department
5. Develop a proposal for structured activities for children at City parks and submit it to the City Council for consideration.	x				Parks Department
6. Conduct an inventory of Hoffman Hall and prepare cost estimates for needed improvements.	x				Parks Department
7. Study the feasibility of, and support for, a youth skateboard park in the City.	x				Parks Department
8. Study the feasibility of, and support for, creating an "adopt a park" program.	x				Parks Department
9. Provide city residents with a schedule of seasonal recreational opportunities via a periodic newsletter, the City's website, and other media as appropriate.		Ongoing			Parks Department

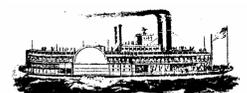


Local Government

Goal 25 Community Involvement

Encourage every household to be involved in the affairs of the community.

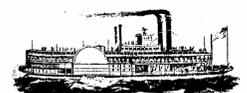
Objectives	Policies				
<ol style="list-style-type: none"> 1. Increase the number of families and individuals who volunteer their time within this community. 2. Increase citizen involvement and interest in the functions of city government. 	<ol style="list-style-type: none"> 1. Seek out and use the skills and expertise of residents to serve on volunteer committees. 2. Provide opportunities for resident involvement in the functions and operation of the City. 3. Encourage residents to get out and vote. 4. Support programs and events that help integrate new residents into the community. 5. Encourage cultural activities through the school, civic clubs, private organizations, and foundations. 6. Provide residents with up-to-date information on community events and issues affecting the community. 7. Provide residents with the opportunity to review draft plans, propose plan amendments, and participate in the development of rules and regulations. 8. Encourage each household to become involved in their community. 9. Support the creation of programs in area schools to promote volunteerism among school children and mentoring by adults, especially the elderly. 10. Support the creation of programs in area schools that foster pride in the community (e.g., school vegetable garden, riverfront clean up, environmental monitoring). 				
Schedule					
Implementation Action Items	2005 to 2009	2010 to 2014	2015 to 2019	2020 to 2024	Responsible Entity
1. Develop a newsletter that will be sent to every household in the City.	x				City Administrator
2. Create a website as a means of communicating with residents, visitors, business owners, and others.	x				City Administrator
3. Work with the school district to establish a youth in government or internship program to get young people involved, build, and utilize their skills.	x				City Administrator
4. Conduct citizen academies as a tool for two-way communication between residents and city officials.	x	x	x	x	City Administrator
5. Install a media message board by City Hall and/or other locations to disseminate local government notices.					City Administrator
6. Study the feasibility of, and support for, developing a community garden.	x				City Planner
7. Create a program to annually recognize the contributions of individuals and groups who help make Prairie du Chien a great place to live.	x				City Administrator, Chamber of Commerce
8. Annually recognize the contributions of individuals and groups who help make Prairie du Chien a great place to live.	x	x	x	x	City Administrator, Chamber of Commerce



Goal 26
Governmental Operations

Provide exemplary service to city residents.

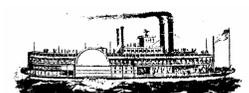
Objectives	Policies																																		
<ol style="list-style-type: none"> 1. Provide cost-effective and exceptional government services. 2. Increase efficiencies in providing governmental services. 	<ol style="list-style-type: none"> 1. City employees and officials will promptly respond to citizen inquiries and requests. 2. Support innovative ways of doing business that foster efficiency, communication with residents, and open government. 3. Encourage employees to suggest new ways of doing business. 4. Conduct performance reviews of City services and programs to ensure efficiency and attain targeted objectives. 																																		
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**Goal 27
Intergovernmental Cooperation**

Achieve a high level of intergovernmental cooperation.

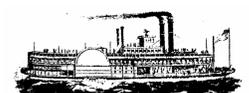
Objectives		Policies				
<ol style="list-style-type: none"> Increase coordination with adjoining jurisdictions, the county, and those state agencies having a direct impact on the future of Prairie du Chien. Minimize costs and maximize services for city residents by cooperating with other units of government. 		<ol style="list-style-type: none"> Maintain regular contacts, both formal and informal, with Crawford County, nearby municipalities, the school district, special districts, and other government entities to discuss common issues and opportunities for beneficial partnerships. Provide information to adjoining jurisdictions in a timely manner as may be requested. Provide surrounding jurisdictions the opportunity to review and comment on proposed amendments to this plan. Work with adjoining jurisdictions to save money and create efficiencies in the provision of public services by sharing resources, facilities, and services. 				
Implementation Action Items		Schedule				Responsible Entity
		2005 to 2009	2010 to 2014	2015 to 2019	2020 to 2024	
1. Develop and maintain a listing of all active and terminated intergovernmental agreements.		Ongoing				City Administrator
2. Send a letter to the Town Boards and Plan Commissions of the adjoining Towns to propose periodic meetings to talk about issues of common concern and develop an overall strategy for development in the area.		x				City Administrator
3. Conduct a study to determine those services which could be provided more efficiently through intergovernmental partnerships.		x				City Administrator
4. Conduct a summit meeting of business, tourism, cultural, and historical organizations and local government to discuss issues of common concern.		x				City Administrator
5. Maintain regular contacts with nearby municipalities, the school district, special districts, and other governmental entities.		Ongoing				City Administrator



**Goal 28
Plan Monitoring and Evaluation**

Keep this comprehensive plan relevant, useable, and timely.

Objectives	Policies				
1. Keep the plan up-to-date.	1. Conduct a formal review of the plan at least once every 5 years consistent with state requirements. 2. Prepare annual reviews of the plan. 3. Amend the plan in a timely fashion.				
Implementation Action Items					
Implementation Action Items	Schedule				Responsible Entity
	2005 to 2009	2010 to 2014	2015 to 2019	2020 to 2024	
1. Every 12 months, planning staff will prepare and present a report to the Plan Commission and City Council summarizing: <ul style="list-style-type: none"> ▪ How the plan was used to direct major spending, regulatory, and construction decisions; ▪ How development and redevelopment did or did not coincide with the guidelines of this plan; ▪ How the City has changed in ways that may call for amendments to the plan. 	x	x	x	x	City Planner
2. Review the adopted comprehensive plan and revise as necessary (minimum once every 5 years following adoption).		x	x	x	Plan Commission
3. Plan for and anticipate costs for amending this plan.	x	x	x	x	City Administrator



Future Land Use

The City and the surrounding area is divided into 14 base districts and 2 overlay districts as depicted on Map B-1 and as described in Exhibit B-1. At the outset it should be noted that these districts are established for general planning purposes only. They may or may not correlate to the City's current zoning. Once this plan is adopted, City officials will need to examine the current zoning regulations and associated map to determine if, and how, they should be revised to implement the future land use map.

The overlay districts are used to recognize special characteristics of the underlying land that do not occur throughout the entire base district. The overlay districts are associated with the bluffs along the City's eastern flank and the 100-year floodplain on its northern, western and southern flanks.

Collectively, the base and overlay districts established in this plan are intended to present a logical development pattern and extension of the City. The future land use map also identifies five-year development phases extending for the 20-year life of this plan. The development phasing is only intended to facilitate planning for infrastructure and City services. It is not intended to limit or control when development may occur. Most of the development occurring over the next 10 to 15 years will likely occur within the City's current limits. However, if the property owners of the vacant land are not able or willing to accommodate new development on their parcels, annexation will likely occur.

The following section describes important issues related to the future land use map.

- ◆ The Prairie du Chien Airport occupies a significant portion of the City's land area and also limits the range of land uses that can occur nearby or within the flight path of aircraft. Given the level and type of development in some areas of the adjoining towns, opportunities for annexations may be constrained. Given the forgoing factors, the possibility of moving the airport to another location in the area was considered as a potential option. If the airport facilities were moved this would free up a significant amount of very developable land. Obviously, this would be a rather significant decision with unspecified, but large, financial costs. For these reasons, the airport was not moved in this plan. However, in future years it may become increasingly apparent that the benefits could outweigh the costs of moving the airport.
- ◆ Currently, Universal Forest Products and Quality Wood Treating are located in the southeast quadrant of the City. These industrial uses essentially form an island surrounded by single-family residential uses. Because of the current conflict between these uses, the future land use map shows these industrial parcels being redeveloped for housing in the coming years. These businesses are great assets to the community, but are unfortunately not located in a suitable location. The City needs to work with the business owners to find suitable locations in the City for their business. Given the nature of these businesses, it may be more appropriate to locate in an area with rail access. Because these properties are located in Tax Increment District #5, more research will be necessary to assess the implications on the district. The zoning for this area should allow the continued use of these uses until such time as they move to another more suitable location.

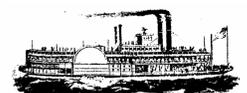


Exhibit B-1. Land Use Districts

Base Districts	General Description
1 High density residential	This district is intended to accommodate the highest residential density found in the City. The gross density of new projects would be in the range of 6 to 7 units per acre. Multi-family units would be appropriate along with townhouses and small-lot single family uses. Public facilities such as parks, trails, and schools are commonly found here.
2 Medium density residential	This district is intended to accommodate the second highest residential density found in the City. Duplexes are allowed, but the majority of dwelling units are single-family. Gross densities are in the range of 4 to 5 dwelling units per acre. Public facilities such as parks, trails, and schools are commonly found here.
3 Low density residential	This district is intended to accommodate the lowest residential density found in the City. To ensure that development maximizes public infrastructure, a minimum lot area should be specified and enforced. Single-family dwelling would have a gross density of 3 to 4 dwellings units per acre. Public facilities such as parks, trails, and schools are commonly found here.
4 Rural residential	This district will accommodate single-family dwelling units on larger parcels with a gross density of 1 dwelling unit per 1.5 to 6 acres.
5 Central business district	This district is intended to be the focal point of the community with a wide range of uses and activities commonly found in a downtown area. Individual stores are typically not larger than 5,000 square feet. Typical uses include commercial and professional offices on street level and on upper floors where residential uses could also occur. Such uses will help to create pedestrian travel and vitality on the street. Uses that occupy large blocks of land such as storage facilities or auto sales or the like would not be appropriate. Parking for this area would occur on the street with supplemental parking in municipal parking lots.
6 Commercial - retail	The commercial retail district is intended to accommodate a shopping center style shopping area.
7 Commercial - highway	Uses in this district are characteristically auto-oriented. They include auto sales and service, large-format retail stores, restaurants, and offices of various types.
8 Commercial - tourism	This district is intended to accommodate those commercial land uses that specifically cater to tourists who come to Prairie du Chien for the day or stay overnight. Such uses may include restaurants, convention facilities, hotels, visitor services, specialty shops, and the like.
9 Commercial - crossroads	This district is found exclusively in the more rural areas outside of the City and is found at the intersection of two major roadways. Appropriate uses could include auto-related commercial land uses with a relatively small footprint. Examples would include gas stations, restaurants, and convenience stores.
10 Institutional	The institutional district is limited to those uses occupying a significant land area. Examples include correctional facilities.
11 Heavy commercial / industrial	This district is intended to accommodate a wide array of industrial, manufacturing, warehousing, and similar uses.
12 Large format PUD	This district is intended to accommodate larger development projects that typically require larger parcels of land. Development within this district should be reviewed on a case-by-case basis. This will allow more flexibility, but require a higher degree of scrutiny and review. Uses allowed in this district may include commercial, industrial, and commercial tourism, but should not be sensitive to noise given the proximity of the airport.
13 Recreational / cultural	This district is used to designate the large recreational and cultural resources in the City. These types of uses on smaller parcels are allowed throughout many of the other districts.
14 Agriculture / rural development	Land uses found in this district include agriculture, agriculturally related services, and very low density residential. Subdivisions may occur, but characteristically are designed using conservation subdivision principles.

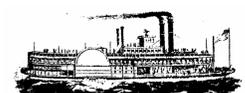


Exhibit B-1. Land Use Districts – continued

Overlay Districts	General Description
Bluff resource area	This district is applied to the bluffs adjoining the City to recognize the aesthetic qualities and development constraints on these steeper slopes. The intent of this district is to not prohibit development, but to ensure that what development does take place: (1) is not readily visible from below, (2) does not cause negative effects on slope stability, or (3) result in increased erosion or significant slope modifications. The boundary shown is general in nature. The exact configuration of this overlay district will be outlined in the resulting regulations that may be adopted.
100-Year floodplain	State law requires the imposition of regulations within the identified 100-year floodplain. The boundary shown on the map is intended to correspond to the boundary of the floodplain maps adopted by the Federal Emergency Management Agency (FEMA).

Future Transportation

The Wisconsin Department of Transportation has been working with City officials and residents on a major improvement project for Marquette Road. The following projects are being recommended at this time:

1. Realign USH 18 onto South Main Street/LaPointe Street, 2-lanes on 4-lane right of way.
2. Construct a two-way left-turn lane (TWLTL) on Marquette Road from Webster Street to LaPointe Street.
3. Provide roundabouts at the intersection of Blackhawk Avenue, Iowa Street, and Wisconsin Avenue.
4. Construct a 5-lane roadway that includes a TWLTL on Marquette Road from Washington Street to Cliffwood Lane, including a roundabout at Washington Street when warrants are met.

Roundabouts are proposed instead of a series of traffic signals because roundabouts tend to move traffic more efficiently and safely than signaled intersections. To address the poor pedestrian access across Marquette Road and the rail line, the DOT is proposing to install a pedestrian overpass at Mooney Street and at Wells Street.

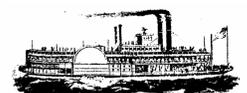
Map B-2 shows the locations for these proposed transportation projects and the proposed pedestrian path through the City and beyond. The specific location for this facility at this time is still being developed but will likely follow the general route as depicted.

Beyond these significant projects, no other major roadway projects are planned. In the future it may be possible to develop a north south collector along the eastern edge of the City to provide additional linkages. The location and extent of this facility has not been defined and is therefore generally shown on the future transportation map.

Future Community Facilities

Considering this inventory of Prairie du Chien’s existing utilities and community facilities, this section is intended to assess the adequacy of these utilities and facilities to meet the existing and future needs of the City’s residents and businesses.

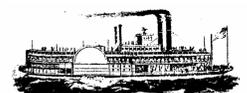
Table B-2 lists each of the utilities and community facilities in this inventory and considers whether it will be adequate throughout the planning period, based on five-year increments. The table makes recommendations about whether existing or future needs should be met by expanding or improving existing facilities, or creating new facilities. Based on the vision of this plan, no additional city facilities are required to accommodate the growing population in the next 10-year period. Upgrades of existing recreational facilities are anticipated at



Hoffman Hall to make it more handicapped accessible. Stormwater management improvements are needed to correct current deficiencies. Improvements to the water and wastewater systems will consist of period upgrades along with extensions to currently undeveloped parcels. The library facilities should be upgraded to meet current needs, let alone future needs. Map B-3 shows the location of the existing community facilities.

Exhibit B-2. Public Facilities Plan: 2005 to 2024

City Facilities/Services	Current Status (2004)	Recommended Changes			
		2005 to 2009	2010 to 2014	2015 to 2019	2020 to 2024
Wastewater plant	Adequate	-	-	Expand treatment facility	Expand treatment facility
Water system	Adequate	-	-	Expand supply & storage	Expand supply & storage
Stormwater management	Portions are inadequate	Prepare and implement stormwater management plan.	-	-	-
Municipal buildings	Adequate	-	-	-	-
Municipal parking lots	Adequate	-	-	-	-
Recreation facilities	Adequate	Selected improvements at Hoffman Hall	-	-	-
Library services	Inadequate	Develop new facilities or expand at current location	-	-	Expand library
Police services	Adequate	-	-	-	-
Fire protection	Adequate	-	-	-	Expand facility ??
Facilities/Services by Others					
EMS	Adequate	-	-	-	-
Solid waste and recycling	Adequate	-	-	-	-
Tele-communication and fiber optics	Adequate	-	-	-	-
Electrical and natural gas	Adequate	-	-	-	-
Schools	Adequate	-	-	-	Facility expansion
Child care	Adequate	Develop additional capacity	Develop additional capacity	Develop additional capacity	Develop additional capacity
Health care	Adequate	-	-	-	-
Cemeteries	Adequate	-	-	-	-



Map B-1 Future future land use

Map B-2 Future Transportation

Map B-3 Future Facilities Plan

